



JEFF WALKER'S PRODUCT LAUNCH FORMULA 2.0

Module 1: Getting To Your First Product Launch Plan – Fast and Simple

Video 1: The Product Launch Formula Strategy

Hey folks, its Jeff Walker. I'm the creator of the Product Launch Formula and I would like to welcome you to Product Launch Formula 2.0. I started developing these Product Launch techniques in late 1996, early 1997, and started to do one launch after another in my little niche business where I was teaching people about trading the stock market and investing in the stock market.

Over the years I just got better and better. It was mid-1998 when I really thought I put together an amazing launch. The launches up until then had been doing maybe \$6,000 or \$8,000. Then in 1998 I did one that I think did about \$34,000. That was an amazing amount of money to me at the time.

Eventually I think it was around late '99, early 2000 I did a launch that did \$106,000 in seven days. That later came to be known as Six Figures in Seven Days, or Six in Seven.

In 2003 I went to an Internet marketing seminar and I made a bunch of new friends. We were talking about some of the stuff we had done lately. I happened to mention that I made six figures in seven days, and people's jaws dropped when I mentioned that. I guess it was then that I started to get this inkling that I was doing things that no one else was doing.

I started to share some of these techniques with people who later became good friends of mine, like John Reese, Frank Kern and Jeff Johnson. These are people that a lot of folks look up to as Internet marketing gurus or teachers or leaders. I started to show them some

techniques and John Reese went on to do a great launch for his first workshop. Then John did one million dollars in a single day, actually, more than a million dollars in sales in a single day, for his Traffic Secrets product.

It was around that time when I decided that I needed to teach it, and that led to what I call the first Product Launch Formula Workshop where I led a small group of people through these techniques. From there I went on to release a new product called Product Launch Formula Version 1.0, and from there, tens of millions of dollars have been made in product launches in every niche imaginable with every product imaginable.

I'm going to walk you through version 2.0 in a very step-by-step way. You can see the first thing I have here is simple because I prize simple. Simple is important to me. I like to keep things simple because it's a lot easier for things to break when things get more complicated.



A lot of people think that these big, fancy launches are super complicated, but I always like to keep them simple. If I consult on a launch, I always shock the client by taking it back to the basics, over and over and over.

The whole process can be a little daunting, a little intimidating. In fact, I'll show you the first map. This is the first mind map I put together when I first did my first Product Launch Workshop. There is a lot going on underneath the hood. It is sort of complicated.

If you haven't seen a mind map before this is sort of like a fancy, free-form outline. You'll be seeing a lot of this and I'll be showing you how I use them and how you can use them too . It's actually a lot

more complicated than what you see, because there's a lot of hidden stuff under the hood, so to speak. These things can just expand further and further and further. There are actually hundreds of different entries in this entire mind map.

I don't expect you to read all this. I'm just basically showing you this to show you that there really is a lot going on behind the hood. I'm going to make this simple. The last thing I want to do is intimidate you and have you feel like it's complicated that's not my intention. I'm going to show you how to keep this very, very simple.

It's also very flexible. You can take this and you can use it in any niche, in any market, in any product. I always like information products. I have a real love for the information marketing business. I think it's a fantastic business, and PLF2.0 works if you're selling services online, or if you're selling offline services, if you're selling widgets offline or you have an e-commerce business where you're selling physical things. PLF2.0 will work for all of that stuff.

Some of it might need to be adapted, but you're going to see the strategies are so powerful that even if you only use a small portion of the strategies, you're really going to rock. Your results are just going to kill them.

PLF is also very reusable and reproducible. Once you do one launch, you're going to find that the next launch is so much easier because you can often take huge chunks of what you use in your first launch and just continue to reuse it over and over. The results are very reproducible. If you figure it out with one product or one niche, you can just take the same stuff and drop it into other niches.

It is also reproducible in the fact that you can take the stuff I've done and drop my copy and my ideas directly into your launch and it will work. It's amazing. You're going to see this because we're going to show you how to hit these mental triggers. Well, triggers are one set of tools, but using the tools that I'm going to show you, PLF is so powerful that you can get 80% of it wrong and 20% of it right and you're still going to do really, really well.

A lot of people get really excited about tactics because they look at tactics as something they can just take and drop right in to their business and make a bunch of money. Very truthfully, I'm going to have some amazing tactics that you're going to find really, really cool. Tactics are sexy; everyone loves them. People just want that trick that's instantly going to give them a whole bunch of money.

I've got some great tricks and tactics to show you and they're really cool. You're going to be able to use these tricks and tactics to make a bunch of money, but the things that are really going to build your business over the long term, the things that are going to just explode your business, that are going to grow and make your business continue to grow over time, are the strategies that I'm going to share with you.

If you take those strategies and drop them into your business and apply them over time, you're going to see not just quick little pops of cash from nice little launches, but you're going to see a long-term, cumulative effect as your business grows bigger and bigger and bigger.



Now what I want to do is walk you through some of the strategies. I'll give you an overview of the strategies and of the tactics that I use and then we're going to go from there to actually focusing in on exactly how I've used them and how you can use them.

We're going to move on to the strategy portion here. I'm going to move through this quickly because as we go through the course, for everything I show you I'm going to give you very, very concrete examples of how we do everything and how I use all of this stuff. We're going to move quickly through it and name it, so then later we can come back to it.

Lists are very, very important. Everyone knows that. Even if you don't have a list, this stuff's going to work for you because product launches are a great way to get a list. First of all, prospect lists and customer lists are radically different things. A customer is worth probably about ten to even fifteen times what a prospect is worth. Just remember that there are both prospect lists and customer lists.

One of the things that we focus on is constant list building, using your product launches to build your list. We also focus on list building,

constantly. I love to use multiple lead sources and multiple ways to build your list. We're going to be walking through that in the course.

Then we're going to be talking about the "big bang". There are certain situations where you'll be able to put together a launch that will create for you a huge list literally overnight. A lot of times you are not going to get there immediately, you're not going to be ready for that big bang immediately, but that's one of the goals to be planning.

As we get into some other things like the business launcher, I don't want you thinking just in terms of one launch. Sure, one launch is great and think about getting your first one done. Definitely focus and keep it simple and focus on that first launch you're going to do, but we're going to teach you how to think in terms of a whole sequence of launches. Hopefully you will be working up to that big bang where you've built a big list literally overnight.

Relationship and conversation are two things that sort of go together. I could have combined these. Just having a list is not good enough. You need to have a relationship with that list. Once you have a strong relationship where they open your e-mails and they read your e-mails and they follow whatever you tell them to do, that's a strong relationship. That's what it's all about.

I'd rather have a list of 200 people where I have a strong relationship with them than a list of 2,000 people. I've seen this over and over and over again. I had a business where I had a list of about 300 people and then I had a prospect list of about 6,000 people. That list of 300 people would buy at a rate of two or three times what the 6,000 people would buy.

I'm talking about that list of 300 people would buy two or three times more, not per person, but total, than the 6,000 people. It's incredibly important to understand a strong relationship is the foundation of everything we're going to do. What we do really builds a strong relationship with your list, so it's a beautiful thing.

Conversation – that's how you build the relationship. One of the ways you build a relationship with your list is by having a conversation with them and that allows you to identify products and opportunities. It

gives you a strong defense against competitors, against naysayers, and now in this Web 2.0 world where there's so much conversation going on and everyone's a critic, it's great to have that strong defense.

It's great to have that relationship with people. That gives you the strong defense. That way if someone is out there saying nasty things about you in blog comments, the people on your list where you have that relationship, they will give you a strong defense.

Conversation also allows you to source partners, employees, vendors, pretty much anything you need. If you have that strong relationship and a conversation going back and forth with your list, it will solve just about all ills.

One of the keys with product launches that people don't get until they go through one is the positioning you get. Basically, you raise your stature within the market instantly. You get much, much greater visibility. It gives you great leadership within the market. It gives you fantastic pricing power. Often you are able to raise your prices, sometimes very dramatically through a product launch.

It gives you great 'deal flow.' That means that people are going to be looking to you to maybe promote their products, or they'll come wanting to promote your products, or they'll come doing some type of a deal using you as a content partner, supplying you with content. The deal flow increases dramatically. When the deal flow really becomes greater, then you can pick and choose only the best deals.

Positioning is very, very powerful and it's one of the overlooked things. People don't realize what happens until you get into a launch. You do a launch and you get fantastic positioning.

The perpetual business launch – this is something brand new. It was not in Product Launch Formula Version 1.0 at all. This is the idea of how you go from launch to launch to launch and stack your launches. A lot of times people might look at it from the outside and think, "Okay, yeah, you can do multiple launches." The deal is, it's not additive. It's not like you'll make \$10,000 on a launch and \$10,000 on another launch and \$10,000 on another launch.

They'll get bigger and bigger and bigger. You really stack your launches so people get more and more responsive to your launches and generally they get bigger and bigger and bigger. We're going to be talking about this quite a bit, we'll be talking about sequencing your launches, how to go from a tiny launch to an internal launch to a major launch to one of these huge epic launches with partners. This is one of the things we're going to be covering in depth here in 2.0.

The syndicated launch is something that I'm not even going to go into exact specifics of what it means right now. We'll cover that later on. This is very advanced stuff. This really is the ultimate leverage tool. In fact, there are only a few markets where it's been applied, but in the markets it has been applied in, literally it is a 10x strategy where people are doing launches and then they do a syndicated launch. All of a sudden, they're getting five or ten or even greater results.

I'm going to be upfront here. I don't think that a syndicated launch is going to work for everyone in every market. It's really going to be dependent on your situation and what market or niche you're in. But if the syndicated launch will work for you, this is an incredibly powerful strategy. Like I said, it is a 10x strategy. You could literally grow your results by a factor of ten.

With that said, let's move along. I gave you sort of the overview here, nothing concrete. I want to make this thing more concrete, so I'm just going to sort of walk you through the strategy step by step.



Here's another look at the strategy. This is just basically taking you down the garden path, so to speak, of a product launch. The first step I always focus on is list building. You hear people say the money is in the list. It is really that money is in your relationship to the list. If you have a power list and you have a great relationship with them, then there's no stopping you.

Every step of the way, we're always going to stay focused on list building. As I just said, a list without a relationship doesn't mean anything, so work on building your relationship. You'll see that once we get into the tactics of how we do that. I will show you step by step exactly what I did, as we walk through several launches and various concrete examples. You are going to see exactly how I go about doing things.

Once you have that relationship then you can find out what your list wants. You do that two principle ways; through surveys—by sending them through a survey and literally asking them what they want about a specific topic—and by always encouraging interaction. You can encourage interaction by having them write back to you via e-mail. You can have them leave comments on blogs. You can interact with them on the social media sites like Facebook, MySpace, or Twitter.

Once you get this relationship going, it's not hard to figure out exactly what your list wants by basically asking them. Once you find out what they want, then you create the solution. It's that simple. They tell you what they want; you create what they want.

You can either find it, you can build it yourself, or you can bundle it. What I mean by that is putting several things together, finding different things and maybe creating something else, and creating a bundle. In Information marketing it is very, very easy to basically build it yourself to create it. If you're selling widgets, if you're selling physical things, then it might be a little tougher. You can always have it manufactured, but it might be a little bit tougher. Then you can bundle it.

One of the things I like to do whether you're selling widgets, or selling physical things, or you're selling services—is you can also bundle information with it. You create information on how to use it better, how to find it. It's easy to create information and have that information be either a bonus or part of the product. Create a bundle. That can really set you apart.

If you're selling a widget and everyone else is selling a widget, but you're selling that widget with some how-to guide or some piece of information that enhances it, that makes it easier to use, that makes it perform better, then all of a sudden you go from having competition for that product to being the only person with that bundle. So I love using information and information marketing to enhance services, offline services, physical goods, or widgets, whether you're selling online or offline.

Once you've created that solution, then you identify the potential objections. Really, selling comes down to answering people's objections. That's how you sell stuff. You take away all the objections and the only thing left for them to do is buy from you.

How do you identify those objections? Once again, through surveys. Very often the surveys you took in addition to telling you what they want could also tell you what the objections are. You do it through dialogue like e-mail or social media sites. You do it through blogs. Once you start talking about what your product is then they're going to start asking you questions.

Generally those questions really are rooted in objections. Once you do that, this is the key critical component that so many people miss in product launches. Launches really are conversations. It is not just you going out there and saying, "Buy my stuff; buy my stuff; buy my stuff," for three weeks and then opening up the shopping cart and hoping they buy this stuff.

You get into a conversation with your market and you identify the potential objections. Then as you go through your launch, your pre-launch content, the stuff you're putting out during the pre-launch period is designed to answer those objections. It's a beautiful thing. You find out what they want. You create what they want and then you find out how to sell it to them.

First they tell you what they want. Then they tell you how to sell them. They're telling you their objections and you just simply answer the objections and the heavy lifting is done. That's why when they get your sales letter, when you're doing these launches, you have people getting your sales letter and they're making purchases within seconds or minutes. They're not reading sales letters; they're not reading sales copy. They are just scrolling down to the bottom and ordering.

That's because you just spent the last week or two weeks or even three weeks answering their objections and making sure they knew that this was the right purchase for them.

The next critical piece is gathering testimonials. One of the sayings I like to use is, “No proof, no launch,” “No proof, no launch.” In other words, if you don’t have any proof for your product, then it’s a lot tougher to do the launch.

The reality is you can do a launch if you don’t have proof. You absolutely can. It tends to be a little more complicated. I’ll go through exactly how to do that later on in the course, but it’s always much easier if you can gather testimonials. The critical piece here is that you actually gather them ahead of the launch, during the launch, and after the launch. I’ll show you exactly how to do that.

Ahead of the launch is the trickiest. During the launch, if you’re putting out great pre-launch content, often you will have people that take your pre-launch content and use that and have success with it, and you can start to create testimonials right within your launch and that’s a great thing.

Of course, after the launch you’re going to be interacting. List building and relationship building doesn’t end at launch time. It continues. So you have that great relationship going and this is another critical piece that people just do not get. They do not understand this. You actually end up with really, really happy, enthusiastic buyers when you go through a launch and. They enjoy the launch process.

Some people think you go through a launch and people are going to hate you because you sent them a bunch of e-mail. That’s not the case. People that go through the launch with you end up being excited, happy buyers. There is no better way to get testimonials than to have excited, happy buyers.

Gathering testimonials is sort of like list building. It’s a non-stop, ongoing thing that you will always do, because once you have the testimonials, the proof, then whenever you do a launch, that gives you that fantastic pre-launch content. It’s great to show proof and case studies during a pre-launch.

Of course, over here it is all about turning your launch into an event using sequences. A lot of people talk about what I do. They talk

about anticipation marketing or really using anticipation and they think that is what the launch is all about. Yes, you do have anticipation within a launch but this is one piece. It's a much bigger deal to actually turn your marketing into an event. That's really how you build anticipation.

It's part of your sequence. I've already talked a little bit about sequences. You have your pre-pre-launch sequence, your pre-launch sequence, your launch sequence, your post-launch sequence. Of course, we also have a re-launch and we have the JV sequence. We're going to be going through a lot more sequences, but these are four primary sequences that are part of your strategy.

All that sets up the next launch, because your launch trains your list to act and it basically creates another feedback loop. That feedback, learning what the list wants, learning what their potential objections are, is incredibly critical. During a launch you end up with a huge amount of feedback.

This might all look pretty simple and sound really simple, but the thing that makes it really go is the synergy in this whole, entire process. It all comes down to conversation. This whole idea of learning what your list wants, identifying objections, and the relationship. It all comes down to conversation. That is what this is really about. It is creating a situation where you have an ongoing conversation with your market.

That conversation gets more intense during product launches. It hopefully never goes away completely, but during launches it gets more intense just by asking your list what they want. I'm just going to go over some of the synergies here. By asking the list what they want, that automatically builds your relationship because people love to be in conversation and they love to be listened to.

Of course, I already mentioned this earlier; just by identifying what they want really also helps you identify their objections. A lot of times when you're asking your list what they want, you get this interaction going. You are going to find people that will actually help you build your product or help you design your product or just help in different parts of your business.

It's amazing because once you get this going and you get that positioning, that leadership positioning, people want to be around you. They want to work with you. They're going to start helping you out. They are also going to tell you how to turn it into an event. They're going to give you the ideas for your story for your launch. Of course, when you're finding out what they want, you get that interaction going; either here or here, you're also going to get testimonials. With testimonials, it is all about interaction and it's all about creating that relationship.

They are also going to tell you what they're going to need, not just for the current product you're launching, but also for the next product. Once you start to gather testimonials that actually build your relationship, there is no better customer than someone who has given you a testimonial.

In the dialogue from testimonials, they are also going to be telling you what they want and what they need. This is all so synergistic. You turn your launch into an event that builds your list because you're going to create buzz. You turn your launch into an event and it's going to build your relationship. Everyone is excited to be around you because you're doing these exciting events.

That is going to inspire people to give testimonials. Then when you head into your next launch, people will remember your previous launch and they will get all excited again. There is nothing like a launch to build your list organically. The buzz gets people going.

When you get another launch going; it gives you another opportunity to build your list. You can go through every single one of these steps because they're all very synergistic and they tie back and forth. That's when you start to get this whirlwind of relationships and get everyone all excited and working together and working with you. It's not like you're pitching them. You're just creating this incredibly entertaining experience where they can't wait to buy from you.

If you can grasp that, that idea, that conversation—and I'm going to show you how to create that conversation and how to create a character that people want to interact with. I'm going to give you all

the tactics and we're going to walk through these every step of the way, but it's really important for you to understand that it's all about the conversation.

If you look at the world we're in now, it's always getting more and more connected. Actually in some ways it's getting more and more connected, especially with social media. In other ways I think people are more disconnected with other people than they've ever been, especially face to face they are more disconnected, so they are looking for connection.

If you give them a connection, even if you've got 10,000 people on your list, it might sound funny that they could feel like they have a connection with you when you're just sending out an e-mail to 10,000 people, but the reality is that people out there are hungry for the interaction. It's not hard to create the interaction with them. We've got better tools and more tools than ever.

If you can create a business where people feel like they're in a conversation with you, they are going to want to buy from you. They like to buy from friends. They like to buy from trusted friends. I'm going to show you through this launch how you create a conversation and become a trusted friend. That makes it much, much easier to sell. Frankly, it makes your business a lot more rewarding in my opinion.

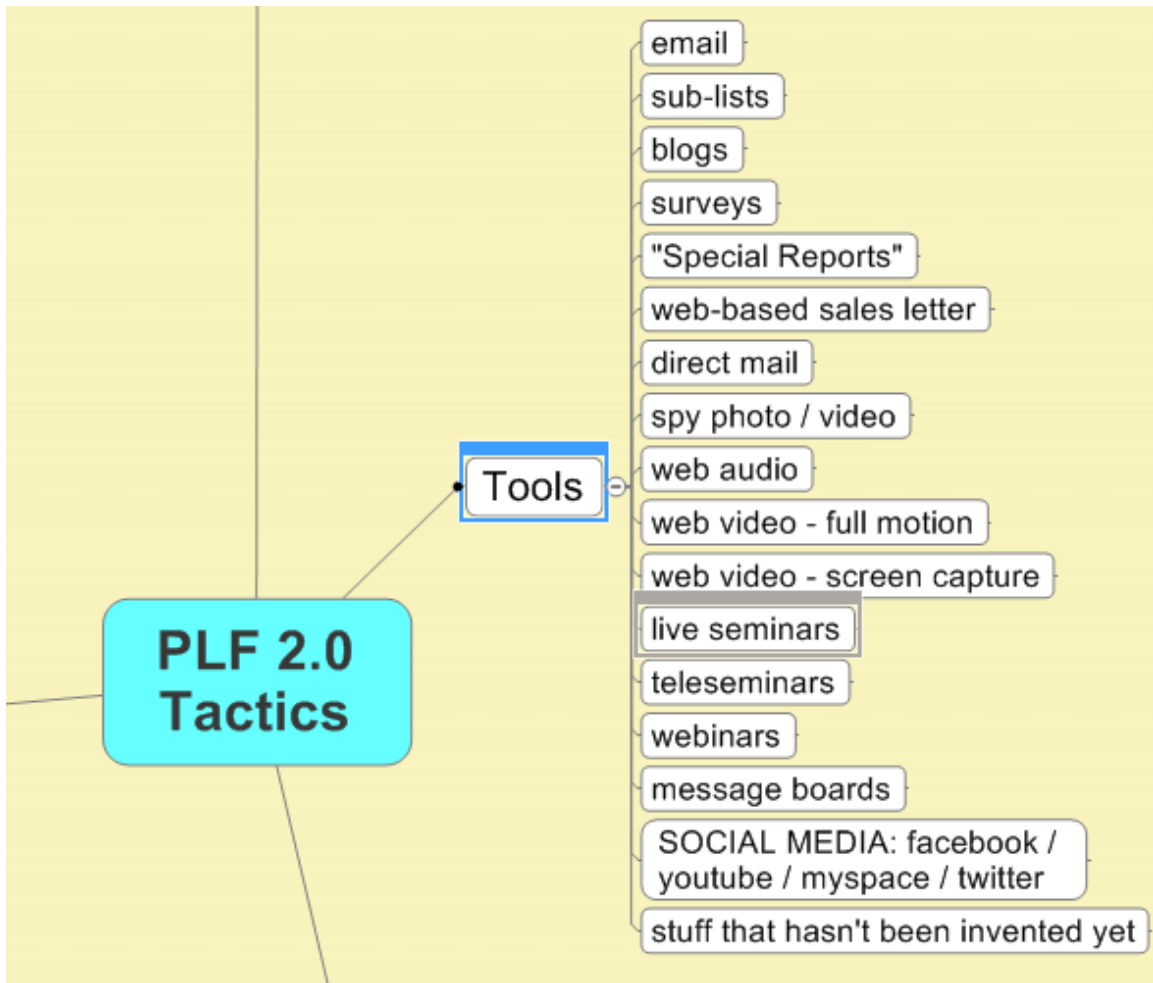
I don't want to get too hippy, groovy on you, but I just want you to see how synergistic this whole process is. It's not like a defined, "Here's the start of the launch; here's the end of the launch. Then we go sit on the beach and drink Mai Tais." It is a continual conversation and that's why your business will evolve and grow and grow and grow if you use this conversation.

Video 2: The Product Launch Formula Tactics

That's the quick overview on Strategies. Now let's talk about Tactics. Here is our map on Tactics. First we split this into Tools, Sequences, Mental Triggers and the Offer. One of the keys is we want to hit people in multiple modalities. We want to hit them lots of different ways.



One of the ways you create buzz is just like the way you hear about a movie. Say you hear about a movie on the radio, then you hear about it from a friend, then a few hours later you see a TV commercial, and then you hear about it from another friend. You've heard about it from three different methods. That has a lot more impact than if you just saw a bunch of TV commercials for it.



We do the same thing with a launch. We like to hit people with multiple modalities. E-mail, of course, is an old favorite. It's funny because I think every few months I hear someone talking about e-mail being dead. I've been hearing about that since 2001. E-mail is not dead. It is still incredibly effective.

Sub-lists are a key tool. If you've built up a list over time, often you want to create a sub-list of people that are interested in your launch. They've raised their hand and said, "Yep, tell me more about your launch. Go ahead and e-mail me." If they end up unsubscribing from your sub-list, you still have them on your main list for the most part depending on how your list host is set up. Sub-lists are a great way to do a launch without burning out your main list.

Blogs are incredibly powerful. I'm going to be showing you exactly how we use them. Basically, they allow interaction When people start

making comments on your blogs it's fantastic, because it's great social proof. It's also great in building interaction. I just showed you how important interaction is.

I love surveys. Surveys are just people telling you what they want and what their objections are. It doesn't get any better than that.

Special reports are generally like a PDF report, but sometimes a printed report or something that you send people via direct mail. Usually it's a PDF they can download.

Of course, I wouldn't launch without some type of a sales letter, even though the whole goal of a launch is to make the sales letter irrelevant. That's what I want to do every single time, but we still use the sales letter.

I've been using direct mail with some launches, oftentimes to put people on to a sub-list can be very, very effective if you've got physical mailing addresses depending on what your launch is.

The whole idea of a spy photo or spy video that shows them some portion of the product or maybe just a picture of the product can be really, really cool. It's been done quite a bit in the Internet marketing space, although not that much lately. It was used a lot more a couple of years ago. We used spy photos more. That was John Reese's original idea. I used spy photos in my original launch of Product Launch Formula too.

Web audio used to be called audio postcards. Web audio can be really effective, but to a large degree it has been supplanted by Web video. Web video is very cool. You can either use full motion video or you can use screen capture. Screen capture is the type of video used in the module 1 videos. That's what screen capture is.

You can just walk people through any application. You can walk them through your blogs. It's great proof if you had a blog as part of your launch and you had lots of people making comments on that blog. Then you could actually shoot a screen capture video of you going to your blog and scrolling through all those comments, because those comments are great social proof.

So use screen capture of blog posts that social proof within your blog. I'll show you an example of how I do this and how I've done this.

You can use live seminars to launch from or as part of your launch to prime people as part of your launch. I actually just did this with my Product Launch Formula 2.0 launch. I spoke at a live seminar down in Florida. It was Rich Schefren's seminar and I ended up using the video from that as part of my pre-launch content, but I also talked about my launch quite a bit there. There were 300 or 400 people, but those were 300 or 400 influential people. Those people went out and started talking about me and my upcoming launch and that created this underlying buzz.

You can use teleseminars in many different ways. You can use them as part of the product, as part of the bonus, but you can use them ahead of the launch to create excitement. You can actually use them going right into the launch and you can use them as the last piece of your launch, then launch right on your teleseminar because those are great selling environments.

You can use Webinars. Those are very similar to teleseminars except that people are looking at their screen and they're looking at what you're doing on the screen. They are very similar to teleseminars. They can be very, very effective.

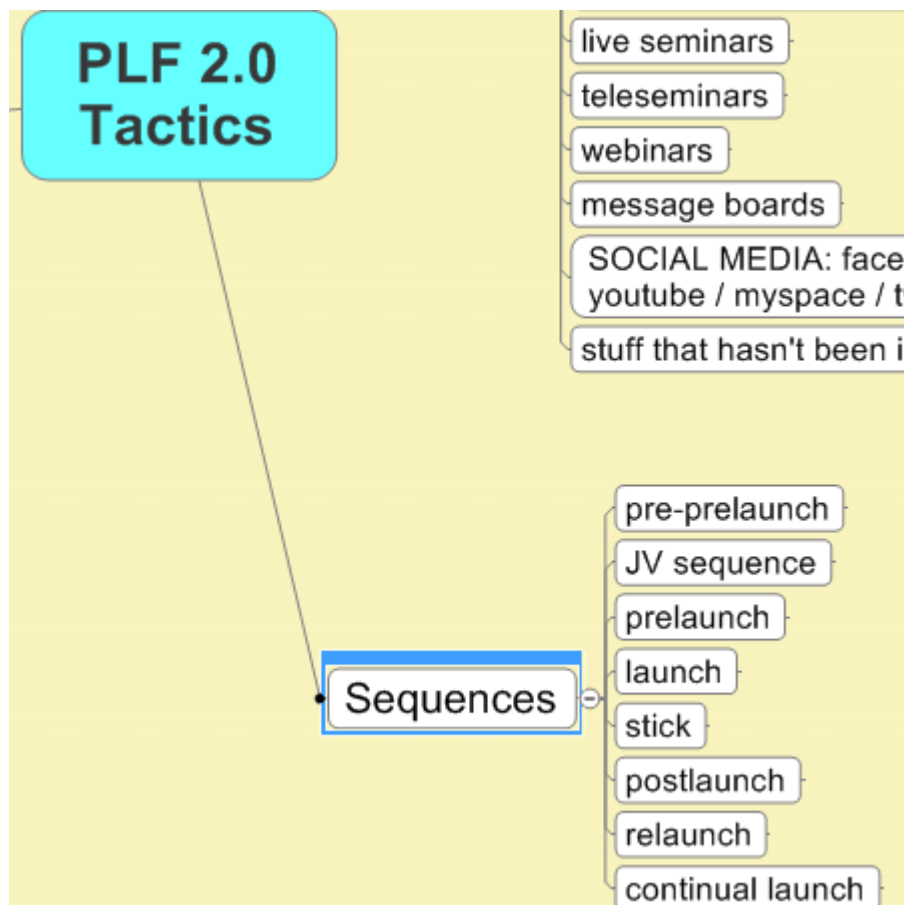
Message boards can be used to create a buzz to create and to build your list. They can be very effective. Of course, social media is huge – Facebook, YouTube, MySpace, Twitter – these are some of the key social media sites right now, but this is basically changing all the time. The whole social media landscape is just moving very, very quickly. These are four of the biggies right now, but a month from now, a year from now, who knows?

They're great for getting your message across, creating underlying buzz, and we're going to be talking a lot about that during Product Launch Formula 2.0.

This is key – lots of stuff has not been invented yet. Right now, Web video is the hottest thing for pre-launch content. When I put out Product Launch Formula I, I actually used video as part of my launch, as part of my pre-launch I used it, but it was very rare. People weren't using it very often at all. Now it's like one of the key ways that we create and disseminate pre-launch content. That is one example of how quickly things move.

Just two and a half years ago when I put out the original Product Launch Formula, social media was not there. Webinars were a lot harder to do and a lot more rare. Full motion video was really difficult to do. It wasn't impossible, but it was a lot more complicated and a lot harder to do.

The web continues to evolve so this list is not completely inclusive at all and it will continue to evolve as we move forward. Those are some of the tools that we use.



Moving on to sequences, I already talked a little bit about this but basically there is the pre-pre-launch sequence and there is a lot going on in that pre-pre-launch sequence. That's the initial seeding, the initial finding out what should be in the product, the initial interaction with the list, the 'something's coming in the distant future.'

You hit pre-launch and then you're in go-mode. That is very structured. Often you don't know every step of the way, but you know your first step and you know several steps that are coming. You get into your pre-launch and that's when the game is really on.

Then as you wind down in your pre-launch, you hit launch day. There are lots of different ways to do all of this, and I'm going to be showing you exact examples, walking you through case after case of how we actually did it. The pre-launch can be anywhere from a few days to several weeks to three or four weeks. The launch can be anywhere from minutes to a full day to a week. I don't like to get beyond a week. Once you get beyond a week it's tough to really keep the momentum.

Some people will let it go for two or three weeks and I think most of the time that's a mistake because it's really hard to keep the momentum going for that long. The one thing you don't want to do is lose momentum during your launch.

After your launch there is a whole stick campaign, a stick sequence, to get people to stick with you and not return your product. Your post launch – how are you going to continue to sell your product beyond the launch? Something a lot of people do is that they do the launch and they get a nice payday and they forget that they're going to want to keep on selling beyond the launch.

Then there is the re-launch. In the post launch you are cranking along, hopefully you're making sales all along, and then sometime out, maybe it's three months, maybe it's six months, maybe it's a year, you do your re-launch and it's another nice big pop. The beautiful thing is that with the re-launch you don't usually have to work too hard. You're doing the same things you did in your launch

and usually you have more proof elements since you've sold some of your product.

You can get case studies and testimonials and now you have more proof for your re-launch.

A big key here is the JV sequence. This was not covered at all in Product Launch Formula Version I. I think I was the first person that really put this together during my launch back in 2005 of Product Launch Formula. Since the product was already done I didn't include a section on JV's. In fact, the JV sequence probably needs to be included. You're really starting your JV sequence either before your pre-pre-launch or certainly before your pre-launch. We'll be going into that in great depth.

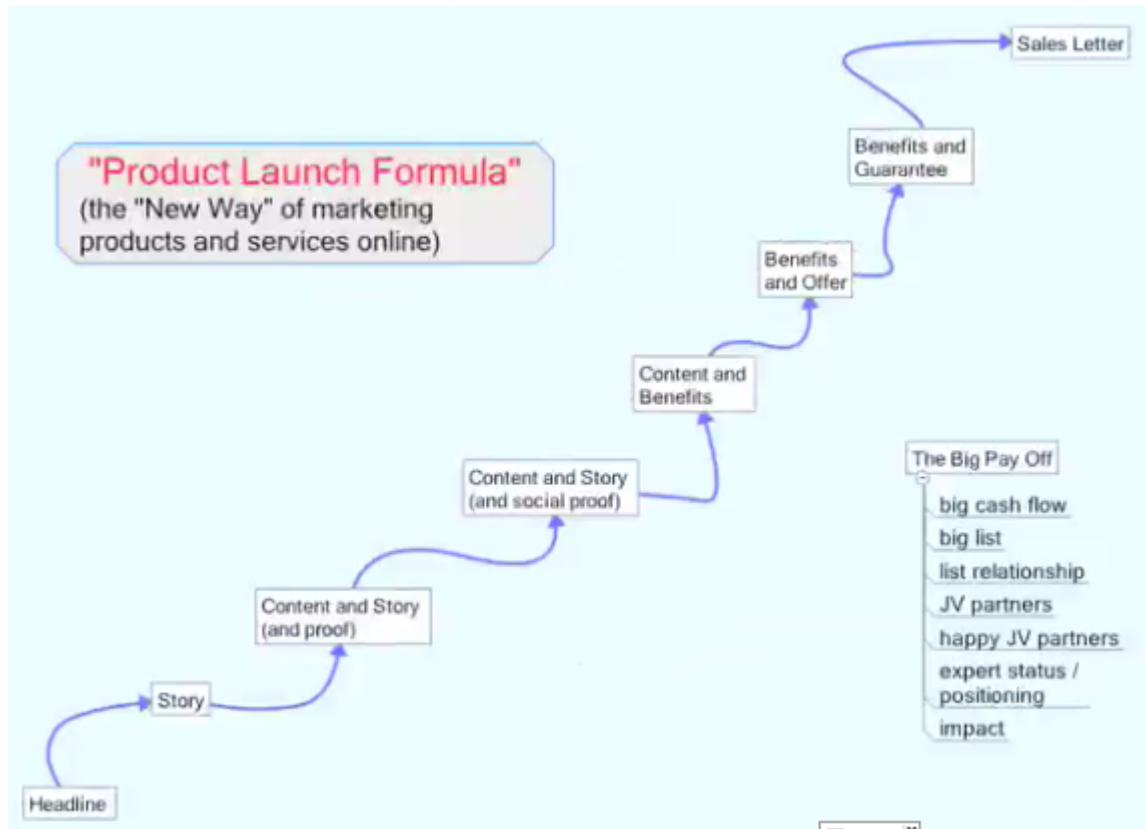
The whole idea of a continual launch – this doesn't work for everyone, but if you can put this into your business where you're just doing launch after launch after launch. If your business fits into it, it is a very easy thing to do and you get continual momentum that way.



Since we're talking about sequences, I thought I would take a quick diversion away from the overall tactics and just show you a quick hypothetical sequence. Before I do, I'm going to go back to the old 'hope/sell' marketing, the old style marketing which is what we want to avoid at all costs.

This is where you run a bunch of advertising, you send people to a sales letter, or maybe possibly if you're more sophisticated, you might run them from advertising to a landing page where you try to get their e-mail address, and then you send them to a sales letter. You have no sequence. You just get into your sales letter. You give them a headline, a story, some content. You tell them the benefits. You make your offer. You give some proof, a guarantee, and you ask them to order. That's the action here.

This is sort of one formula that people use for a sales letter and it's not a bad formula for a sales letter, but you're just throwing money into this and hoping that the money ends up converting on your sales letter. Like I said, this is the old style. This is what we want to avoid. Thinking about doing this makes me cringe because it is nowhere near as powerful as doing a structured product launch.



Let's take a look at the vertical sales letter. This is where I talk about the sideways sales letter and taking your entire sequence and instead of sending them to a long form sales letter, sending them to a launch process. You're taking that sales letter, that nice long vertical sales letter, and you're going to turn it on its side. Let me show you what I mean by that.

Instead of sending them and dropping them on that long form sales letter, now you basically drop them into a sequence. Your headline is your first piece of pre-launch content. Your first piece of pre-launch content should be something that grabs people's attention. It should be your best piece, your hottest piece, the thing that has the biggest promise and the biggest trigger.

You take them from the headline and you start to tell your story. This is over a period of three or four weeks. You start to tell your story and then as part of your story you start to deliver proof. You're doing this before there's a hint that you have a product coming. You're still three weeks out and you're just sharing your story and you're sharing

your content and you're telling how people have taken whatever you're doing and you're showing the proof of how people have taken your teachings or your product and had great success.

Then you go forward and you continue, and now you're starting to build social proof. I'll get to these mental triggers, social proof and some of these other things – I'll define those for you in just a minute. As you move along, you get closer to the launch, now you're starting to talk more about your product. You are going from just your story and your content, to now you're starting to talk about your content and the benefits of your product.

As you get closer to launch, you start to talk about benefits and the actual offer you're going to make. Then you do the risk reversal and more benefits and how it's going to work for them, and proof. Now you're taking doing risk reversal and offering a guarantee. Finally after this entire process, instead of asking them to read a 30-page sales letter, you've taken them through this three week process that's gradually selling them, but they didn't even know they were getting sold in this area, in these first couple of weeks.

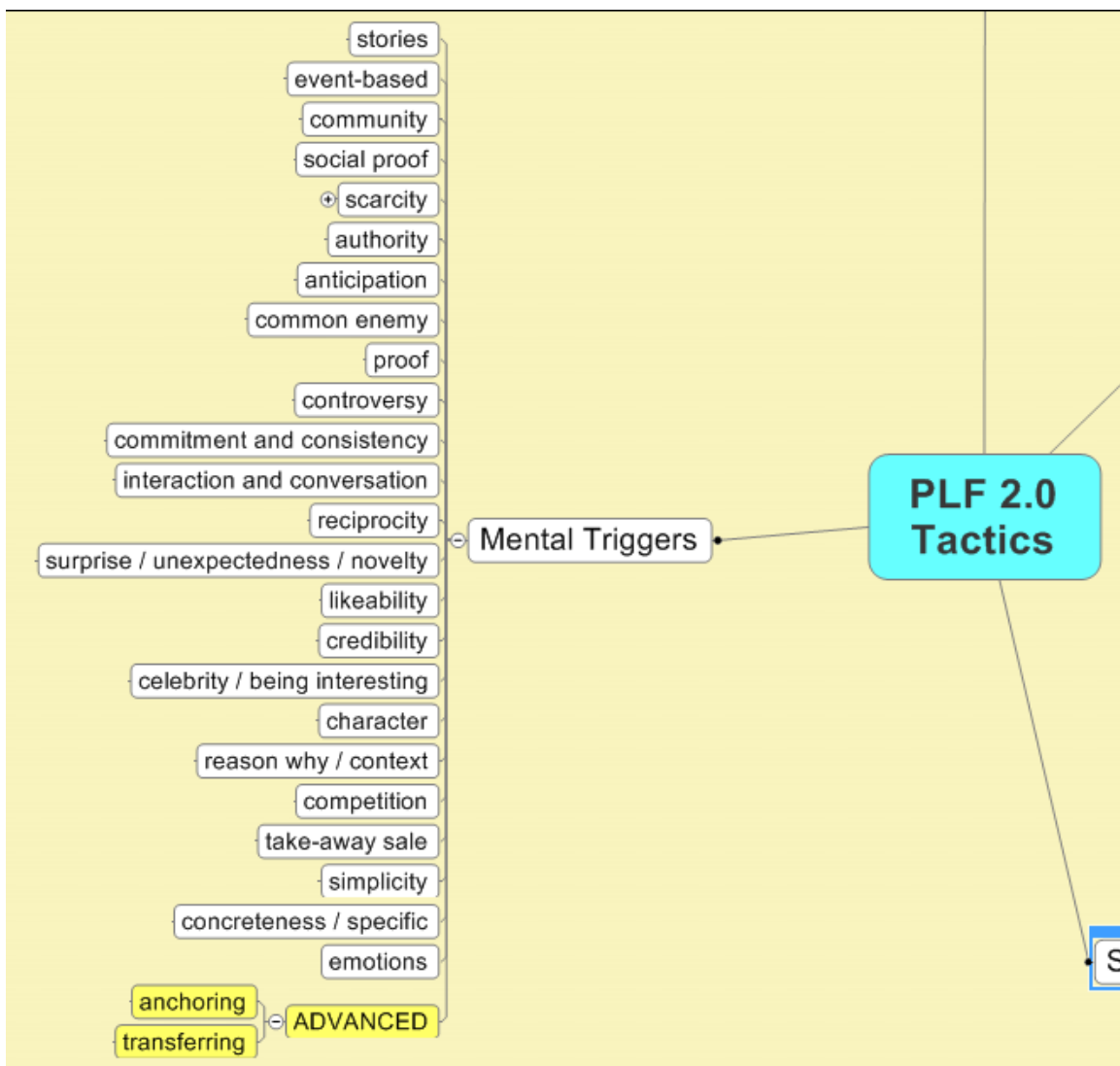
Now they're starting to know there's a product coming, but you're not pitching them hard. You're starting to explain the real product and the offer. Then you drop them in the sales letter and this is how you go from having them see a 30-page sales letter and immediately click away, to at this point, now they hit the sales letter.

A lot of times, they just scroll down to the bottom and immediately order, or if they're reading your sales letter just looking for some final clarification of the offer and what they're going to get and how they're going to get it and what the pricing is, this process is a lot more effective. You end up with a big payday here. You generally get a big cash flow. You often build a big list. Throughout this process you build a list relationship.

This is some of the strategy stuff we were talking about a few minutes ago. With this big strategy, you get cash flow, you get a big list, you get a great relationship with your list, you end up with happy JV partners and new JV partners if you want them, and you'll attract partners that will want to promote for you. Joint venture partners are

people that just want to send you traffic and make sales for you in exchange for a piece of the action, a piece of the sales.

You get the positioning we talked about, and expert status. You get to make a big impact in your niche or your market. I know not everyone's out there to make a huge impact, but to a lot of people this is more important than the money. If you're out there to make an impact, this is a fantastic way to make an impact.



Let's get back over to our tactics. After Tools and Sequences, the third area that is critically important is mental triggers. We have a

bunch of them. In fact, this is one of the areas where there's a huge amount of change since the first version of Product Launch Formula. Most of these triggers or many of these triggers were not included. Probably more than half of the triggers are new.

I'm going to go through them pretty quickly and then I'm going to show you some examples of how you can use them in various launches.

Story is very, very important. In fact, your entire launch is a story, and within the story you often have additional stories. I like to think that the entire launch is almost like a movie or a novel where we start off with a headline, something that grabs people's attention. From there it is just a steady march forward towards the final launch.

As you move forward, the tension in the launch keeps on building and building as you tell them more about the product and more about the product and you get closer to it. Then you get them super excited and then you really stack on the cool stuff right at the very end. Usually you're introducing some piece of scarcity right about the same time everything seems like it is way too cool to possibly exist.

Think of the overall launch as a story. The reason the stories are mental triggers is because people love to hear stories. It's almost like once you start in on a story, it's just like you're giving them warm milk and cookies. Their eyes glaze over and they zone out. They're yours once you pull them into a story. That is one of the most effective ways to get people's attention.

Turn your entire launch into an event. Make your launch event based Events go right along with stories. That really captures people's attention.

Community is really, really powerful. If you can create the feeling of community within your launch then you have just fantastic leverage, because people like to act in accordance with the way their community acts. If you create a community that they're a part of and that community, the way the people in that community act is buying your product or doing what you want them to do, then you've defined this community. You've defined them as being the community and a

logical conclusion is they need to act like the community acts, which could be buying your stuff or joining your list or sending you a testimonial or whatever.

Social proof is the idea that, if everyone else is doing something then you're going to want to do it as well. Like, if your mother asks you, "If everyone jumped off a bridge, would you jump off the bridge as well?" And the answer is that you would, because we're social creatures. We look to other people for cues to how we should act.

This isn't a bad thing. This is the way we move through our lives and not have to make a decision with every single step we take. A classic example that I like to use of social proof is, if you drive into a strange town, it is dinner time, you're hungry, and there are two restaurants, one on each side of the street. The one on the left side of the street has no cars in front of it. The one on the right side has six or seven cars in front of it. Which one are you going to go to? You're going to go to the restaurant that has the cars in front of it because you figure those people must know something.

You go to a download site. You go to download a picture editing software. One piece of software has 97,000 downloads. Another one has 4,000 downloads. Another one has 37 downloads. Which one are you going to download? The one that has all the other downloads because those people must know something that you don't know.

Well, in a launch there are lots of ways to create social proof and that social proof can lead people down the path of buying your product or doing whatever else you're trying to do within your launch.

Scarcity ties in really closely and really tightly with social proof. The idea is that if there is less of something then you want it more. It's just that simple. This is bred into our brains going back to the days when we were living in caves. If there is less of something you want it more. Often when there is social proof that a lot of people want something and it is limited; those two triggers tie together really, really well. Social proof and scarcity are two of the most powerful triggers.

The idea of authority – we like to follow authority. You put someone in a uniform and we listen to them. There are all different kinds of ways to get authority and to show authority. That is something that you want to have in your marketing.

Anticipation is closely tied with making something event based. It is basically that you are teasing. It's like something's coming, something's coming. It's almost like a movie trailer that's out six months ahead of time. It gets you really amped up ahead of time.

Christmas is a huge holiday for much of the world because the kids are counting down the days for months until they can open their presents. The anticipation is far greater than the actual day. Anticipation can really play into your marketing. It is very, very powerful.

Like I said, we are going to go back and I'm going to show you examples of all of these. I just wanted to run through them really, really quick. I'm going to show you examples of many of these. Later on in the course as we start to walk through entire sequences of launches you are going to see how all this stuff ties together.

The common enemy – having a common enemy is one of the greatest ways to pull people together. If you're trying to create that community or that feeling of community, having a common enemy is really powerful. Also, having a common enemy to sell against is great. If you can create a common enemy, say it's the IRS or say it's lawyers, whatever, if you have a common enemy and you're talking about that common enemy in your sales copy, in your pre-launch material, then that instantly aligns the prospect with you.

If you're going on and on and on about the common enemy being the IRS, well the IRS is the bad guy. It goes from you, someone who's trying to sell something being the bad guy, to now the IRS being the bad guy and it's you and the prospect on the same side together.

Proof is slightly different than social proof. It's a fine line between them, but proof is that you can do something. Social proof is the idea that everyone else is doing something, but proof is just proof that you can do something. It is very, very powerful if you can show proof.

Controversy gets people's attention. There is a saying that all press is good press. I do not believe that. I think there can be bad press, but in general, controversy – and it's often easy to stir up some controversy or to make it appear that there's some controversy – and when there's controversy that is a flash point that gets people's attention.

Commitment and consistency is the idea that someone's done something before, so they're going to want to act in accordance with that in the future. If you can set up a situation where they say, "Yes," to something even fairly small then later on if you ask them to say, "Yes," to something like buying your product, then it can often be much easier to get them to do that.

I'll show you an example of this. It sounds complicated but it is actually pretty simple. Interaction and conversation, this is huge, and this is what Web 2.0 is all about. It's about having a conversation. It's about community. It's about everyone having a voice. There is nothing that pulls people in more than feeling they're in a conversation. People don't want to listen to a monologue; they want to be in a conversation.

If you can engage them, engage the market in a conversation, then that will do great things for you in terms of pulling people into your launch. We talked about in strategies how conversation is crucial to getting feedback so you can design your product and design your launch with the most effectiveness. In addition to conversation being great for guiding you on what product to create and guiding you on what to do in your launch, it's also a great trigger in pulling people into your launch.

Reciprocity is the idea that if you give something to someone they'll want to give something back to you. This works really well in a launch situation because generally we're giving out some amount of pre-launch content. By giving solid good content it does a lot of things. It gives you proof. It gives you authority, but it also gives you reciprocity, because you're giving lots of great stuff. People will want to give back to you.

This is something – a surprise or unexpectedness or novelty – that’s something that will make your idea very memorable for people. It will cut through the fog and grab people’s attention if you can surprise them or do something unexpected.

Likeability is real simple. If people like you it’s going to be easier to influence them. So how can you be likeable? There are lots of ways to be likeable. Giving stuff to people is one; reciprocity; just revelation of self, telling people a little bit about yourself; writing or communicating in a way that’s just very personable. The thing you want to avoid is the corporate voice. You never want to be corporate at all.

Credibility is closely related to proof and it’s closely related to authority. Credibility is basically being credible, being believable. There are lots of ways to do that as well. One of them is by a damaging admission. It’s death if you pretend you’re perfect. You don’t want to be perfect. You want to have flaws. You want to show your flaws. Show your flaws and maybe your product’s flaws that might be minor. Then when they look at everything else, it looks that much more believable.

Celebrity is being interesting. In many markets having some amount of celebrity is very, very good. People love celebrities. It doesn’t mean you’re on the cover of magazines or you’re on TV. If you’re in the knitting market and you’re a celebrity, it is probably very, very different than if you’re a rock star and you’re a celebrity. It’s being known. This goes along with authority. Certainly being a celebrity gives you authority.

You definitely want to be interesting because if you’re going to be doing a launch, you’re trying to capture people’s attention, and being interesting is a way to do it.

Character – we have a few different characters. There are lots of different characters, but you definitely want to create your own character, your own voice for your communications. Generally the best way to do that is to base it on yourself in reality. It’s tough to pull off a character that’s just not you. A few people might be able to do it, but it’s difficult. There are ways to characterize yourself to make a

caricature of yourself to take things and emphasize different parts of your personality and maybe deemphasize other parts of your personality.

We'll talk about that. A couple of characters that I love, that tend to work really well on launches is 'the reluctant hero' and the other one is 'loss and redemption.' We'll cover those further on in the course.

Always giving a reason why you are doing things in a context for what you're doing is very, very powerful. There has been a lot of research on this on how you can give the simplest non-reason, but you couch it as a reason, and people will just eat it right up.

The take away sale – you never want to be selling from a position of desperation. You never want to be begging for the sale. You always want to be coming from a position of power. Yanik Silver calls this the intimidation sale. Basically, just do not beg for the sale. Frankly, if you're just starting out and you really, really want the sale, it can be hard to take this position, but it's one you want to take. As soon as you start having some success – the less there is of you and the less you want a deal, the more people will want to work with you. It's that simple.

It's almost like a scarcity type of thing. It's weird but the minute that you're not available, you tell people they can't get you, they can't buy from you, it's the moment that people are going to start begging to buy from you.

Simplicity – often when people come to me with launch ideas, they are overly complex. You want to be able to boil your idea down into a simple single sentence, hopefully a short sentence with short words. This goes right to the heart of positioning your offer and putting together your story. We'll work on that quite a bit, but basically, the simpler you can make your offer, the simpler you can make your positioning, your launch story, the better. We'll give you examples of that.

Specificity is very similar to simplicity. That is, the more exact you can be the better. For instance, Ivory soap is 99¼% pure. It's not 99% pure; it's certainly not 100% pure; 99¼%. That quarter percent,

being so specific, makes it a lot more believable than if they said it was 100% pure or even if it was 99% pure.

If you're going to help someone lose weight, it is better to have them lose seven pounds in six days than it is to have them lose ten pounds in a month. The more specific it can be the better.

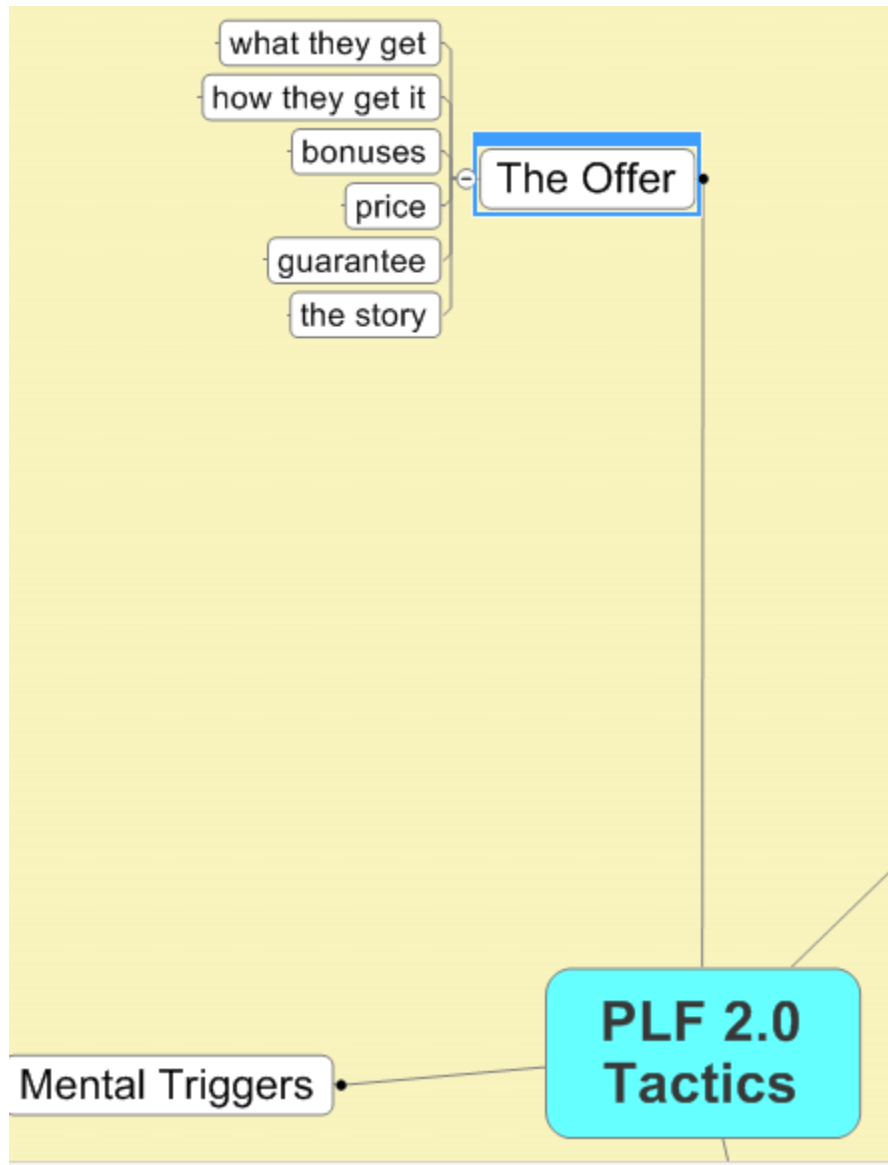
If someone took your system and made money with it, it is better if they made \$9,032.17 than it is that they made \$10,000. The more specific and concrete your ideas are, the better.

Emotions – if you can get someone's emotions involved, this isn't necessarily an easy thing to do, but if you can get people's emotions involved, then it gets a lot easier to influence them. That is just the way it is. If someone gets really excited about what you're doing it's a lot easier to influence them. Frankly, this is a tough one to do. I haven't seen it pulled off too often with success, but it is an important one.

Then we have some super-uber advanced stuff. Anchoring – I don't even want to talk about this stuff right now, but 'anchoring' is really, really advanced. It is 'transference.' I'll get to that later on in the course because this is very, very powerful stuff.

I want to give you some examples of these triggers. I went through all these things so let's drill down and show you exact specific examples. As we go through the course I'm going to be repeating this stuff over and over and showing you in real launch sequences how I've hit these various triggers at different times.

Right now, I'm just going to pull different examples out of different launches to show you. The other thing is that so many of these are interrelated. The really crazy thing is how you can often hit multiple triggers with one e-mail or one blog post or one video. I'm going to show you how I did that. Let's go through some examples.



Let's get back to tactics here. We covered tools, sequences and mental triggers. I just want to touch on The Offer. I'm going to go over this pretty quickly here, but I'll tell you this: the offer is really important. In fact, if I look at the so-called product launch disasters, some of the launches that just really haven't come off, in general had really bad offers. If you drop all these triggers and tactics and Product Launch Formula into your business, you're going to have great success.

Occasionally we see launches that just don't come off, that don't happen. I'll tell you that most of the times those people are trying to

do it without Product Launch Formula. They've watched a bunch of launches and they think they can reverse engineer what's going on. They miss a few things like interaction and conversation, and really basically tying their launch into the feedback they were getting from people.

One of the things you have to do is nail the offer. You have to get a really good offer. You have to get the right offer for your market. It's easy to do when you engage in conversation and interaction.

Briefly, the offer is basically what they get and how they get it. What are you going to give people and how are you going to give it to them? What bonuses are you going to give to them? How much are they going to pay and how are they going to pay it? Is it going to be a payment plan? Is it going to be a continuity type deal? How are they going to pay – credit card, PayPal, checks, money orders, wires, whatever? But you have to define it. That's all part of defining your offer, and then your guarantee. What's your guarantee going to be?

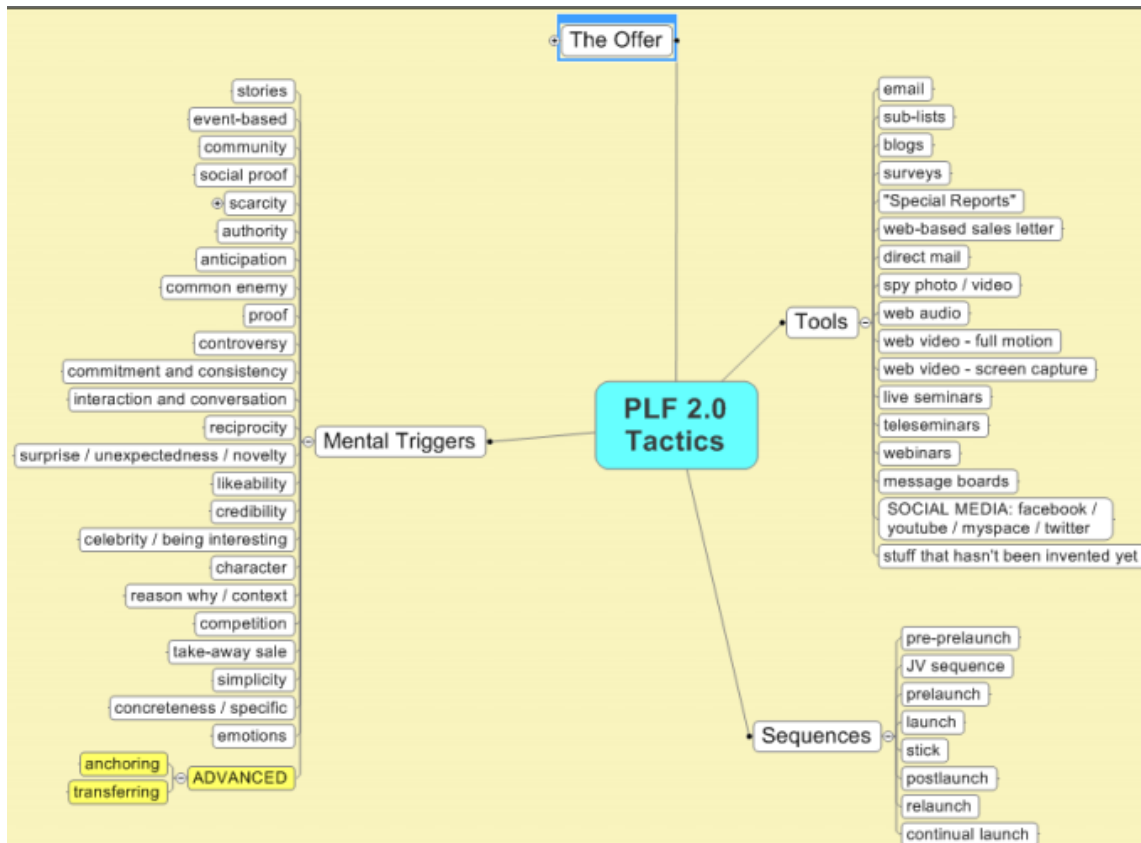
You have to define these basic things: what they get, how they get it, bonuses, your price and your guarantee. A lot of times you'll come into the launch and you won't know exactly what your offer is going to be. You'll have a pretty good idea, and it could be weeks out from your launch with a pretty good darn idea, but often right down to a few days before a launch, you're still finalizing some of these things. That's okay as long as you have a fallback.

As long as your fallback is, "This is what we're going to give them. This is how we're going to do it. These are the bonuses we're thinking about doing. This is the price. This is the guarantee." As long as you have that nailed down as a fallback, you can often tweak your offer right into the last days of the launch based on what you're hearing back from your market, based on a conversation.

Story is another important thing and we'll get into this a little bit more in a bit. Basically, the story is the overall, "Why are you doing this launch? Why now? What's the big idea, the big story behind it?" And if you're doing a launch for the first time, you really don't generally have to work too hard on the story because you have a new product. By virtue of it being new, you have a story.

If it's a re-launch then you're looking for some type of a story like the IRS sale I showed you or the wedding that we used for the Go Romance business. So we're going to be spending a lot of time talking about the story and how to develop the story. That is one of the things I want you to be working on. We're just going to leave it at that for right now.

Those were tactics. We've now gone through the overall strategy and the overall tactics. This is just the start. I showed you a couple of examples, but in coming lessons, we're going to be walking you through how I did launches and I'm going to be taking you through every single e-mail I used and every single blog post and the sales letters and the videos and everything. I will show you the exact thought processes behind it, and show you how we use these tools and how we use mental triggers, and how they all tie together. That's the beautiful thing.



These things all tie very much together. By hitting one thing, they just bounce off of each other. For instance, blogs are obviously great for interaction and conversation because people can make comments and can respond to you when there are blogs. Blogs are also great for social proof because people can see other people making comments. They see other people – they know other people are interested.

Blogs are great for community because often people will start making comments back and forth. People ask questions and other people will answer them.

Spy photos are an event-based thing. It is the nature of the way spy photos are presented. Share your excitement about the event, the spy photos. Show your excitement,. It builds anticipation.

Social media is also obviously community. Social media is also obviously interaction and conversation. You can have Web video. You're putting out great content via video and that leads to

reciprocity. Basically using any tool that's content based can give you reciprocity – audio could, and on and on.

Naturally all these different types of tools, web video, live seminars, teleseminars, webinars, and those things can all tie into your pre-launch sequence. Surveys will tie into your pre-pre-launch. Social media works for so many of these including being interesting. It works for developing your character, showing them your character. It works for stories, sharing your story. It works for credibility. It works for social proof.

Webinars and teleseminars are almost like the same thing. They are great for reciprocity. They are obviously great for pre-launch content. Webinars show you performing as a celebrity often. They really help with your likeability if you can get on there and just be personal.

Spy photos can trigger the mental triggers. Spy photos can trigger celebrity or it could trigger surprise or unexpectedness. Surveys are great interaction and conversation. It's amazing, but surveys can actually be reciprocity as well because you're asking people for their feedback. In other words, you're giving them your attention and people appreciate that.

So I can go on and on and draw out all these different interactions, but the key is you are weaving this web. It is this overall web that really pulls people in. You don't just want to send one e-mail and hopes it does something. You don't just want to make one blog post or put up one sales letter and hope it does something. This is all tied together. It's not like you're going out and checking, saying, "Okay, this one is going to be my stories, and this one is going to be my social proof, and this is going to be my controversy."

Going into it you can think, "How am I going to prove this stuff? What's going to be my social proof? How can I generate social proof?" You can go through and you can use this as something of a checklist as you walk through it, but it's not like you have to hit every single one of them. Often one individual thing creates several interactions. I'm going to show you how I did this contest, and that contest created stories, social proof, scarcity, commitment, consistency, authority, reciprocity.

You can hit many of these triggers that are not that hard to hit. I showed you in some of the examples from my tag sale how I was able to hit multiple triggers just in one sentence. Once you start to weave all these things together, you get several of these triggers working. Meanwhile, you're using multiple modalities, so you have several different modalities working here, and you're tying them into your sequences; that's when you get your real powerful set of influencing factors that are going to make people rabid to do whatever you want, and generally, it is to make a sale.

That's when you're coming down to your launch, when you're weaving all of these things together. That is where your real power comes from.

Video 3: Real World Examples

This first example I'm going to show you is in an interesting market. This is actually the romance market. Don't confuse it with something for guys on how to pick up girls. This is actually for people that are already in a relationship on how to bring more romance into your relationship.

This is some copy I wrote several years ago. It was the first time I ever wrote in a woman's voice, so that was sort of interesting for me. Leslie was the business owner. When Leslie first came to me, she told me that her daughter was going to get married. I thought, "Wow! That's just a perfect reason to have a launch."

This was actually a re-launch. This was for a bunch of products that she had been selling for years. I thought, "That's just too good a reason, especially since you're in the romance market. That is just too good a reason. You can't let that go. You have to do a launch around that."

I'll tell you what, no matter what business or market you're in, if you have a child that's getting married you need to do a launch or some type of a re-launch, something around that. It is a perfect example of an event just waiting for you to use. I'll show you more examples of that type of thing, but if you're having a child born, a child go off to college, a child's first day at school in first grade, all that stuff, all those things are just perfect reasons why to put together a promotion.

Doing a launch doesn't mean you have a brand new product and you have to go crazy and have this three or four week launch. You can do a shorter launch based around any time there is something significant happening in your life.

Leslie told me about her daughter getting married. I'm like, "Holy cow, this is just perfect." So we sat down and mapped out this sequence. Basically, she's telling the story here, or I'm telling it in her voice. I'll tell you one thing: her list had gotten sort of cold. Her list was not responsive and it was cold and unresponsive.

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--- begin text ---  
  
SUBJECT: <firstname>, wedding bells and  
more...  
  
Hey there...  
  
It's your Romance Coach - Leslie Karsner and I have some  
exciting PERSONAL news - and I am just a bit nervous about  
sharing it...  
  
You see, even though I am very "out there" with my public  
personality as the Romance Coach, well... I am usually  
reluctant about sharing too much of my private life. Which  
is why I am a bit nervous...  
  
But I am just bursting with this news - so I decided it's  
time to come out and share this with you:  
  
After five years in a long-distance romance, my daughter Abbie  
is engaged to be married!  
  
I am absolutely beside myself with excitement - for lots of  
reasons...  
  
But let me tell you one of them - isn't it funny how so many  
times everyone in the world will listen to you except your  
own kids? I mean, I bet Lance Armstrong is having a hard  
time teaching his kids to ride a two-wheeler!
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I said, "Okay, we're going to use this event to turn your list into a monster responsive list. Whether or not the launch makes a ton of money, we're going to end up with a really hot invigorated list when you've just turned your relationship around with them."

Basically, she comes out saying, "I'm giving some exciting, personal news, and I'm a bit nervous about sharing it." This goes back to likeability. Basically, any time you just upfront say, "I'm really nervous about something," that makes you a lot more likeable. This is going to be very story-based and event-based and you are going to see how we can hit a whole bunch of triggers right off.

“You see, even though I’m really out there with my public personality as a romance coach, I’m usually reluctant about sharing too much of my private life, which is why I’m a bit nervous.” Again, you’re telling people you’re nervous, but also you’re telling them that you are about to share your private life. People love to hear the inside private stuff in someone’s life. You are hooking them in right at the top here.

“I’m bursting with this news.” You are showing excitement here. You are showing a lot of excitement because you are “...bursting with this news.”

Now you are talking about, “After five years in a long distance romance, my daughter Abby is engaged to be married.” Remember, this is a list of people that are interested in romance and getting more romance in their lives. Here you are using the magic word. I mean, they signed up for a romance list, and now you are parroting that word back to them. You’re talking about getting engaged to be married. Again, this is a list of people who want to know about romance and want more romance; there are not many things that are more romantic than getting married.

When you’re excited that gets other people excited, so don’t be afraid to tell people you’re excited. “I’m absolutely beside myself with excitement.” Don’t be afraid to tell people that other people are excited, because excitement and enthusiasm are contagious.

This is an interesting paragraph here. “Let me tell you one of the reasons that I’m nervous. Isn’t it funny how so many times everyone in the world will listen to you except your own kids? I mean, I bet Lance Armstrong is having a hard time teaching his kids to ride a two-wheeler.” What you’re establishing here – this is an authority play here. Remember? Authority – people love to follow authorities.

Right here you are declaring basically in a backhanded way, in a self-deprecating way, you’re establishing your authority because you are comparing yourself to Lance Armstrong teaching his kid to ride a two-wheeler. In other words, you’re saying, and it goes down in here, in any case, “Even though I’ve helped thousands of people with long distance relationships, sometimes I thought my advice was falling on

deaf ears with my kids, but Abby took those lessons to heart and she made her long distance relationship blossom.”

Here you are making yourself likeable because anyone who’s a parent has had this experience of their kids not listening to them. Instantly anyone who’s a parent and has been through that experience can bond with you. Also, you’re doing an authority play. You’re telling people you’ve helped thousands of people with long distance relationships. You’re comparing people to Lance Armstrong teaching bicycling to kids.

In this whole section, there is a lot of authority, but it isn’t like a ‘slamming people in the face’ authority. It is all very understated, letting people read between the lines. People are smart; they can read between the lines and they will.

As we continue, now you’re talking about the wedding, “...wedding bells are ringing.” Remember I said that emotion can be tough to tap into? Well, you’ll see in this whole entire little sequence how we were actually able to touch emotions and really get people feeling emotional about things.

In any case, even though I've helped thousands of people with long distance relationships... sometimes I thought my advice was falling on deaf ears with my kids. But Abbie took those lessons to heart, and she made her long distance relationship blossom...

And now wedding bells are ringing!

So now I have a simple favor to ask of you... it won't cost you a cent, just a minute or two of your time. I am giving a bridal shower for Abbie next week, and I would love to make it really special - and you can help me do that if you can just spare a few seconds...

You see, I want to "shower" Abbie and her fiance Jonathan with well wishes from my GoRomance.com readers. Can you send them your wedding wishes (or advice) as they get set to take their wedding vows?

Just hit the reply button in your email program, type in a simple message to Abbie and Jonathan, and then press the "send" button.

I am hoping to get hundreds (or even thousands) of responses... then I will put them all together for Abbie and Jonathan. Can you think of a more beautiful gift than hundreds of well-wishes from GoRomance.com readers from all over the world?

Just press the reply button in your email program to send me your wishes to Abbie and Jonathan... I will take care of the

"Now I have a simple favor to ask of you. It won't cost you a cent, just a minute or two of your time. I'm giving a bridal shower for Abby next week and I'd love to make it really special and you can help me do that if you can just spare a few seconds. You see, I want to shower Abby and her fiancé, Jonathan, with well wishes from my Go Romance readers. Can you send them your wedding wishes or advice as they get ready to take their wedding vows?"

This is an interesting thing. You're asking for their help. What we ended up doing was sending them to the blog and asked them to go and make a comment on the blog. You'll see that down here with their wedding well wishes for Abby and Jonathan. The really interesting thing here is this is a subtle one, but this is a reciprocity play because when you're asking someone for a favor, you're asking them to share their well wishes, what you are doing is showing that you really, really care about how they feel and about their well wishes.

This is very subtle, but in giving them that attention and asking them to do that for you, you are actually creating some reciprocity. You are giving them attention. You are giving them an outlet for their words. This isn't the strongest reciprocity play, but this ended up being very, very powerful. What happened is, over the next few days after sending this e-mail, hundreds and hundreds of people went to the blog and left beautiful loving comments. These were incredible comments that were left for Jonathan and Abby. People put a lot of time into this.

Well, just to bring you up to date...

You will remember that last week I asked my readers to send in their well-wishes and words of advice and encouragement to my daughter Abbie and her fiance Jonathan.

The response that I got last week was simply INCREDIBLE. I received xxx (Leslie, put in the actual number) different notes from GoRomance.com subscribers. |

And these were beautiful, heart-felt notes! I am really touched with the time and effort that my readers put into these notes. |

In fact, when I start reading them it brings tears of joy to my eyes. And I bet it will do the same for you!

This weekend I am giving a wedding shower for Abbie, and I will have quite a surprise for her - I am going to be giving her all those notes that I received.

But I decided that there is just too much love and caring in these notes to keep them in my family... I put them up on a web site so you could see them. You can see them at this site:

<http://www.goromance.com/abbie>

There are PAGES of notes there. When you get to the bottom of each page be sure to click on the "Next Page" link to see even more.

Let me show you what we did next. This was the next e-mail that we sent out. It just said, "Well, just to bring you up-to-date, remember last week I asked my readers," so you are just basically bringing them up-to-date here. "The response I got last week was simply incredible. I received ____" This is actually the copy I was writing for

Leslie, so this is the note I put in here, for Leslie to put the exact number in here. That's the specificity.

You don't want to say that we had 400 posts. You want to say that we had 397 posts or 406 posts; you want to say the exact number. So I was just telling Leslie when I sent her this copy for her to send out, to actually put in the exact number. The number was in the hundreds. I don't remember the exact number but I think it was near 400 different comments.

Basically, what we're doing here is we're following the dialogue. We went and asked them and now we're just showing that lots and lots of people put these notes up there. Here we are actually sending people to the blog to go and read them. The funny thing here, well, not really funny, but if you go and you read them, these posts are amazing. If you're ever feeling blue one day, or down, you go read these posts and they are so heartfelt and so warm and so wonderful. It's amazing.

Basically, I don't want to say that we were playing on people's emotions, but we certainly got people's emotions involved. Once they went to go make a comment, they couldn't help but read all these other comments and it just put everyone in a warm, wonderful, loving mode. Basically what we did with just two e-mails to the list and putting up a blog post, we were able to completely reinvigorate the list and get them totally engaged in this process.

What happened just a few days later, we came back and said, "Boy, you know what? The shower is going to be fantastic. I have all these beautiful, wonderful comments to give to Abby and Jonathan. I'm so thankful that I decided to put together an incredible deal of all my Go Romance products. I've bundled them all together and instead of selling them to you for \$250, we're going to sell them to you for \$97."

Those numbers are rough; I don't remember exactly. I do know our price was \$97. The total value was probably \$250, but Leslie had never bundled her products together. I don't think she had ever sold for more than \$37 each. What she did is create a new bundle of all her products, put them all together, created this big value and sold it

for \$97. These were all digital products so they didn't cost her anything more to bundle them together like that.

She was able to go from a \$37 maximum price to a \$97 maximum price. The reason why was because she was so thankful for all these well wishes and she was able to put together this launch and make a lot of money and pay for the entire shower and a good portion of the wedding.

That was just an example of how you can take a story, something that is happening in your life, and use it to totally reinvigorate your relationship with your list and put together a little mini-launch within just a few days. These launches don't have to be big, huge three week launches. That was one example. Let's go to another one.

This next example is one I actually used in the first version of the Product Launch Formula. Again, this is showing how you can use a story and also the reason why. Basically, this is 100% based in fact. It was just a couple days before tax day and all of a sudden I realized that I had a really big tax bill, so I did an IRS Sale. This is otherwise known as, "Jeff screwed up his tax planning and needs to raise cash fast so he's putting his Real Time updates on sale for ridiculous prices," all based in fact.

- IRS Sale -

otherwise known as

"Jeff Screwed Up His Tax Planning And He Needs To Raise Cash Fast So He Is Putting His Real Time Updates On Sale For Ridiculous Prices"

OK, I know this isn't the most professional thing I have ever done, but the plain facts are this... I have a huge tax bill that came as a big surprise - and I need to bring in a bunch of cash fast.

I know there are a lot of people reading our Delayed Updates - maybe you are one - who are going to eventually upgrade to Real Time.

I figure by putting our Real Time subscriptions on sale, I might be able to get you to act a bit quicker. That means I will make a lot less money... but I will get that money right now - and **now** is when I need it for my crazy tax bill.

So if you **ACT NOW** then you can **SAVE BIG**. In fact, in 8 years of publishing Real Time Updates this is the rock bottom lowest price that we have **ever** had for an a Real Time subscription.

And if you go for a yearly subscription, then you can save an amazing \$123!

Look at the savings:

- 1 month, normally \$89, **now just \$59 (lowest price EVER!)**

- 1 quarter, normally \$225, **now just \$187 !**

And this is just an example of looking at what's happening in your life. I got this tax bill and I said, "Oh my gosh! That's bad news. What am I going to do?" So I had a sale. The big deal is I personally don't like having sales. I think in general, any time you want a boost in revenue to have a sale, but all you are doing is effectively lowering the price of your products, so I always try to avoid having sales. If you have a really good reason why like this one, then you can have a sale without lowering your perceived value.

This gave me a reason 'why' for the launch. Again, I think there is some likeability factor in here. We certainly have stories. We definitely have the reason why. We have surprise and novelty and unexpectedness. I think we have some likeability because I'm just coming across as a normal guy here.

(I'm definitely coming across as a normal guy right now because I can't find that page. Where did it go? ...Here's the page.)

I'm trying to be likeable. "I know it's not the most professional thing I've ever done but the plain facts are this: I had a big tax bill," so that's the reason why. If we go down to continue the reason why, "To capture these savings you have to act quickly. I'm going to send my check to the IRS on April 15th and I figure there is no way they can cash it until at least April 16th, so it's on sale until April 16th."

Then I throw in some testimonials and that's it. I did set this up with an e-mail sequence and I'll share this e-mail sequence with you another time in the course. This is something any of you could drop in and you could do an IRS Sale or you could take these same e-mails and the same copy and use it for just about any other surprise. My pipes burst, or someone ran into my car, or anything like that – you can take that and use it as a reason.

Both with the last example, the Go Romance example, and this example, they are just examples of how you don't have to do this huge big launch; you can just do something quick and short, and by next week have raised a big chunk of money, maybe even paid for this course.

I decided since this IRS Sale is such a great example and because it's so simple and yet so effective, I'd give you the whole sequence that I used because you could literally take this idea, and this is the idea behind the quick launch. In Product Launch Formula Version I, I actually used this example. This is the quick launch example. You can use this in your business pretty much any time. You don't want to do it all the time because as I mentioned earlier, you don't want your stuff to be on sale all the time.

When you have a reason, an excuse for a sale, it helps maintain perceived value. You can use this with just about any kind of bad news situation you have in your business or your personal life. It is sort of funny because since it is early April right now, you actually could do a tax sale. I mean, this is very, very effective. You can quickly come up with a quick cash flow from this.

What is really interesting in this example is, I actually have documented my initial idea through a weird set of circumstances. This whole thing was completely truthful. I really did go and have a nasty tax surprise. When that happened I thought, "Oh boy, I don't like that, but what can I do about it?" This idea flashed in my brain about having a tax sale.

Tax Sale - Initial Idea...

Internal memo I wrote on April 12th...

---- begin internal memo ----

I got a sorta nasty surprise on my taxes - to the tune of about \$25k. I suppose I shoulda saw this coming, but it is still a shock.

But that gave me an idea... it is always good to have a "reason" for a sale. That really tends to drive response higher... that is why you often see these sales "the accountant is out of town, otherwise we couldn't offer these prices" advertisements.

So I figured we could have a sale to help me pay my tax bill, and we can tell them just that... we dropped prices because I need money fast. Have it run Sunday, Monday, Tuesday only.

---- end internal memo ----

I went and wrote an e-mail to my partner. My partner was not a marketing person or a business person whatsoever so I had to sort of explain this idea to him, sell it to him a little bit, but I knew it would work as soon as I thought of it. This is actually the internal memo I wrote on April 12th. Again, I want to stress that this isn't something I sent out to my list. This was something that was internal that I sent off to my partner in the business.

Basically it said, "I got a nasty surprise on my taxes for \$25,000 I owe. I should have seen this coming but it's still a shock." Then I said, and this is where I'm sort of explaining the rationale, "That gave me an idea that it's always good to have a reason for a sale that really tends to drive response higher. That's why you often see these sales, 'The accountant's out of town otherwise we couldn't offer these prices.'" And down here, "So I figured we could have a sale to help me pay my tax bill and we can tell them just that." When I say 'them' here, I mean to tell our list that, "just to go ahead and be 100% honest. We're dropping our prices because I need money fast. It runs Sunday, Monday, and Tuesday only."

That's the genesis of my idea. I decided, "Yeah, I'm just going to go for this." It just came to me in an instant and took me about 30 seconds. It took me more time to type this up to tell my partner about it and justify it with my partner. This is the first e-mail that I sent to our list. Look at the date that I sent this. I just showed you that I came up with the idea on April 12th. Then early in the morning on April 14th, so somewhere in the 24 to 36 hour range later, I sent this out to my list.

OK, this is a bit embarrassing... but I just wrapped up my personal taxes - and I got a bit of a surprise.

Actually, it was a pretty big, nasty surprise.

And I am going to have to write a great big check and send it off to the IRS on Tuesday.

I suppose I really should have seen this coming - we had all kinds of new Real Time subscribers join us in the last year, and our Trading Update business really took off. But this tax bill really caught me by surprise.

In any case I need to bring in some cash quickly to pay this bill.

So bottom line, I am putting RTU on sale for a couple of days. Call it an "IRS Sale" if you will.

We normally don't discount Trading Update subscriptions... in fact we are thinking hard about *RAISING* our prices. After all, we haven't our rates since we started publishing in 1996.

However, I don't normally have to write the kind of check I am going to be writing on Tuesday.

So here it goes... Real Time subscriptions are going to be on sale until Wednesday, April 16th.

You can get a monthly subscription at an unheard of low

Here's the subject: it's, "Jeff's Huge Tax Bill."

You can basically use this same text in your promotion, whether it's an IRS Sale, or it's my pipes burst, or whatever it is. It just doesn't matter. I got in a car accident. You can use the same text and drop it into your launch, into your quick launch.

Here's the text up here: "It's a bit embarrassing, but I just wrapped up my personal taxes and I got a bit of a surprise." Right off there, going back to the triggers, I tell them this is a bit embarrassing. Right there I'm being very real. I'm being someone that they can relate to. Everyone gets embarrassed, right? I'm being likeable.

I go on, "I got a bit of a surprise. Actually it was a pretty big nasty surprise. I'm going to have to write a big check and send it off to the IRS on Tuesday." Again, I'm just being a regular person and likeable because a lot of people have had this situation of owing a lot of

money to the IRS. For the people that haven't had that situation, let's say that 40% in the United States have had that problem, well, the other 60% can certainly relate. They know what it would feel like; they could imagine what it would feel like.

I'm relating to them. I'm being likeable. I'm being believable. I'm using the reason why. You can see I'm hitting all these triggers. I go on, "I suppose I really should have seen this coming. We had all kinds of new Real Time subscribers join us in the last year, and our Trading Update business really took off."

First of all, I'm being, "Aw, shucks," a likeable guy, "I should have seen this coming," I'm not blaming anyone else for my problems. You don't want to go around being someone that makes excuses or blames people. That's not an attractive personality. So I took the responsibility for this. This is social proof.

"We had all kinds of new Real Time subscribers." I'm basically telling them why my tax bill went up. It went up because the business is doing well. The business is doing well because so many people are buying from us. That's a subtle form of social proof. I'm telling them that it's a popular business, it's a popular publication, and lots of people are joining us. Why do people join us? Obviously the implication is because we're good.

"This tax bill caught me by surprise." Now here's the reason why. "In any case I need to bring in some cash quickly to pay this bill. Bottom line is I'm putting this on sale, and calling it an IRS Sale, if you will. Of course, we don't normally discount our Trading Update subscriptions, in fact, we're thinking hard about raising our prices." That's just a subtle little scarcity play. It is basically that we're thinking about raising prices so I'm putting that in the back of their heads just to get them thinking, "Boy, this might be a good time to jump on board."

This is more reason why; telling them the story. "I don't normally have to write this kind of check," so up here I said, "We normally don't put it on sale, but normally I don't have to write this kind of check like I'm

going to be writing on Tuesday, which is April 15th.” Everyone in the States knows that April 15th is tax day.

“So here it goes, Real Time subscriptions are going to be on sale until Wednesday, April 16th.” Again, tying it in to an event, making this an event, it is all about that tax day. Everyone in the States knows that April 15th is the tax day. Now I’m making my offer, “You can get by far the lowest price ever. You can save \$123,” and then I give them a link to go to.

`http://www... /tax-sale.htm`

One last thing... I know a lot of people who are not trading this market due to all the international turmoil. They say the market is news driven.

That may be, but I have NEVER seen a market react so well to our support and resistance zones. The fact is, this is a GREAT trading market. This may be a tough market for investors or system traders, but it is heaven for our approach to short term trading.

In any case, if you have EVER thought about a Real Time subscription, you will never see a lower price:

`http://www... /tax-sale.htm`

best regards,
Jeff

P.S.> The sale price on monthly subscriptions is the LOWEST rate we have EVER had for an Real Time subscription. This is your best chance ever to try out Real Time.

----- end message -----

This is basically just standard sales copy telling them why now is a great time; it is answering an objection here. This is just an objection, “I know a lot of people are not trading in this market due to all the international turmoil. They see that the market is news-driven,” so that’s an objection. I know that objection just by being a publisher in this market. I knew that was one of the objections out there.

When there’s an objection, you raise the objection and then you answer it. That’s what I’ve done here. I say, “That may be, but I’ve never seen a market react so well to our support and resistance

zones. The fact is, it is a great trade market.” This is just standard sales copy. You raise an objection that’s in their mind and then you answer the objection.

Then a P.S. and basically we’re just reiterating the offer. “The sale price is the lowest rate we’ve ever had for Real Time subscriptions.” Often in your P.S., one of the standard things you do in the P.S. is reiterating the offer. I often break that rule and do other things, but in this case I just came back and told them what the offer is. “It’s a great sale. It’s the best ever.”

That was the first e-mail I sent out and that went out on April 14th, the day before taxes. I told people that basically they had until the 16th, so this is basically a two day launch, just a quick launch of two days. I thought of the idea on the 12th. I published it on the 14th and we’re going to wrap it up on the 16th.

That e-mail was sent the morning of April 14th. Now we follow it up on April 15th with this next one. That last one was a stand alone e-mail to our list of prospects of course. We’re not sending this to our subscribers because we’re putting this product on sale.

The next day, the way we would typically market this product was each day we would publish an update for our Real Time subscribers, for our paying subscribers. The next day we would send that update out to the people who are our prospects. It was like a day late – actually it wasn’t a day late, it was about eight hours late. Since this was for real short term traders, that was late enough so it wasn’t that useful to them. It was useful, but it definitely wasn’t complete because it was talking about the trading day that just happened.

----- begin message -----

--- Sale - Sale - Sale ---

There is only one day left in our "IRS" Sale. To take advantage of the big savings use this special link:

<http://www...../tax-sale.htm>

or call us at 888-xxx-xxxx or xxx-xxx-xxxx.

.....

Trader's Update

04 / 14 / 2003

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Dateline: 11:45 pm eastern time, 04/14/2003

The market opened higher yesterday, just under the 886.50-888.50 resistance zone on the SP futures and right at the 1053-1058 resistance zone on the Nasdaq futures. However, after that early strength the market turned immediately lower.

The selling gathered momentum after the Employment number was released. The market headed down for the 880.00-878.50 SP zone and the 1040-1038 Nasdaq zone. Those support areas

Here's the typical Traders Update that we would send them. Up at the top I put this little piece to remind them that there's only one day left in the IRS Sale. To take advantage of it, go to this link or call us here. This is actually sent via text e-mail so I just put it in red to highlight it for you. It wasn't really in red. It was just via e-mail.

This is something I call the Paul Harvey. Paul Harvey was or maybe still is, I don't know, a radio announcer in the Midwest. He would read news stories, but when he got to an actual advertisement, it was hard to tell where the news story ended and where the advertisement started, so I started doing this in my e-mails. I would throw in what I'd call these 'Paul Harveys' that looked like they belonged right in the narrative. Again, when I sent this out, here's the Paul Harvey.

If the bulls can prove themselves by breaking over resistance at 890-892 on the SP futures and 1059-1060 on the Nasdaq futures, then we will flip to the bullish side. Again, however, don't get emotional... we are not going to chase any entries. Instead, we will wait for pullbacks to enter positions.

----- editor's note Tuesday, 04/15/2003 6:18 PM eastern -----

We had a very good day with our support and resistance numbers... I am not going to walk through all of them here, but look at that early low - a direct hit on initial support.

OK, our "IRS Sale" is just about over. Wednesday is the last day of the sale - I just sent my check off to the IRS a few hours ago. You have just over 24 hours to save big... so NOW is the time to act. To get the full story, go to:

<http://www.../tax-sale.htm>

Or call us at 888-xxx-xxxx (or if you are outside the U.S. and Canada, our regular line is 970-xxx-xxxx).

June 2003 SP futures resistance

Paul Harvey was not in red. It was in black. It's just in red for you to highlight this for you. When this went out as an e-mail, we told them all about the stock market, what happened in the market, what was going to happen in the market, all this stuff which I'm sure will put you guys to sleep, but then it went through there and we got to the editor's note. I didn't say that it was the editor's advertisement; it was called the editor's note. This is my Paul Harvey.

I told them, "We had a really good day with the support and resistance numbers. Take a look at that early low. It's a direct hit on our initial support." Here I remind them about the sale. "Okay, our IRS Sale is just about over. Wednesday is the last day of the sale. I just sent my check off to the IRS a few hours ago. You have just 24 hours to save big." I'm just following through with the story I told them about.

I told them I was going to write a check and mail the check on April 15th. Well, here we are on April 15th and I'm telling them that I just wrote the check and mailed the check. "Now you've got 24 hours to save big. Now is the time to act."

Basically we're creating the scarcity play. We're creating a situation where they have to act right away or they're going to lose out on the savings. It's another one of those triggers and one of the most important triggers is the scarcity trigger. We're giving them a short term sale and we have a reason why for our sale.

Sent April 16th at about 5:30pm.

----- begin message -----

--- IRS Sale ---

There is only one day left in our "IRS" Sale. To take advantage of the big savings use this special link:

<http://www.../tax-sale.htm>

or call us at 888-854-6516 or 970-884-1168.

Let's talk about our next e-mail. Our next e-mail is once again just another one of the updates, the standard updates they get. They would get an update every single day as part of their subscription. They were prospects and they would get these updates every day that we mailed these. The market is open every day and we're sending updates every day.

Once again I put this little tease at the top, "There's only one day left," and actually this is the last day. So it looks like I screwed up and made an error in my copy, but it doesn't matter. This stuff is so powerful. In fact, what I did is just copied and pasted this from the previous day and I screwed up and I didn't change the copy. If you are sitting there thinking, "You can't do this stuff. Jeff's too much of a launch expert," well, right there you can throw that out the window because like I've said before, these techniques are so powerful that you can make mistakes left and right and it's still going to work for you. I screwed that one up.

ordered for short term traders... and it fits us just fine. Nevertheless, this trading action is definitely building some tension in the market, and we should see that released in a sustained move in the not-too-distant future.

----- editor's note Wednesday, 04/16/2003 5:18 PM eastern -----

Well now... the SP closed Wednesday about 14 points below our "Load The Boat" resistance/sell zone.

If you had jumped on our "IRS Sale" on Sunday or Monday, then you would have read about our "Load The Boat" in time to actually act on it. And how sweet would that be?

There are now about 8 hours left in our sale - you can subscribe now and take advantage of the big savings (and my poor tax planning), or you can subscribe later at full price. Your choice.

If you want to save, then go to:

<http://www.../tax-sale.htm>

Or call us at 888-xxx-xxxx (or if you are outside the U.S. and Canada, our regular line is 970-xxx-xxxx).

Anyway, here's the update I gave them, the update about the market. Again, I'm telling them why their update's great, why it's great stuff. This is a little bit wicked. "If you had jumped on our IRS Sale on Sunday or Monday when I first announced it, then you would have read about our load the boat in time to actually act on it. How sweet would that be?" Prior email, we probably talked about this super secret, super important signal. It was in the previous update. We had a load the boat resistance signal. So that was one of our signals we would use.

Basically we said, "Boy we basically crushed it yesterday with our call. Fourteen points is a huge, huge win." This is just a sort of sticking the knife in and twisting it. This is a bit of a scarcity play because it's like, "If you had acted when we told you to act on Sunday or Monday, then you would have already been on board and you would have had time to actually act on it. How sweet would that have been?"

In other words, I'm taking them and projecting into the future, "Think about the next time we have one of these things and think about what it would be like to miss it again. You've already screwed up and you

missed it once. Do you want to miss it again?" I'm really twisting the knife here, and it is a form of a scarcity play where I'm projecting them into the future. That's really what I'm doing.

Like I said, it's evil, but it's effective. I hope you guys still love me.

"There are now about eight hours left in our sale. You can subscribe now and take advantage of the big savings in my poor tax planning." That's the, "Aw shucks, I screwed up again." I'm all about telling people how I screwed up. So I'm telling them, "Now you've got eight hours left because it's 5:18 Eastern, and we're going to take them up until midnight Eastern." Actually there were less than eight hours when I sent this thing.

"You can subscribe now and take advantage of the big savings or you can subscribe later at full price." Pay me now or pay me later, and if you pay me later it is going to be a lot more. That is a scarcity play right there, so we're hitting the triggers.

This was on April 16th and I sent it at about 5:30 p.m. Now let's take a look at our next and final e-mail.

Last chance sent April 16th at about 6:00pm.

---- begin message ----

OK, I am only sending this so I don't get an angry email from someone who missed the deadline for our "IRS Sale".

If I don't give you a final warning, someone is going to miss out on the savings, and they are going to get all torqued off... and then I will get a nasty email. This way, I send a final warning and then I am covered.

The bottom line is that as I type this you have just over 8 hours to save a big chunk of money on your upgrade to a Real Time subscription.

You already have heard about my IRS saga, so I am not going to repeat it here. The bottom line is that my tax surprise is your gain. You can now upgrade to a Real Time subscription at a "never-seen-before" price.

But all the fun and games end tonight at midnight Mountain Time (that is 2:00 am Eastern Time).

To get all the details, go to:

If you remember, the very first e-mail we sent them was sent on the 14th and it was a stand alone e-mail that basically gave the reason why for the launch and it would send them to that sales letter I showed you earlier. The second e-mail was basically just our normal Traders Update that our prospects would get after every trading day. Then one after that was another one. Both of those had short reminders, the Paul Harvey reminders.

Here's just a reminder up at the top, and then the Paul Harvey here. So we started off with one stand alone e-mail. Then we went with two Paul Harveys. You can mix this up. I understand that a lot of you guys don't send Traders Updates every single day and don't use these Paul Harveys. I'm just showing you the sequence and the examples. You can take this and use it anyway you'd like.

This is the April 16th – remember I gave them April 16th as a deadline – and I came back with one final stand alone e-mail about 6:00 p.m. This is only sent about 30 minutes after the last one. Normally I'm not in to pounding my list and sending multiple e-mails,

but you have to remember that these people get that normal Traders Update every single day, so I'm only sending two extra e-mails with this entire quick launch here.

Basically, let's take a look at this copy. Now we're talking about six hours until the deadline. I'm basically saying, "I'm only sending this so that I don't get any angry e-mail from someone who missed a deadline for our IRS Sale." I often in my last scarcity announcement in a launch, and what I mean by scarcity announcement, it's something that's talking about the deadline that's coming. Often, when you come down to a deadline, you have to warn people 24 hours out – at the minimum you have to give a 24 hour notice.

I'm generally giving a 24 hour notice and then I'll try to give something at a six to eight hour notice. Generally, when I get down to those deadlines, I often do this. The last e-mail will be sort of 'I'm covering my butt so people aren't mad at me.' It's almost like you're reluctant to send another e-mail, but you have to do it or people will be mad at me. No one likes people being mad at them.

That's exactly what I did here. "I'm only sending this so I don't get an angry e-mail from someone who missed the deadline." Really what you're doing here is you are projecting some scarcity here. This is the reason why you're sending it. You're giving them the reason why because you don't want people to be mad at you, but hidden in there is the fact that someone will be mad if they miss the deadline.

You're helping people project in to the future what they would feel like if they missed the deadline. So I continue, "If I don't give you a final warning, someone's going to miss out on the savings and they are going to get all torqued off and then I'll get a nasty e-mail." This way I send a final warning and then I'm covered.

No matter what your launch is, whether it's one of these quick launches or big launches, you can basically take the same copy and use it in your launch. This whole idea of we're just doing this to sort of cover my butt so people aren't mad at me, and then talking about how people are going to be mad if they miss out on the savings. You're walking that person through this process and step them into the future.

You're letting them see how they could be angry and mad and regretful if they missed out on the savings. Again, this is sort of twisting the knife. We're really holding their feet to the fire. We're making them make a decision by walking them into the future and seeing if they miss out on this promotion how they will feel. So this is absolutely scarcity, 100% scarcity play, but it's done I think in a way that doesn't come across as totally uncool.

You are just saying, "Hey guys, I'm just trying to cover myself here. I don't want anyone to miss out. So act now."

```
The bottom line is that as I type this you have just  
over 8 hours to save a big chunk of money on your  
upgrade to a Real Time subscription.
```

```
You already have heard about my IRS saga, so I am not  
going to repeat it here. The bottom line is that my tax  
surprise is your gain. You can now upgrade to a Real  
Time subscription at a "never-seen-before" price.
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```
But all the fun and games end tonight at midnight  
Mountain Time (that is 2:00 am Eastern Time).
```

```
To get all the details, go to:
```

```
http://www.../tax-sale.htm
```

```
best regards,  
Jeff
```

```
P.S.> Remember, all our subscriptions are covered by our  
Iron Clad Guarantee. You can read about it at:  
http://www.../tax-sale.htm
```

```
----- end message -----
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Continuing on, the bottom line is, "As I type this you have just over eight hours to save a big chunk of money." I love being real explicit, "big chunk of money," – that's not terribly explicit, but being very

upfront about what we're talking about. "You're going to lose out. You're going to lose out on a big chunk of money."

"You've already heard my IRS saga," so just going back to the reason why. "The bottom line is my tax surprise is your gain. You can now upgrade to Real Time and at a never seen before price, but all the fun and games end today at midnight Mountain time, that's 2:00 a.m. Eastern time." Then I send them to the sales letter.

Just a final P.S. in the reminder, I'm telling them about our ironclad guarantee. It's a risk reversal.

~~FOR SERVICE OF THE TAX TRAINING~~
And He Needs To Raise Cash Fast So He Is Putting His Real Time Updates On Sale For Ridiculous Prices"

OK, I know this isn't the most professional thing I have ever done, but the plain facts are this... I have a huge tax bill that came as a big surprise - and I need to bring in a bunch of cash fast.

I know there are a lot of people reading our Delayed Updates - maybe you are one - who are going to eventually upgrade to Real Time.

I figure by putting our Real Time subscriptions on sale, I might be able to get you to act a bit quicker. That means I will make a lot less money... but I will get that money right now - and **now** is when I need it for my crazy tax bill.

So if you **ACT NOW** then you can **SAVE BIG**. In fact, in 8 years of publishing Real Time Updates this is the rock bottom lowest price that we have **ever** had for an a Real Time subscription.

And if you go for a yearly subscription, then you can save an amazing \$123!

Look at the savings:

- **1 month, normally \$89, now just \$59 (lowest price EVER!) ↗**
- **1 quarter, normally \$225, now just \$187 !**
- **1 year, normally \$700, now just \$577 ! (best deal, save \$123)**

[To upgrade to Real Time now, use our subscription form below.](#)

That's it. Of course then, let's look at the sales letter we took them to. I already showed you that once, but all these e-mails are taking them to the sales letter.

Here's the sales letter and we just basically reiterate the reason why, and we reiterate the offer, and then we reiterate the scarcity here. We just take them down, show them a bunch of testimonials, and ask for the order. It's that simple. You saw how I came up with the plan, came up with the idea.

On April 12th I came up with the idea. I spent April 13th putting the sales letter together, and then early morning April 14th I came up with the launch and ended the launch at midnight on April 16th. So we had a launch for the 14th, 15th, and 16th. It took me probably 36 hours from the very first concept to actually launching it, and we brought in a ton of money.

I don't know if I paid my complete tax bill with this thing, but I did pay a very big chunk of it. It gave us a reason to get a whole bunch of people on board subscribing. Another thing, since this was a subscription, if someone joined at these low prices, they renewed at our regular prices. With a subscription type of offer, getting people in the door is huge. If you can get people in the door then you are going to get the renewal income going forth.

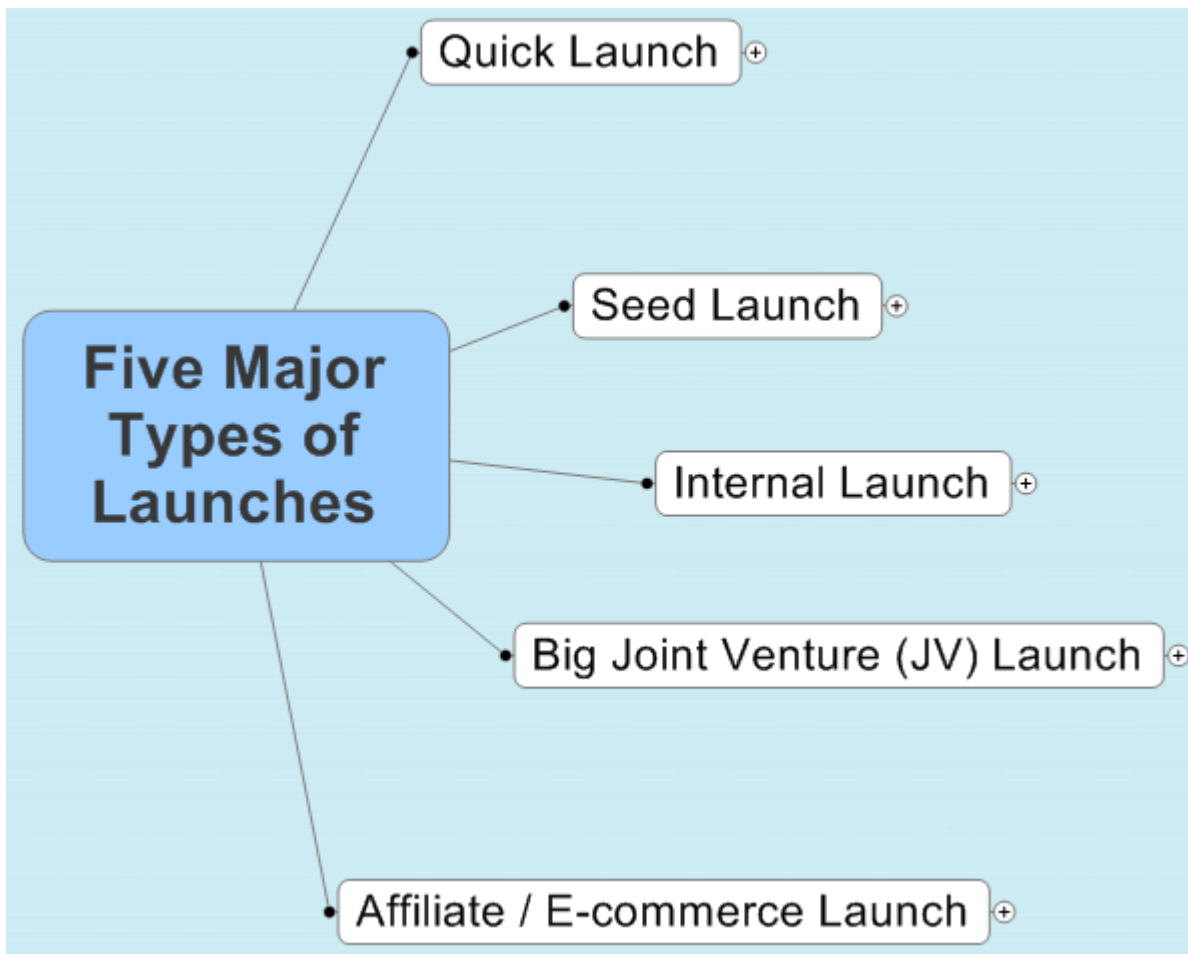
This business is all about bringing new people on board and getting them subscribing, and then we get the renewal income. So how do you get people on board initially? In reality, if we gave this thing away for free for the first month, we'd still come out way ahead because of the renewal subscription. If you give something away for free, then you're going to have a hard time getting people to pay in the future.

Some subscription stuff you can do this with a dollar offer, like allow people to get in for a dollar for a month. We didn't want to do that. We didn't want that position because there are a lot of reasons why we didn't do that in this business. What this did was allowed us to lower our prices on this one time basis for this one time sale, bring a whole bunch of new people in, and then we would get ongoing renewal subscriptions from them.

As I mentioned, you can take this and drop this into – you can do an IRS Sale, or you can do this any time of the year for any type of bad news type of situation, or you can actually twist it into a good news

type of situation – your pipes burst or your daughter’s getting married or whatever. You can take this exact same copy and drop it in. You can do it in your business next week and make a bunch of money.

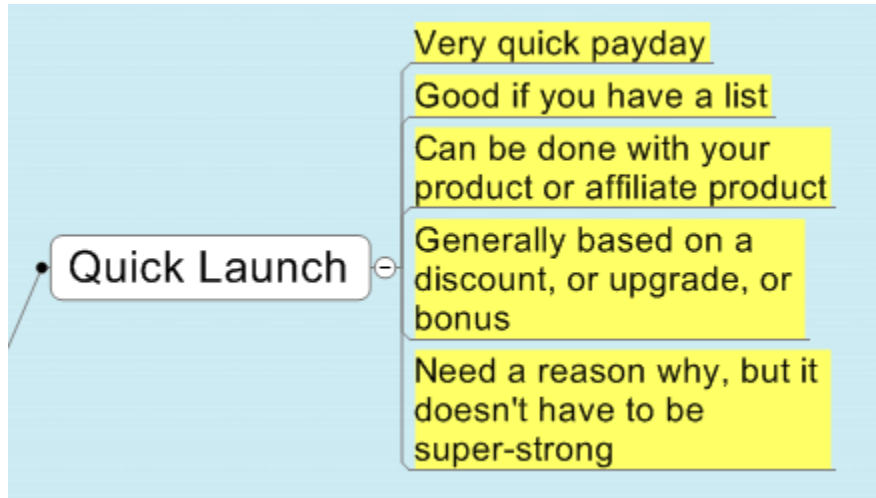
Video 4: Your First Launch Strategy Session



I want to cover five major types of launches. These aren't all inclusive. It's not like this is every type of launch there is, but these cover a lot of situations and they very well might cover your situation. The other thing is there are hybrids between these. You can sort of mix and match some of the stuff in here depending on your situation.

As I go through these I want you to look and try to identify which one makes sense, or if you think it should be a combination of two or

more launch types, that's fine. I know a lot of folks watching this might have multiple ideas for multiple launches, but in my experience it is always best to focus on one and get that one under your belt and then move on to the next one.



I'm just going to walk right through these. The first one is the quick launch. We covered the quick launch in the example of the Go Romance launch and also my Tax Sale launch.

The deal with a quick launch is that it can be a very, very quick payday. It can literally be a couple of days from when you first come up with the idea. If it's not a couple of days, then it's usually not more than a week or two until you put the launch together and you get your payday. That's what it's best for. It's best for bringing in some money quickly.

There are times you might have a tax bill like I had, or you might need to finish the basement, or you might need a new car or a car repair, whatever. It's a very quick pay. That's what this is all about.

It's very good if you have a list. It's tough to pull off one of these if you don't have a list. Conceivably you could go out and find a joint venture partner and approach them, and say, "Boy, I've got this great story and I've got this great thing we can put together," and do a quick launch there. Conceivably you could do that but it's easier if you have your own list.

This definitely can be done with an affiliate product. The examples I just showed with Go Romance and the Tax Sale were both examples where they had their own product, but this could definitely be done with an affiliate product. Either your own product or an affiliate product works just as well. If it's an affiliate product you are basically doing the exact same thing I already showed you with the Tax Sale, it's just that you're offering an affiliate product. There's just really very little difference.

If you're going to do an affiliate product, it's probably good to put together your own bonus or bundle it with something of yours. Somehow make it unique so people can't just price shop; you can't just go and look somewhere else.

In addition, if it is an affiliate product, you probably cannot change the price; you cannot set what price it's being sold at. How do you put together a big promotion that gets people to move for this great deal if you can't change the price? Very simple – you add in extra value with some type of bonus.

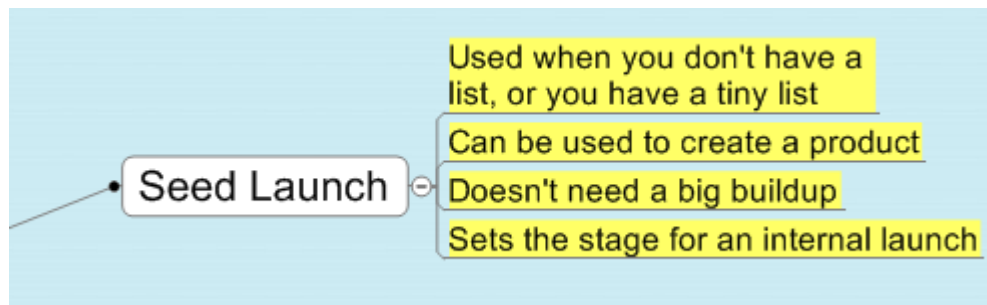
You can put together a complementary bonus. Often whether it's an e-commerce product or a physical product or service, it's very easy to put together an information product that makes a good complementary bonus.

If you're selling tomato cages to help grow tomatoes, then you could easily put together an information product on some aspect of growing tomatoes. It could just be a simple PDF or it could be an audio. You could call someone up, find an expert. Go to Amazon.com, type 'growing big tomatoes' into the search engines, find the top books, look at those top books, and then find the authors on Amazon.

Authors all have web sites, or most of them have web sites. Approach the authors and ask them if you can do an expert interview with them. Get on the phone with them. Record a 40 minute interview and you have a bonus that could go along with selling your tomato cages or anything to do with tomatoes or vegetables. It's not hard to do this, to create an information bonus to go with an affiliate product.

It is generally based on a discount, an upgrade, or a bonus. You really want to have a reason why you're going to do this launch, but it doesn't have to be incredibly strong. If you think about it, my Tax Sale wasn't all that great an idea. It didn't really have anything to do with the trading market. That's what I was dealing with. I was selling stuff in the trading market. The Tax Sale was just a reason why, an unexpected reason why I needed cash fast.

In reality, I didn't even need the cash. I mean I could have paid the tax bill myself, but it just gave me a good reason why. It doesn't have to be an incredible reason why. It could be your kid's graduating from high school or any event like that is a good reason to do a quick launch.



Let's move along to the seed launch. Some of you meet the criteria. You already have some type of a list. Go out and knock out one of these launches and let me know about it. This is the type of thing where it's real easy to do. It's simple to do and you could have results by next week.

Let's go to the seed launch. This is what you're going to do when you don't have a list or you have a tiny, tiny list, maybe 30 or 50 people or a few hundred people. Do a seed launch. The really cool thing about this is it can be used to create a product. It can help you build a list.

You don't need a big build up for this. It really sets the stage for the next thing, the internal launch. Basically what you're doing in this case is you're taking that very small list of maybe 30, 50, 100, 200 people and you're going out and actually enlisting them to help you

create the product. You are going out there and finding out exactly what they need.

What I like to do, especially for information products, is create a teleseminar series for those people. Go out and find out what they want, what they need, what they need to know about your niche, and then simply put on a series of two, three, or four teleseminars about that, where they are invited.

You can either do this by selling it to them or you can do this by giving it to them for free. This is what I actually did for Product Launch Formula. I went and I spoke at Yanik Silver's Underground Seminar. This was in early 2005. I sold something that I called the Product Launch Workshop, I think. I sold that for a couple thousand dollars to everyone in the audience who wanted to purchase from me. Not many people took me up on it, really. Ten or twelve people took me up on it, maybe.

I knew that wasn't enough people to really create the interaction that I wanted. So I went out and invited some of my friends and people that I knew wanted to know more about the stuff I was doing with product launches. I offered them in on a comp basis. When you added all the people in, there were probably 30 or 40 people or so who took that initial Product Launch Workshop with me. I delivered a series of six teleseminars.

I had actually promised six teleseminars. I think I delivered eight or nine. And I taught my product launch techniques. All along throughout that process I was gathering feedback from them. I always wanted to know what I wasn't teaching well enough. So I learned how to teach the material.

Then I turned it into a home study course. Of course, it was a really good quality home study course because I had learned how to teach the material from teaching it in this small group setting. That small group setting also created a bunch of success stories. People took what I taught them and they went and did a launch. All of a sudden I had my case studies and my testimonials.

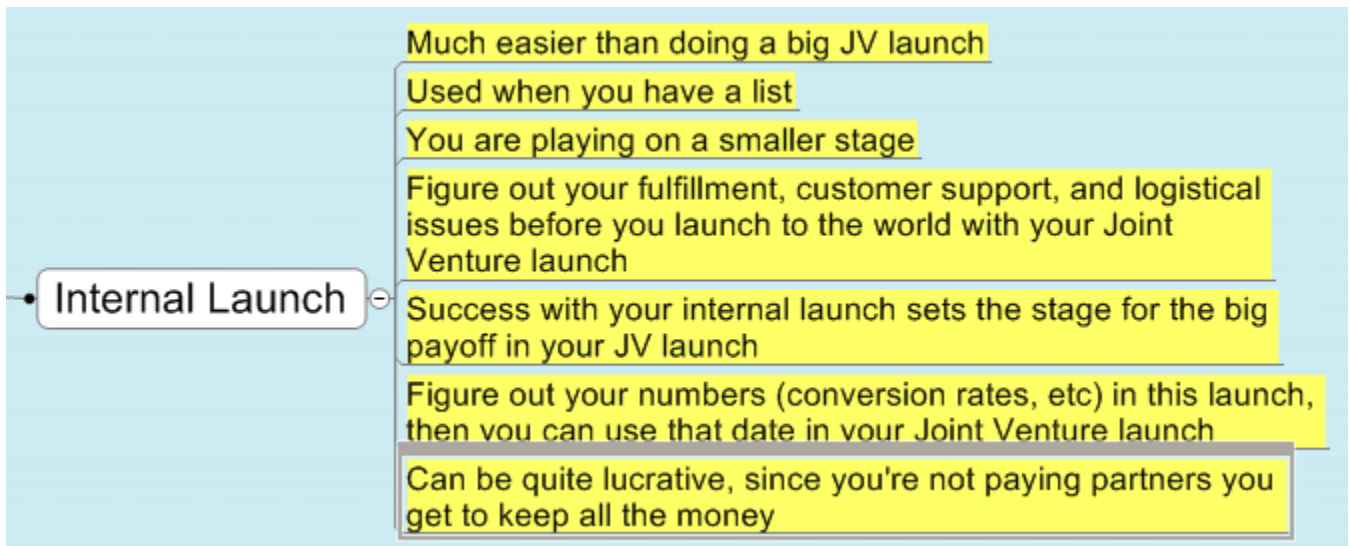
This is how you can actually create a product. Often when you build, you start off with that tiny little seed list, and then you find your champions there and you create a great product. Often your list will either grow through word of mouth or else at that point, you are going to be able to get joint venture partners because you have this great product. Because you've worked closely with your seed list that really helped you create the product.

This is what I call a seed launch because it begins like a little seed where you're just delivering it to a small number of people and it can grow into something very, very large. A lot of times people ask how you get that first list, that first 50 people or 100 people. Typically the easiest way to do this, the really easy way to do this, is put together some type of a web site with a free report on whatever your topic is. Then go and join some forums and start posting in the forums in whatever your niche is.

If you don't know about forums, I'll explain it now. Let's say your niche is 'growing big tomatoes,' just go to Google and type 'growing big tomatoes forum' and you'll find the forums for your niche. Go and start participating on those forums. Be helpful. Answer questions. Ask real questions. Become a part of that community. Eventually you can put a little signature below your posts and that can send people to your Web site.

This isn't a way you are going to grow thousands and thousands of people onto your list, but this is a way you can add the first 30 or 50 or 100 people. These are quality people for your list because they are people that have had some exposure to you and some interaction. Those are going to be some of the most powerful people on your list.

I don't want to go too deeply into this because right now. This is the overview of the five major launch types, but the seed launch can be really, really powerful. It has worked for a lot people. It worked for me. I went from a seed launch to a big joint venture launch. I did have experience doing launches and so I was able to make that leap. A lot of people are going to want to go with the internal launch first. Next, let's talk about the internal launch.



I see people making mistakes because they want a big joint venture launch. They want the big payday and they skip the internal launch. That can often get you into trouble. The internal launch is much easier than doing a big joint venture launch, When you do a big launch, you have all kinds of partners and you have to bring in tons and tons of partners. An internal launch is much easier to do because you're just focusing on your product and your list.

This is something you use when you have a list. The internal launch is beautiful because it's not that hard to do. It's not that complicated. You can control the entire process because you're not dependent on someone else. You're not dependent on a partner mailing for you. You're not dependent on affiliates mailing for you. You control the process all the way through. It's a lot easier to get the launch right, to get the timing right, to get the messaging right.

Another thing is you're planning on a much smaller stage. If you screw up, if something messes up in the offer or the product, the deliverables, the customer support, anywhere along the line, the only people that see it are your followers, the people that are on your list. It's not like you have 60 or 100 partners all mailing for you and everyone can see your errors. It also gives you time to figure out your fulfillment, your customer support, all the logistical issues before you launch to the entire world with your big joint venture launch.

Now this is a really critical thing. The success of your internal launch really sets the stage for the big payoff in your great big joint venture launch, because you're figuring out the numbers. You're figuring out your conversion rates, you're figuring out what your visitors are worth, what adding to your list is worth, you're starting to nail down what your offer should be, and you're starting to nail down your sales letter.

Basically, at the point when you go to do the big joint venture launch, you take all your numbers and you can tell them to your potential partners. You can say, "Hey, we're not just trying something new. This isn't a new, untried type of thing I'm trying out on you guys. I'm not going to practice on your list. I'm not experimenting with your list.

"Let me tell you what we did. When we did our launch to our list, for every person on our e-mail list, we brought in \$27. I can't guarantee these exact same results with you, but since I'm paying you a 50% commission, if we get the same kind of results, that means \$27 for every name that you put on my list, that means that I'm going to send you \$13.50."

When you can start to talk about those numbers with your potential partners, all of a sudden it gets a lot easier to get partners to get on board with you and mail for you and to promote for you. You're not treating their list as a guinea pig. You're coming in with a tested process and people will respond to that.

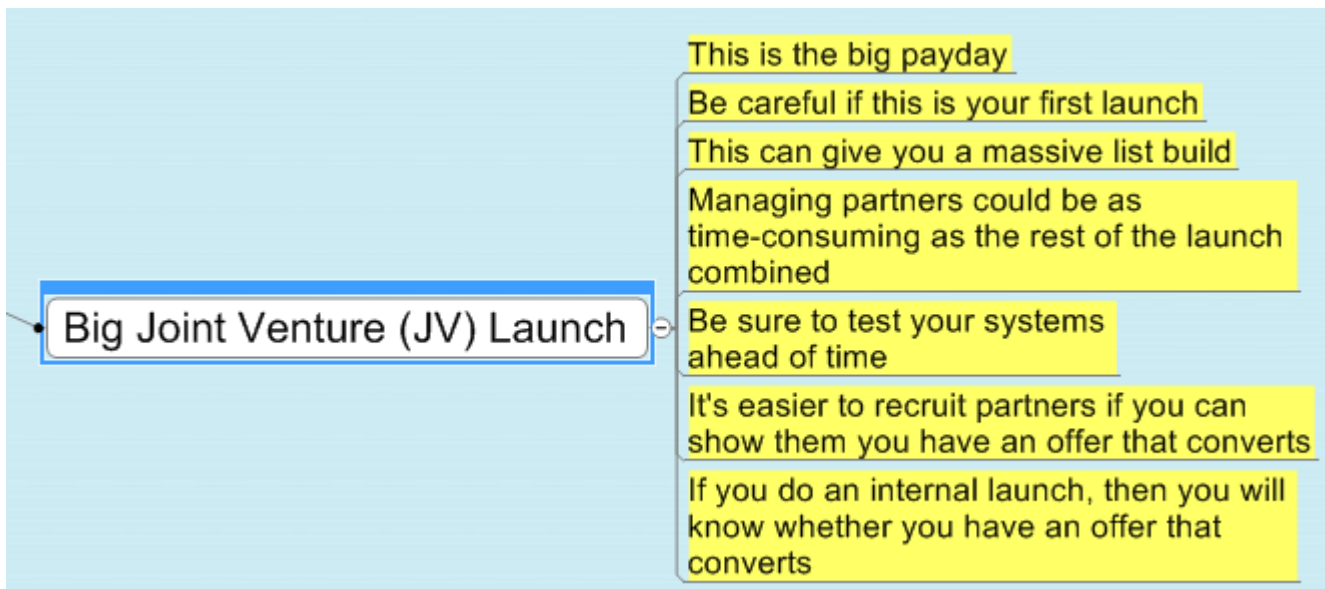
The other great benefit is that internal launches can be quite lucrative because you're not going to be paying any partners. You get to keep all the money! If this is an information product, you could be seeing most of the money go straight to your bottom line. With a big joint venture launch, the dollars and the sales can be huge. They can be five or ten times bigger than an internal launch. But because you're keeping all the revenue with the internal launch, a lot of times that huge joint venture launch, even though it is five or ten times the revenue of an internal launch, it might only be two, three, or five times the bottom line.

Even though the internal launch is generally smaller, it can be very, very lucrative. Frankly, it's just a lot less stressful because once you

get into the big launch, the big joint venture launch, you are playing on this big stage and you really have to have all your ducks in a row. You can screw up with your list. They'll be a lot more forgiving than other people's list and other partners.

Generally, unless there is some constraint, some big constraint, I like to go with an internal launch first and then come back with a joint venture launch. When you do an internal launch, you have your sales letter done and you have your e-mails done. You can take that stuff and you can just reuse it with your big launch, because the people on this list have never seen your sales letter. They've never seen your e-mail copy. They've never seen your launch story. They've never seen any of it, so it's brand new and fresh with them. You can just come back and use that same material for your big joint venture launch.

You're just putting off this big payday for a short period of time. Maybe it is for a month, maybe it is for a couple weeks, or maybe it is for three months. What it means is when you get to the big launch, the big stage, it's going to be a lot less stressful because you've already been through it one time.



Big joint venture launches are where the really big payday comes in. Like I said before, you can see five to ten times the revenue. This is the big, big payday but I'll say it again, be careful. If this is your first launch, or even if it's the first launch for this product, you're running a lot of risks. You're playing on a big stage. I learned this from my friend Jeff Johnson. He said, "Practice on your B clients."

Don't ever treat your list like they're your B clients as opposed to your A clients. The reality though, is that your list is going to be more forgiving. Practice your launch sequence, nail down your numbers, and get everything nailed down with your forgiving audience, before you step onto the big stage.

One of the beautiful things about a big joint venture launch, if it's done right, (and I'm going to show you how to do it right as we go through this program), is that it can build your list in an incredible way. In some markets you might add 5, 10, 20, 50,000 people to your list. So with these huge joint venture launches, the list you build during these launches would be well worth it. It could set you up literally for life, even if you didn't keep any of the bottom line profits whatsoever, out of all the money you could have earned.

This is something that's hard to grasp until you really get into it. Basically, you're going to have to manage your partners. They are going to be coming back to you looking for links. They're going to be looking for special copy. They're not going to be able to figure out how to get into their affiliate software and check on their results. They're going to have questions about bonuses. They're going to have questions about timing. You're going to have to be putting out updates to them quite often.

You'll probably be e-mailing your partners nearly everyday during your launch and your pre-launch. The bottom line is managing your partners can be as time consuming as the rest of the launch combined. If you're going to be one fulltime person on your internal launch, you're out there doing it by yourself. If you're going to try to do a joint venture launch by yourself, all of a sudden you're going to be working 16 hours a day. If you were going to do an internal launch and it was going to take you eight hours a day for three weeks, now you're talking 16 hours a day for a joint venture launch.

The beautiful thing is, if you do the internal launch first, all that initial work is out of the way so you have plenty of time to spend on it here. I'm just telling you that once you get into a big joint venture launch, the power here is unbelievable. The positioning, the list build, the money – it's breathtaking what you get out of this, but it is going to consume more time and energy just managing those partners.

Just be sure you test all your systems ahead of time. Again, that's why I like to do an internal launch first. This way you've done the customer service, you've done the fulfillment, and you know what's going on. If you can't do that, if you're starting off with this big launch, do your best to test your systems.

I'm just coming off a launch where we took our server down because we had so much traffic from all our partners. Our server melted down within a minute or two of us going live. It was less than a minute actually. It would have been tough for us to really stress our system with that traffic ahead of time. We thought we did well. We had a really fast server, a really fast dedicated machine. We did a bunch of things to harden the server, to protect it against a meltdown. We did some really fancy stuff. We thought we had it nailed, but it went down immediately.

It is definitely not good if you have lots of people that want to buy your product and pay you money to have your server be down. Some people will be just plain irritated, or just won't get around to coming back when the server is up, so you will absolutely lose sales. I can guarantee you. But in reality, most of the people will come back and try to buy from you in the future once the server comes back up

Our server was down for about 38 minutes and we absolutely lost sales because of that. What was even worse than losing some sales is that since our server was up for about a minute or so, we had tons and tons of people that hit that page, loaded our page, and then they read our sales letter. Meanwhile the server is down, but the page is loaded in their browser.

They didn't know the server was down because they were sitting on our page. Then they filled out all their information, they filled out their

credit card and hit enter. At that point our server was still down, so they got a 'server not found' message. They didn't know whether or not their order went through. They sat there trying to refresh and nothing came up. The server was still down. Thirty-eight minutes later our server came up. So what was the first thing they do?

Well, they did one of two things. They got to our help desk and they put in a help request. This meant that within ten minutes of our server coming back up, our help desk had about 300 different people who had put in help requests. It floored our support people and it kept them behind. They were struggling to catch up for days working insane hours. It put them behind the eight ball right from the start.

The other thing people did if they didn't put in a support request right away was that they placed another order. Then they put in a support request wanting to know if they had two orders or not. In fact, it got so crazy with some of them; their orders weren't going through so they tried to order several times. Just the server going down created days of customer support issues for us.

The thing is I'm pretty good at this stuff. I've done a lot of these launches and we had systems in place. We thought we had the server in place, (but it crashed). Yet even with all that experience, we were still able to (crash the server). When that server went down it was a catastrophe for us. It put us way behind the eight ball.

I'm going on and on here. I don't want to scare you off from a big joint venture launch, but I want to impress upon you that there are a lot more demands on you. If you've got a launch team, there a lot more demands on your team. You're playing on a much bigger stage. If you have the time, go ahead and do an internal launch, and then wait three or four weeks. Then come back with a big JV launch. It will be a smoother launch and you will probably, in the long run, do much better that way.

I've done tons and tons of internal launches and they're a lot easier. They are actually fun. I would much rather do one of those. I mean, I love the dollars and all the power, all the list build that comes from JV launches, but internal launches are like a walk in the park. JV

launches are an epic undertaking. You get epic results, but it is an epic undertaking.

I hope I haven't scared everyone off from JV launches because they are wonderful. They are really, really wonderful, but given a choice, figure out what you are doing with the internal launch first. Now I've really beat that into the ground.

I mentioned this earlier. It is easier to recruit partners if you can show them you have an offer that converts. If you did that in an internal launch first, then you're covered. You have an offer that converts, and I already talked about that.

Again, I'm going to be showing you exactly how these things work because I've got several examples I'm going to walk you through how we did a big joint venture launch every step of the way. This is something to strive for. If I were you, it wouldn't be my first launch. I have done dozens and dozens and dozens of launches, and I still really like the internal launches.

Boy, I should really get an award for beating that into the ground.

A mind map diagram with a central node and several connected notes. The central node is a white rounded rectangle with a black border containing the text "Affiliate / E-commerce Launch". A line connects this node to a vertical stack of seven yellow-highlighted text boxes on the right. The text in these boxes is as follows:

- Should generally be story-based
- Think about telling the story from when you first made the decision to look at the product, to buying it, to using it, to getting results... to offering it for sale :-)
- Used when you have a list, but you can do it with a very small list
- Add something to the offer - like a bonus... or create a bundle
- This can be done very quickly, similar to the Quick Launch
- Use these regularly - like every week
- This can be done LONG after a product is first introduced... in fact, it usually works better that way
- See if you can get help from the creator or manufacturer

Affiliate and e-commerce launches are actually fairly similar to a quick launch. If you're going to do an affiliate launch or an e-commerce launch, it should generally be story-based. You should do a story-based launch. Here is a good formula for stories. Think about telling a story about the sequence of when you first made the decision to look at a product, then to buy the product, then to use the product, then the experience of getting results from the product, and then offering it for sale.

It's a nice chronology. Let's say you wholesale products and you learn about a product. You can tell your list that you just learned about this product. It looks sort of cool, but you're not sure about it so you decide, what the heck, you'll go ahead and order the thing. There's a guarantee anyways, so if you don't like it you'll just return it. So you place your order.

You really are excited about this since it's going to solve your big problem that you've been working on that has been irritating you. You just went ahead and ordered it. In fact, you got a shipping notice and it looks like it's going to ship the next day. A couple of days later you can talk about, "Oh, I just went and checked the UPS site and it looks like it's going to be delivered tomorrow. I'm really excited about this because this has been a really vexing issue, a big problem that I've been trying to figure out. I'm a little skeptical, but I'm holding out hope that this will actually give me the results I'm looking for."

The next day you can tell your list that you actually got the product. You opened it up and surprisingly enough, the early results look really, really good. Then a couple of days later you come back and you can tell them, "Wow! This thing really is great. I cannot believe it. I've become a fan. These are just fantastic, unbelievable results. In fact, it's so good, I'm going to stock this in my store. I'm placing an order to get a whole bunch of them. It looks like it's going to be about four to five days before they come in. I'll let you know as soon as we get some."

Then 'boom' – it shows up. "Hey, wow! We got this thing, but we only have a limited quantity. Things are going to sell out pretty quick, so if you're interested, go do this. Because I think this thing is so great, I

actually decided to put together this special bundle of bonuses that you'll get if you buy it from me.”

That type of story about finding something, looking into it, having success with it, and then offering it for sale along with some extra goodies, some extra bonuses, or extra package, or whatever, can work really, really well. That's a general theme. You can take this and use it with pretty much any affiliate product or any e-commerce product.

This is the type of launch you're going to want to have a list to do. But you can often do it with a really small list. You're going to want to add something to the offer like a bonus or create a bundle. This is where even if you're not doing information products, you can create a bonus that is an information product and give that away.

If it's some widget or a bunch of tomato cages, you could create a bonus that could be an MP3, it could be a PDF report, and it could even be a physical information product like a DVD that you'll give them if they actually purchase the tomato cages from you. It is very, very effective to use information products as bonuses. Even if you're doing affiliate stuff or e-commerce stuff, you should be paying attention to all the information marketing stuff I'm going to be covering here.

This can be done really quickly. It is basically very similar to the quick launch. If you're running an e-commerce site, you could do something like this every single week. Feature a new product with a new story behind it and have a new little mini-launch. At a minimum every two weeks or every month, you should do this, repeatedly.

This is really a key here: This can be done long after your product is first launched, or let's say first introduced. In fact, it usually works better that way because you're not going to be competing with a bunch of other people. When you do this type of launch, you don't want to have ten other people selling the product, promoting the product at the same time, so if you wait three months or six months after a product is introduced, then the market is wide open, there isn't a lot of noise and that gives you the space to do a product launch for that item.

You can bundle in your bonus and the airwaves are clear. Go ahead and sell the thing.

Another thing you can do is see if you can get help from the creator or the manufacturer. Often, especially if the product has been released and it had a little initial pop, but now the sales have slowed down, you can often get the product creator or the manufacturer to do an interview with you. They might even have something lying around that they could let you offer as a bonus. Just go to them and tell them you want to put together a promotion for them and you're looking for anything they can do for you that could provide some incentive, whether it's a bonus or getting on the phone and doing a teleseminar or shooting a video or anything like that.

You'll often get a lot of traction when you go straight to the creator or the manufacturer.

Those are the five major types here. One of the things is that there is a lot of overlap here. These are not absolutely cut and dry. A lot of times a seed launch and an internal launch can blur together. You can go straight from an internal launch right into a joint venture launch. So there are a lot of different combinations and permutations among these five major types of launches, but I wanted to run through them quickly.

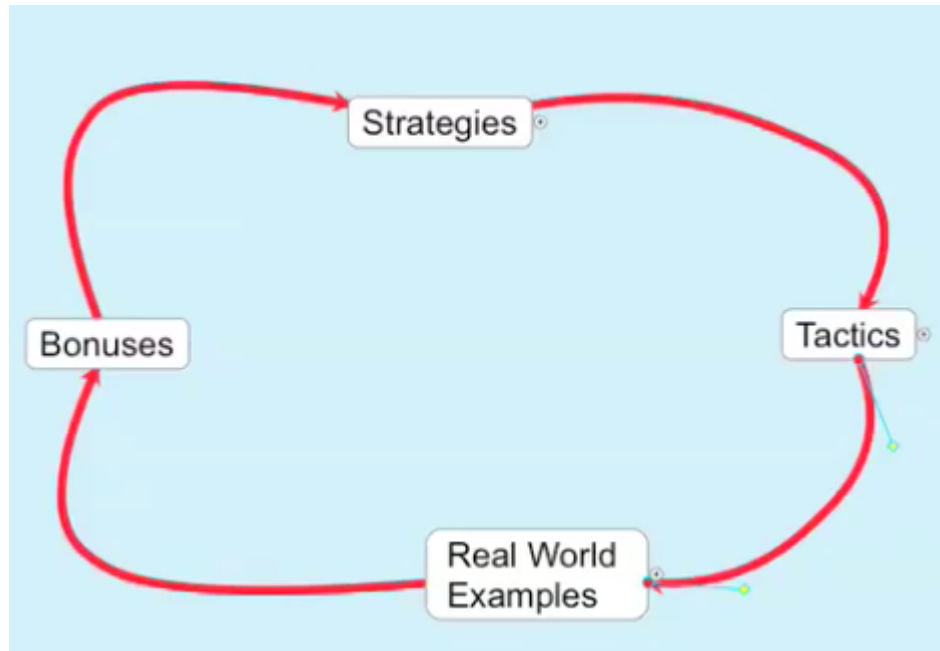
I'll be showing you explicit examples of these launches, where I can show you the exact e-mails we used and the exact sequences we used. But I first wanted to get you thinking about these five major types of launches.

As you go forward in your planning here, I know a lot of people listening to me right now have two or three or five or ten different launches they're thinking about doing. Pick out one of those launches and just plan that launch as we go through this process. Don't try to create or plan for multiple launches at once. Just get one under your belt. You can always come back.

This stuff is not going anywhere. It's going to work years from now. So just focus on getting one launch done. Get that thing done and

then you can move forward. Maybe at that point you can plan two at once. I don't know. I try to work with one launch at a time myself. It's easier. I tend to be more focused and it just works better that way. So don't try to plan a whole bunch of launches. Work on one launch as we go through this process together.

Video 5: Let's Start Your Launch Planning "Skull Session"



I just wanted to stop and give you the quick overview. We gave you strategies and we gave you tactics and we gave you some real world examples. I haven't given you any bonuses yet. Well, I guess I gave you some before the class started, before we started the whole thing, but I have lots more of those.

Basically, we're going to be circling around and we're going to go deeper and deeper on the strategies. I just gave you an overview of the strategies and tactics, and I gave you a couple really quick examples. We're going to be going much deeper into all these strategies, and we'll cover list building and relationship building. I'll be talking much more about how you create the conversation and the positioning. We talk about the business launch and the syndicated launch. And we're going to be spending a lot more time on tactics. We're going to be digging deeper into them and really showing you exactly how to use it.

We've got real world examples from regular guy launches and mega launches. We're going to keep on going. The ones I gave were just

really quick examples of the quick launches. But as we get into the bigger launches you're going to see exactly how we plan out these mega-launches and internal launches. You're going to learn how we put together the whole sequence and you will learn how we sequence partners. There's a lot more to be shared there.

We're going to keep on circling around as we go through Product Launch Formula 2.0. We're going to be getting deeper and deeper and deeper. What we've done now is we've just scratched the surface. Of course, I've got all kinds of bonuses. Hopefully I have lots that will surprise you, from domain area experts, other marketing experts, web 2.0 experts, list building experts, and on and on... We have all kinds of bonuses for you that I think you're really going to like.

Basically we're going to be bouncing between strategies and tactics and actually showing you how we utilize them with real world examples. Then I'm going to be slipping in those bonuses as we go along.

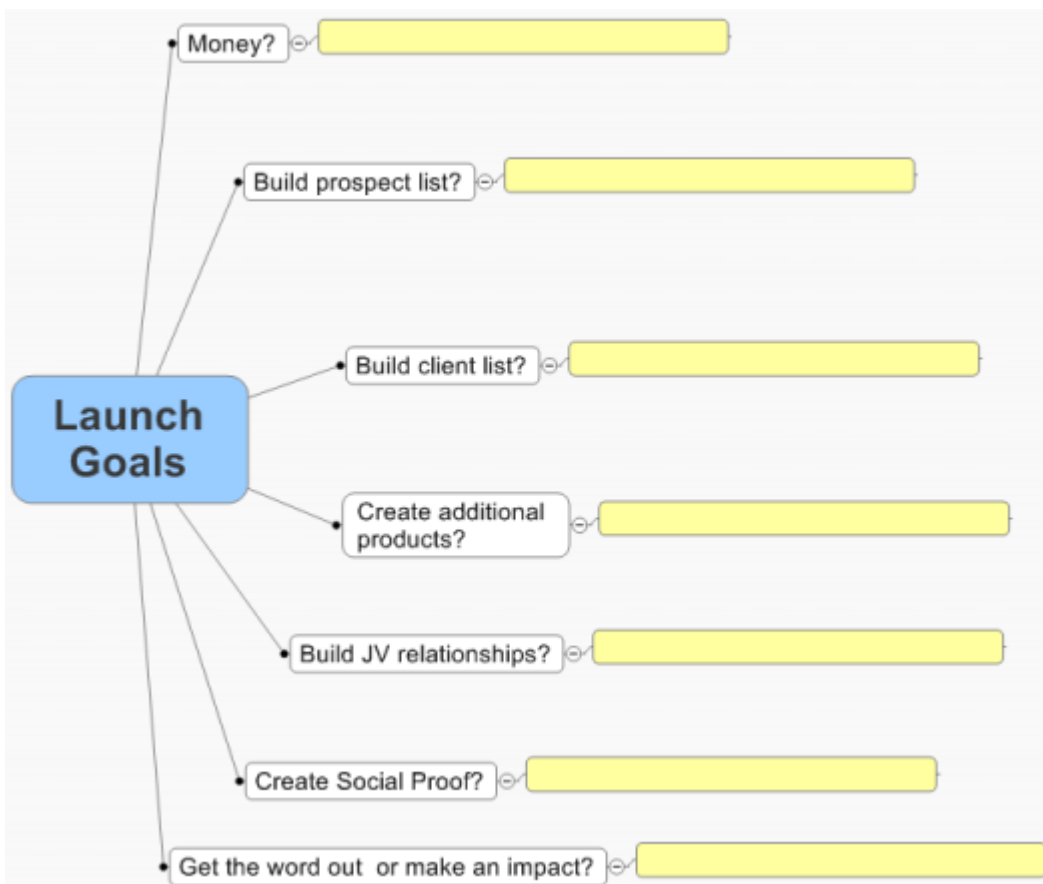


Let's keep on moving here. This is our master template for the class. I'm going to be going through this quite a bit in each of these areas. The goal here is not just to teach you this stuff, but to actually have

you create an entire plan, an entire blueprint for your launch and to figure out exactly what you're going to do. This isn't just about teaching you how to do this stuff; it's about making sure you actually do it.

There are several areas, which we are going to be going through. We'll hit goals and assets, very shortly, and then we'll discuss nailing the story, the offer, the launch plan, the pre-launch content, and creating the conversation. You can see we have a lot of ground to cover.

Of course, once you dig deep into these mind maps, you'll discover, there's a heck of a lot more going on beneath the hood. But I don't want to get too far ahead of myself and show you what's behind all the curtains, because I want to get right into launch goals.



The first place I always start is Launch goals. Whenever someone comes to me to work with me individually, or whenever I'm preparing to do a launch, I ask the question, "What do I, or what do you want to get out of this?" So let's go to our launch goals.

Before you start planning your launch, it is very important to understand what you are seeking from a launch. You can actually fine tune the various strategies to get exactly what you want. A lot of times I'll ask people what they're after. They'll tell me all different kinds of things.

I'll say, "Hey, it's perfectly fine if you're after money here. There is nothing wrong with making money. I personally like to make money. It's very cool. Even after you have a lot of money; it's a great way to keep score. I know a lot of entrepreneurs who really feel that's what it's about, keeping score."

Anyway, do you want money from your launch? Do you want to build your prospect list? Do you want to build your client list? These are two different goals here. If you want to build your client list, then often it will change your pricing structure. If you are more interested in bringing in lots of clients, or are you are more interested in bringing in real high quality clients, then that changes your pricing structure.

Do you want to create additional products? Lots of times you'll do a launch and the launch will actually help you create a product. I did this with my high-end coaching program a few years ago. It was really designed as much to help me build a product as anything else.

Do you want to build JV relationships? Do you just want to activate a bunch of affiliates and joint ventures and get them rolling and get them participating? That could definitely change the way you structure things.

Do you want to create social proof? I know someone who is doing a launch right now. He's doing an internal launch and he hopes to sell out very, very quickly to create social proof for his potential partners. Then when he goes out to potential partners he can hit a real home-run with them.

Do you just want to make an impact? Do you want to change the world? Do you want to get the word out on something, a new product, a new service, a new charity? I know one of the major political parties is getting ready to run a national campaign for a candidate basically through Product Launch Formula. They've hired someone for a huge amount of money to raise funds for them. That person is very well versed in Product Launch Formula.

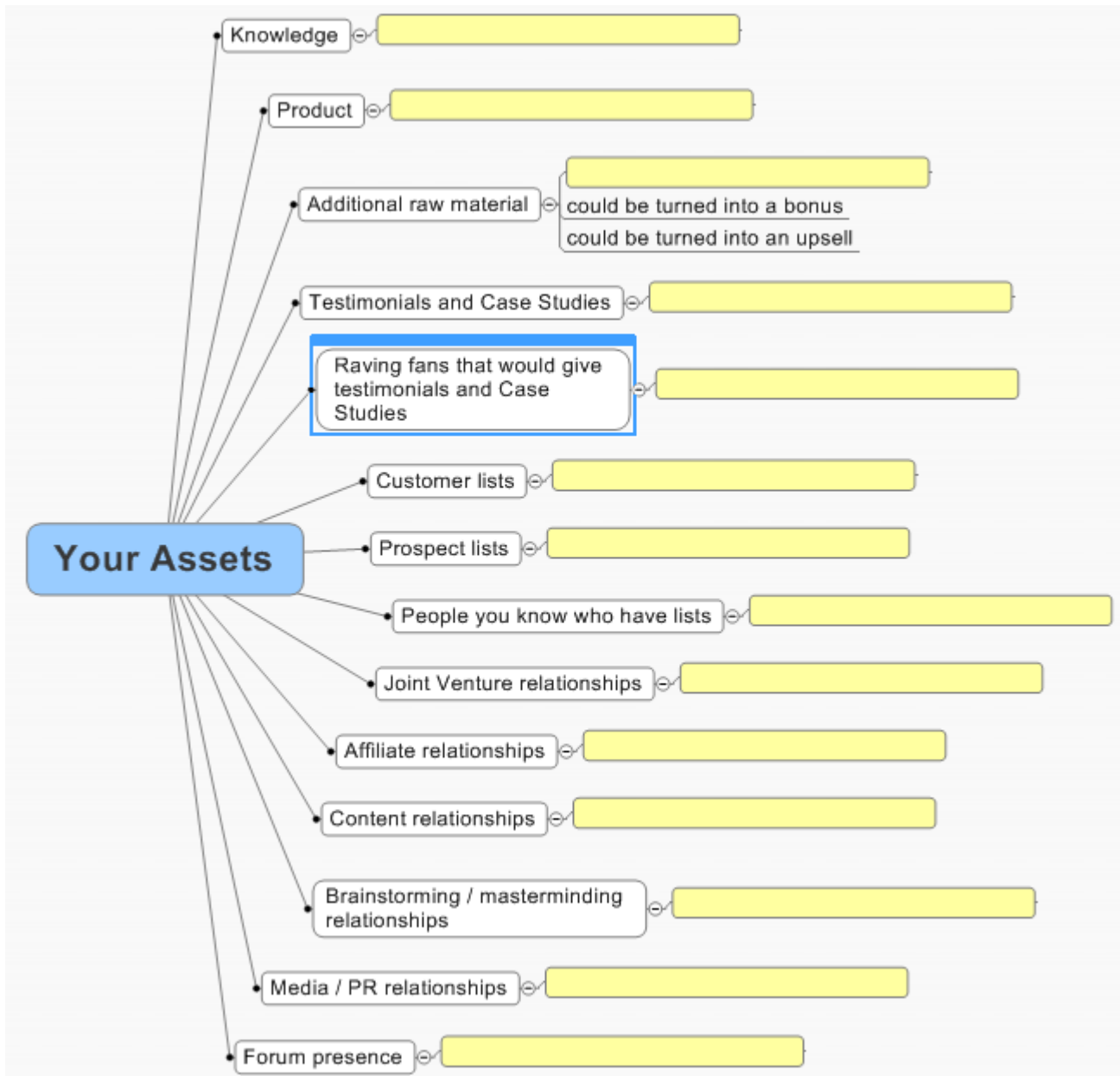
They are going to be using Product Launch Formula for a major political party to raise money for a national campaign. So their launch is not about making money. It's not about selling stuff. It's about creating donations.

There are plenty of other launches that are raising money for charities, creating awareness, creating education, and spreading educational materials far and wide. A lot of people are interested in these 'save the world', 'make an impact', and 'get the word out' type of launches.

Like I said, there are probably other goals you could have, but it is really important to understand what you're after. You could be after several of these. Earlier I outlined the idea of a seed launch, the internal launch, and the big massive JV launch. Well, each of those launches is designed to do different things.

The seed launch could be to build your prospect list and create products. Your internal launch is to make some money, but it's as much to create social proof for partners as anything, and to start to build JV relationships and partner relationships.

Basically, it's very important as you go forward in your launch planning that you understand what your goals are for this launch. If you want to step out and say, "I want to do this series of launches, and I'm going to have different goals for each one," that's fine. But for this initial launch that you're planning, you absolutely have to make sure you know what your goals are.



Okay, now that you know what your goals are, let's take a look at your assets. It's been my experience in working with people that they often underestimate what their assets are. The checklist we'll be going through isn't 100% all inclusive. I'm sure there are other things that I don't have. But this is a good checklist to walk through to figure out what some of your assets are.

First asset we'll talk about is knowledge. Do you have knowledge in your chosen area that you can use? Here's a saying that I like, "In the land of the blind, the one eyed man is king." A lot of times people think that they absolutely need to be the world's greatest expert on something in order to have marketable knowledge, but that is absolutely not true. You just need to have a good subset of knowledge that is more than the average person in your niche. You can take that knowledge and use it any number of ways in your marketing.

The next asset is product. Do you have products? Do you have old products that you could pull off the shelf that you could dust off and freshen up? Do you have a current product in process that you are in the process of building? What do you have? What do you have for product?

This could act as a bonus. If you're in the e-commerce business, or if you're in the affiliate business, what could you create that could possibly be bonus material or bundled with the things you are selling?

What additional raw material do you have? Lots of times people will have all kinds of raw material sitting around on their hard drive. They might have audio recordings or video recordings. They have a book half written or a report 90% written that could be finished up. Maybe it's not going to be your main product, but maybe it could be turned into a bonus or it could be turned into an upsell.

Do you have testimonials and case studies? Or do you have the capability to go out and get testimonials and/or case studies? Lots of times they are just sitting out there and they are almost done, or you've collected them, but they're sitting around on your hard drive and you haven't put them together. What do you have in terms of testimonials and case studies? Do you have raving fans that would give you testimonials or case studies if you don't have them yet?

Customer lists and prospect lists are where people often mess up. Lots of times people create lists and they let those lists go cold. Do you have any lists sitting around that you haven't mailed in a long time? Maybe you even have lists of physical addresses but you don't

have it in a form that you can mail. Can you get those lists and get them put together? Can you hire clerical help to aggregate those lists?

Can you take a cold list and turn it into a warm list? That's really easy to do with Product Launch Formula. In fact, that was one of the examples we gave with the Go Romance launch. It was mostly about warming up the list. In the Go Romance launch, they had a huge launch that made more money in a week than they had ever made in a month. But the pay day was gravy. The idea for that launch was to warm up the list.

Do you know people that have lists? Or do you know people that know people that have lists where you can put together joint ventures? Do you have current joint venture relationships? Could those be expanded? Could the people who are joint venture partners help you recruit other partners if you gave them a cut of the action or if you gave them a second tier in commission?

Do you have affiliate relationships? Do you have content relationships? These are people that could give you content, that you could call up and interview. You could have them write articles. You could pay them for content. Who do you know who has content? Could you find some way to put together a deal to get some content, that you could use either as part of your product, or you could turn into a bonus or even could turn into an upsell?

Do you have masterminding partners, brainstorming partners; relationships with people that can help you put together your story? People that can help you put together your offer, or help you brainstorm your product? These can be very, very beneficial. Do you have public relations or media relationships? Can you get PR? Can you get coverage on TV, radio, newspapers, or magazines?

Do you know people? Have you ever done a story? Has anyone ever done a story on you? Can you go back and get another story, or use that contact to make other contacts?

Finally, do you have a presence on any forums? Do you have any forums like the Web 2.0 social media places? Do you have presence

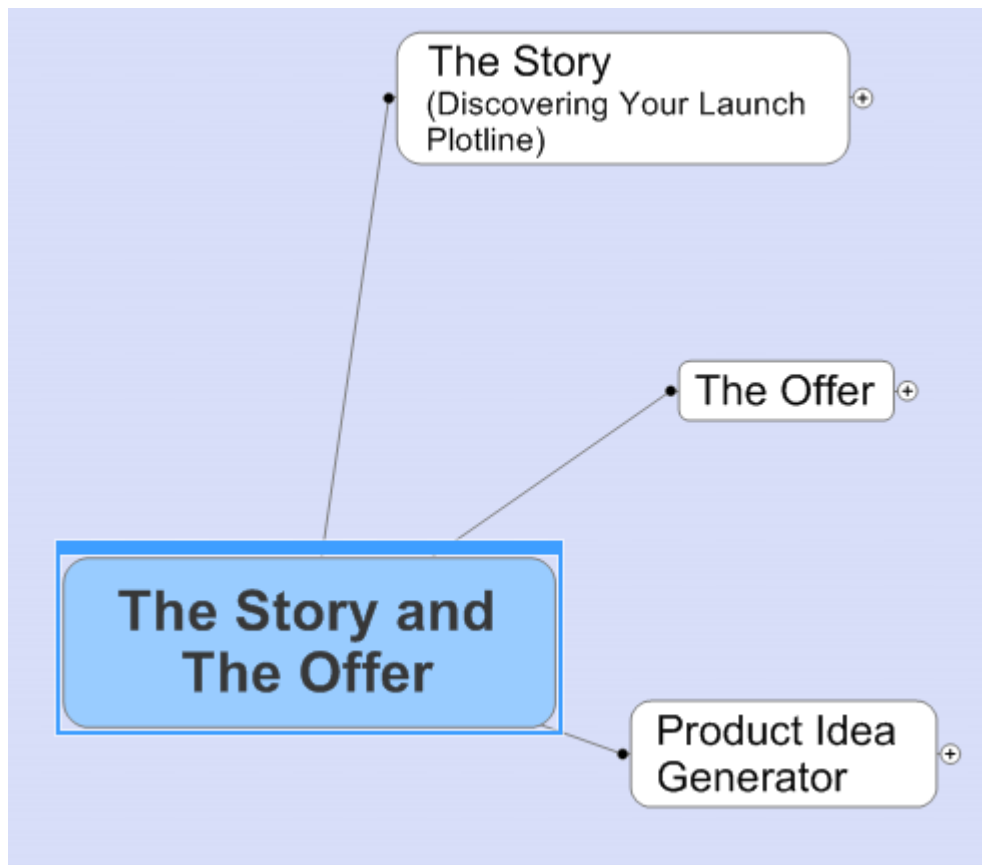
on any of those? Do you have a presence in the top forums for your niches? Do you have any presence on Facebook, YouTube, MySpace, or Twitter? A presence in those various areas can be leveraged as well.

This is pretty basic stuff. But whenever I sit down and walk through these questions with other people, I'll forget about these really important assets. Even when I walk through it for myself, if I'm going to do a launch, sometimes I'll forget about these assets. Especially for me, I'll forget about additional raw material or product I've created. Assets that I've got sitting around that I never released. I have all kinds of that stuff. I have so much content I can't barely believe it.

Lots of times I'll get into a launch and completely forget about this stuff. It can be used for great bonuses or turned into upsells. Take some time and go through this checklist and think about what type of assets you can bring to your launch.

Video 6: Mission CRITICAL... getting your launch STORY and your OFFER right

We're about to get to the creative and fun stuff. We just went through a lot of the dry material, some of the planning stuff, and some of the overview stuff. Now we really need to start nailing down what is going to be the whole theme and the story of your launch.



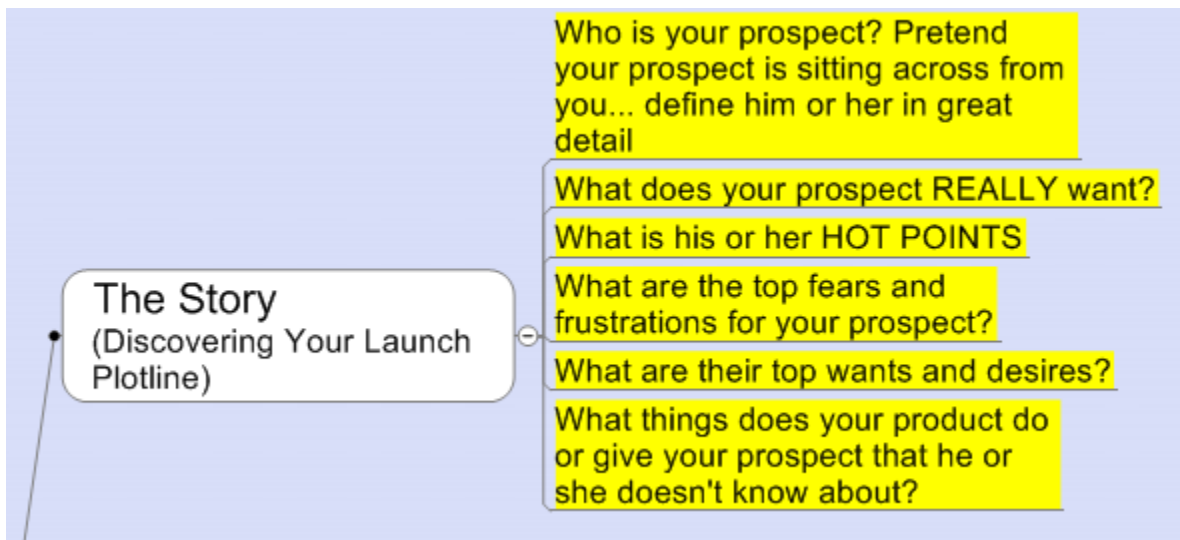
We're going to take a look at the story and the offer and I also have this product idea generator for you. Let's talk about the story. Remember, all launches are stories. Basically you are telling your story over time, just like in a novel or a movie where the story is told over time.

Right here I'm going to try to help you identify the needs, the wants and the desires of your prospect, and then you end up tailoring your story to those needs, wants and fears. I've decided I'm going to be

somewhat interactive. As your homework, I want you to sit down and think about these things. We're going to walk through them and you write them down.

I'm actually going to put together a survey and everyone taking the Product Launch Formula 2.0 class can feel free to go fill out that survey with these items in it. I can't guarantee that I'll get to everyone, but I'll come back and I'll go through a bunch of these. I'll give what I think is a good storyline for the launch. I've actually done this in a live workshop. I was able to teach people how to come up with stories almost nonstop.

Once you get this skill of being able to come up with the story, and it's pretty easy to do and pretty formulaic, then you're going to see how I can do it over and over and over for all kinds of markets, even if I know nothing about the market. I know I can show you how to do it as well.



Basically, let's walk through some of these questions. First you really need to define who your prospect is. What you need to do is try to create what Eben Pagan calls an avatar, where you try to create an avatar for your prospect. An avatar is sort of like a pretend person. Sit down and think about who that person is, who your prospect is.

If you can make it one person that is ideal; if there are two or three people, that's okay. Sit and write a description and get very real, like

they're sitting there across from you. Obviously your prospect could be a wide range of people. Maybe it is someone from 20 to 50 years old, but try to nail down the average person, someone you can connect with, someone you can see in your mind's eye, and write down who your prospect is. Tell me about their age; tell me about their sex; tell me about what they are interested in, and where they are in their lives.

Now write down what your prospect really, really wants. This is going to take you a little bit of time, so feel free to stop this video now and fill this out. Who is your prospect? Don't just blow through this. Don't blow this off. Stop the video now and write down who your prospect is. Give me a real description of that person. Then when you are ready, take several minutes to do that. If you need to meditate on it and take a half hour, that's fine. Just come back and hit the play button again.

What does your prospect really, really want? Say you're selling golf clubs. Do they want a driver that has a head size of such and such a size and is made out of titanium or graphite or whatever they're made out of? I'm not very much of a golfer. Do they care about what the shaft is made out of or what the handles are made out of? In general, no.

I think what they probably care about is beating their buddies the next time they go out golfing. They probably care about when they step up on the first tee and everyone can watch them and people in the clubhouse can watch them and they nail that drive. That first drive is all important, right?

So they care about how they look to everyone in the clubhouse. Maybe they care about when they pull up in their golf cart at the end of the round, or before the round, and they're out in front of the clubhouse, that their clubs look cool. People look at their clubs and say, "Wow! Those are cool clubs." Those are probably three things that most golfers care about a lot more than the actual construction of the golf clubs. That's what I'm talking about.

I mean, if you're selling Corvettes, what does your prospect really care about? Does he care about how much horsepower there is in

the engine? Does he care about how many cylinders are in the engine or what size the tires are or the warranty? No, I bet you he cares more about impressing other people, specifically, probably people of the opposite sex, or maybe impressing his or her neighbors. That's what I'm talking about.

What does your prospect really want? You don't want to start telling me about the benefits or what features they think they want. What is the outcome they are really after? Go ahead and stop the recording and spend some time here and tell me what your prospect really wants. This is critical stuff. This is what is going to get you to your story which sets up your entire launch. So go ahead and stop the video now.

Write down and tell me what your prospect really wants. What are your prospects' real hot points? What are their pain points? What's causing them a lot of pain in their lives?

Like if it's that golfer, he gets up in that first tee and he's slicing the ball into the woods right off the bat. I mean, that would be a pain point. Getting up and missing a putt when he's betting his buddies and that putt counts for everything, that's a pain point. What are the hot points? Where's the pain for your prospect? So go ahead and stop the video now and write down what the real hot points are..

Maybe if you're an Internet marketer and you're selling Internet marketing stuff, it could be that they can't get any traffic to their web site.

Okay, next, what are the top fears and frustrations for your prospect? This is very, very similar to the hot points. I'm basically asking it in a slightly different fashion. What are they worried about? What keeps them up at night? What are their biggest frustrations? Go ahead and stop the video and write those down.

What are their top fears and frustrations? What gets them just mad? What keeps them awake at night? What gets them really worried?

Next, what are their top wants and desires? What's the outcome that they really want in whatever area of their lives we're involved in? If it

is relationships and you're selling relationship stuff, what do they really want? What are they really after? What is the end goal that they think that they want? Go ahead and stop the video. Write down their top wants and desires.

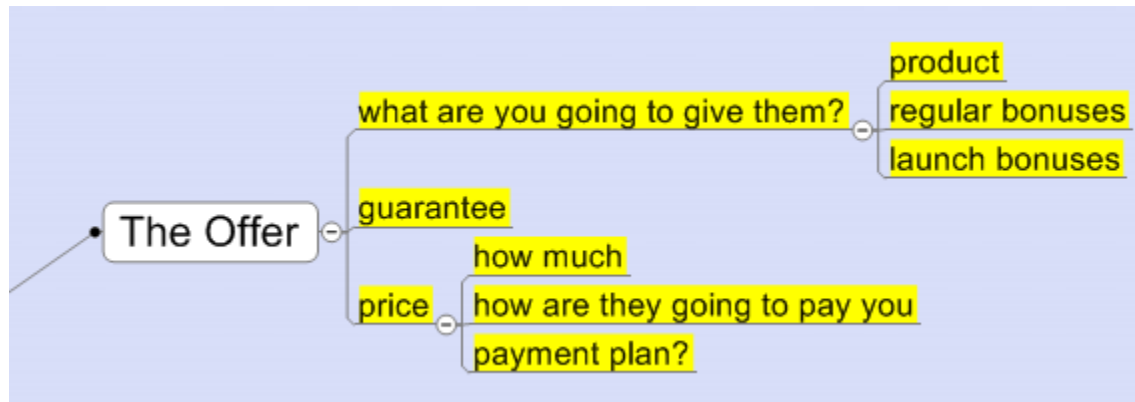
Okay, this is a little bit different. We're looking to discover the hidden benefits within your product. What does your product do or give to your prospect that he or she doesn't know about? What are those hidden, underlying benefits, things that are really cool, that could make a real impact on their lives that they don't even have a clue about?

For instance, with Product Launch Formula, if people haven't been through this, they might think, "Wow! It gives you a lot of money. You do a product launch and it gives you tons of money." They don't think about the fact that you can also build a list with your launch, in effect you get a great relationship with your list. That great relationship means all kinds of things down the road like additional launches and opportunities to promote other stuff, and making a lot of money from that great relationship.

Also, they don't think about the positioning. So often you'll get expert positioning. You'll almost get a godfather position within your market. People look at a product launch and they think it's just about money.

If I'm going to sell the whole idea of Product Launch Formula and that people should learn how to do product launches, then I also want to communicate that. Yeah, it gets you some money, but it also builds a list for you, builds a relationship with your list, it gives you huge momentum, it builds your positioning and attracts JV partners. There are all these extra benefits that people don't know about that they get from product launches. So for me, it is a continual matter of educating people on all those extra benefits.

With your product, what does your product or service do that your prospect doesn't know about yet? Go ahead and stop the video and write that down..



Now we're going to talk about the offer. These are the basics. One thing I want to say about this is both the story and the offer will evolve over time during your launch. Remember, you're in a conversation with your market. Maybe you've got the whole thing nailed right from the beginning, but it's likely that you'll adjust the story and the whole plot line as you're going along, as you start to get feedback from the market.

The offer is very much the same way. A lot of times you'll come right down to a couple of days before a launch and you're still trying to figure out exactly what you're giving them, how you are going to position it, especially with bonuses. Don't worry that you don't have this thing completely nailed down or you just have this inkling that it's not a perfect offer. You'll figure that out as you get closer.

Moving on to the offer, what are you going to give them? In other words, what's the product? How are you going to deliver it? What are the bonuses you are going to give and what kind of launch bonuses?

Generally, if I'm in a launch, I'm going to have extra bonuses that they get just during the launch time, because we want to create some additional excitement. If this product is going to be available forever, unless there's something special or something bad happens after the launch, there is no real incentive to act after the launch.

What do I mean by something bad happening? What I mean is the product goes off the market, they can't get it anymore, or the price might increase. Certain bonuses may go away, or they can't get any more bonuses after the launch, or they get fewer bonuses, or the

product is cut down in some way. You want to have something change after the launch that gives basically the scarcity play. You are using the scarcity trigger. They have to act during the launch to get the best deal.

So the three easiest ways are 1) the price goes up, 2) bonuses go away, 3) or the product comes off the market, at least in its current form for some period of time. For the most part, people don't like to take products off the market because then you stop selling it and you stop making money. I generally agree with that. I like to avoid pulling products off the market but there are times when you are better off pulling it off the market.

There are Product Launch Formula owners that basically do a new launch every month, or every two months, or every three months. The only time the product is available is during the launch period. There are lots of different ways you can structure this.

Basically, what are you going to give them? What's the product? How are you going to deliver it to them? What are all the deliverables, and then your post launch bonuses and your launch bonuses?

Another key is what is your guarantee? Unless you've thought about your guarantee and you've written it down and you have it nailed, then you don't have your offer complete yet. What is the price? How much are you going to charge people? How are they going to pay you? Are they going to pay with credit cards, with PayPal, with cash, with checks? Are you going to have a payment plan? Is payment due right when you sell it? Are you going to have a 30-day free trial or something like that?

How are you going to price the thing? Will there be a payment plan?, Is it going to be a continuity deal where they'll pay you over time, or they keep on paying you month by month until they cancel?

You need to figure out these basics. With every single one of these there are different strategic and tactical considerations. So you need to start working on this and writing down what you think your offer is going to be. Again, it doesn't have to be perfect; it doesn't have to be finalized. But you need to start working on it.



Let's take a look at the product idea generator. This is mostly geared towards information marketers, but like I said earlier, even if you're selling widgets or services, you can still use information products and information marketing as bonuses. Even if it's not used as a bonus, it can be used as pre-launch material, which can be very powerful.

If you're selling a product you can offer services that relate to the product. Offer audio you can deliver as a download or on a CD. Offer video. Make a screen capture video. You can create real motion video that teaches about the product or that shows people using the product.

You can offer worksheets, spreadsheets, or checklists. People love that kind of stuff. Consultations are real easy to offer.. They can be a

little painful to do, but it's always a real simple and easy way to build value in a product.

You can offer exclusive follow-up subscriptions. In other words, you offer some type of subscription that they can only get if they purchase your product. Case studies are very powerful. You can give them case studies, or you can do case studies with them. The great thing about that is that you're setting yourself up for your re-launch.

You can offer free or discounted updates for your product. Offer a membership sites. Or offer a rolodex. A rolodex is basically where you're giving people a resource of everything – vendors, potential partners, companies, suppliers. They can be very, very valuable.

A quick start guide is a great thing to include with just about any product. It basically gives them a road map to get started. Also if you can offer interactive tutorials or self-assessments, you turn your product or service into a real class type environment.

Offer Transcripts. People love transcripts. I know I love them because I basically can read quite a bit faster than I can listen to audio. One kind of transcript is video transcripts. If you are recording videos, especially with screen capture like Camtasia-type videos, you actually captured screen shots of the videos. If you offer accompanying transcripts (of the videos) that can be really powerful. , Video transcripts are a little more difficult to put together, but they are real powerful.

As bonuses, you can throw in any additional products or services This is a good one – additional length of time for subscriptions. If someone buys a year subscription to something, then you give them an extra two months. This can be used very effectively. Say someone has a choice of subscribing to some membership site or some subscription thing, and they can subscribe for a month or they can subscribe for a quarter or a year. You can give them incentive to subscribe for a year by giving them an extra two months. That is basically that way you get the money in the door. And it's always nice to add a couple of months, or an extra month or whatever, at the end of the subscription. Because the reality is, on any subscription, not every one will renew.

It's not like you're giving away straight value. In other words, if something cost ten bucks a month, it's \$120 a year, and you give them an extra two months. It's not like you are necessarily giving away \$20 because the odds of them renewing may only be 50% or 60%. You're only giving away 50% or 60% of that \$20. I hope you follow that math. Basically, this is a great one. People eat this up and it's not very costly to do.

You can offer live in-person seminars, teleseminars and webinars, or coaching clubs.

Call-in days are very, very effective. There are lots of different ways you can run that where you can take individual calls on call-in days, or you can set it up so everyone can listen in. That one where everyone can listen is really powerful because everyone gets to benefit, not just the person that you're talking to.

Offer templates or plans, PDFs or Word documents that give them plans. It could even be that you're selling templates that help people do job costing or something like that.

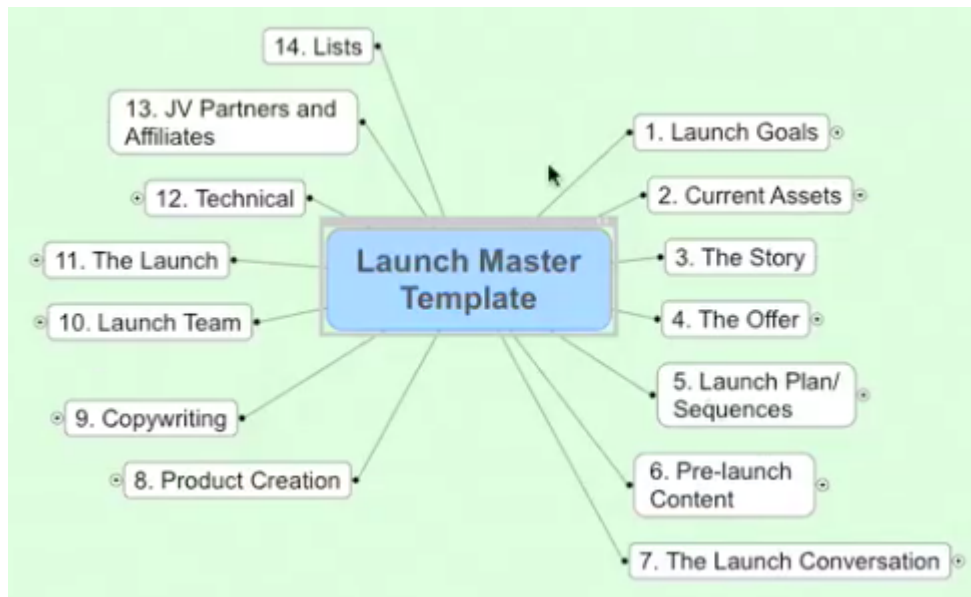
You can offer additional training whether it be in person or chat-based or phone-based. Offer extended support. Let's say you're going to give 24-hour support. Instead of three month's support you can give six month's support.

People like thing that are "Done for you." This applies to all kinds of stuff because people are too busy to do stuff, so instead of teaching them how to do stuff, you actually do it for them. Maybe you are selling to chiropractors. Maybe those chiropractors would love to have a newsletter to give to all of their clients. Well, if you write the newsletter so that they can just hand it out, that's a winner.

Another great thing to offer is makeovers and hot seats if you are teaching something. You can really help them with a makeover or an evaluation of what they're doing.

Software has a high perceived value. You have to watch out for support issues, but software can be a great add-on to any bonus. It's

actually out of my comfort zone. I'm not a software developer and I haven't done any software projects, but I have a lot of friends that have done it. These days programming is getting cheaper and cheaper to get it done. If you feel you can take on a software project and put it together, it has high, high perceived value among your clients.



We covered a lot of ground here. First of all, we started with strategy and tactics and we went through all the strategies. I tried to give you an overview of why this isn't just about getting a bunch of your buddies to send out some e-mails and making a bunch of money. This really is a completely different mindset in terms of how you market and how you influence online.

We went over the strategies and the tactics. We went through a whole bunch of triggers. We talked about the sequences and the tools. We covered a lot of ground there. We're going to keep on circling back over those strategies and tactics and we're going to keep on showing you more and more examples.

Next, we covered your launch goals and tried to figure out what your goals are, so we can fine tune your launch to hit your goals. Then we talked about your current assets. I hope we uncovered some assets that you had forgotten about and that you now have a little clearer

picture of what your assets are, and what you can drop into your launch.

Then we covered the story and the offer. In the story and the offer, here is when things are going to get a lot more exciting, a lot more fun. Once we get into the sequences and especially the pre-launch content, that's when this thing really comes alive. I think it is really important that you do your homework and you come up with your goals and your assets. If you just skim through those, you have to nail those down.

The stuff I shared with you on the story is critical. It's critical that you spend the time going through that. If you want the chance for me to critique your story, not so much critique it but possibly come up with a new story, send them in to me. I really didn't explain exactly how to come up with a story. I more or less gave you the questions. What I'm going to do for the people who send them in to me, like I said, I'm not going to get to everyone, but I think we'll get to a large number of them, I'm going to go through and give you stories for those questions you answered.

Then, once I do that, you are going to start to see how to come up with your story. Even if I don't give you your story, you're going to see how I can do it over and over and over for other people. This is a secret, a lot of those stories are completely transferable from one launch to another to another. It's amazing.

I was just in a workshop where we had one person who was dealing with a product that was about how to pick up women, and another guy who was dealing with a product that was for pastors about how to make sure that the new people that came to your church would come back to your church, and another guy who was selling adventure travel. They were three very, very different products, niches and markets, but we basically created stories for all of those niches, as well as many more. It is amazing how similar those stories were.

What I want you to do is write down the answers to those questions. Maybe the story will start to emerge for you. Even if it doesn't, in the coming days and weeks I'm going to show you how I create stories

and how you can take the same stories I create and probably drop them into your launch.

So we covered the story and the offer. Now things are going to get exciting. We're going to be walking you through pre-launches. I'm going to show you the exact sequences I've used in pre-launches. We're going to go through some complete sequences and the plans that you need to come up with before the launch. They sort of go step by step with what piece of content and what to do each day as you walk through the launch. So that's what's coming up next as we walk through this entire template and work towards getting you a full-out product launch blueprint.

BONUS Video 7: Eavesdrop On A Launch Conversation

I thought I would just take you through a launch conversation. I've been talking about this conversation, but I want to illustrate it. I'm going to show you how I created a conversation and carried it out over about a week's timeframe here. This is when I did my original launch of Product Launch Formula back in October 2005.

That was a few years ago now so that means this stuff isn't relevant, right? Well, if you believe that then you haven't been paying attention to what I've been telling you. Basically, this stuff is timeless. Conversations are timeless and triggers are timeless. You are going to see how I engaged in a conversation with the market over a period of time, but also how I hit a whole bunch of triggers here. I think you are going to find this interesting.

And yes... **this thing is huge**. Before you strain your eyes, there are 19 disks there... a mix of DVD video, audio, and screen capture video. And those two manuals have a total of more than 500 pages (including lots of "swipe files" - examples that are ready for you to use... plug and play).

That is MOST of the course... there are a few goodies that I don't have for the photo.

Now before you get too intimidated by the size of this thing... if there is one thing that I specialize in, it is being able to break things down into **simple steps** - and make those simple steps **SUPER easy to understand**.

time: 9:13 pm [comments \(100\)](#)

October 9, 2005

[Social Proof Questions](#)

Hey folks,

Since we couldn't get to ALL the questions during the "Social Proof" call, I decided to answer a few more... so I put together this video:

[Social Proof Questions Video](#)

I recorded the video on Saturday afternoon. And no... the package didn't show up. I guess I will have to wait until Monday. 😞

(By the way, you can see the comments and questions from our SIMULCAST at [this link](#).)

And feel free to leave comments about the video (as well as any other questions)... just use the [comments link](#) right below this post.

- Jeff

time: 1:29 pm [comments \(24\)](#)

October 5, 2005

[The recording of the Social Proof call...](#)

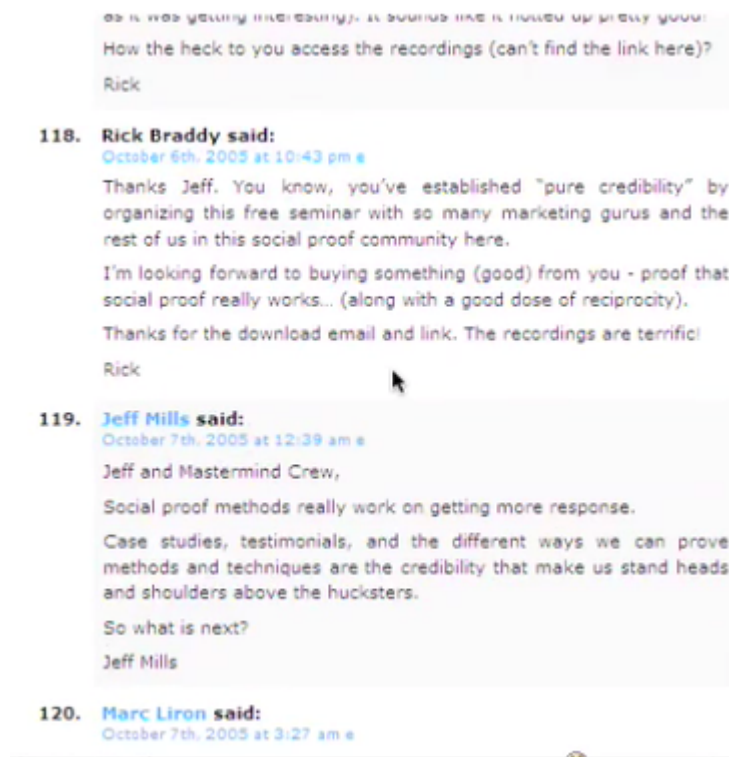
OK, folks... I am working on the recording of the call... just trying to clean up some of the noise that we had early in the call.

First of all, one of the things I did was what I call the social proof call. The social proof call was a teleseminar where I had five marketing experts talking about the trigger of social proof. At that time no one had ever really talked about before, so it was really cutting edge stuff.

I had the social proof teleseminar. Then I came back and I told people on October 5th, “I’m working a recording of the call trying to clean it up.” This is basically letting them know where I’m at – this thing is getting cleaned up and we’re working on it. Then a few days later I came back to answer questions and I used a video to do that.

“Since we couldn’t get to all the questions during the social proof call, I decided to answer a few more so I put together this video.” You are going to see in there that I’m going to talk about getting this new package. I was waiting to get the actual package for Product Launch Formula for my actual proof so I could see it. Let’s click through this video:

“Hello, this is Jeff Walker and I was your host for the Social Proof Teleclass. It was a great call. It went almost three hours. In those three hours we had this simulcast going. It was this blog where people could leave comments or ask questions. As of now, we’ve got 121 comments and questions. Many of these were just people telling us how great we did, which is always nice to hear.”



Okay, so I just stopped the video here. Basically, what I'm doing here is showing you this screen capture video. So I'm doing a screen capture video of a screen capture video.

I published this video. If you saw what I did right off the bat, I took people to my blog and I started walking them through the blog. The first thing I did was scroll down and showed them that we had 121 comments. So what trigger is that? That is social proof. I'm showing that there is a lot of interest in what we're doing.

Basically, I put up this blog post; we did this social proof call; we got tons of blog comments. Now let me go back to something. It's one thing to let them find those comments and think, "Well, Jeff, that's really cool. You got a lot of people making comments." It's another thing to actually show them those comments in a video. Don't wait for them to discover those comments.

So let's move along, "They put on a good call, put out a good product. In any case, we got to a lot of the questions. As the call went on we actually addressed many of the questions that came up

in here, but we didn't get to all of them, so I thought I'd go back and hit a few. I'm just going to probably hit a couple today because frankly, since I'm delivering this video online, I need to keep it on the smallish side so the download isn't too huge. If I get a good response to this then I'll follow up with some more videos and answer some more questions. I'm going to open up here with a question from..."

The social proof call was a pure content call. I think it was two and a half to three hours long. People loved it. That's a reciprocity play. I was giving people fantastic content, so I'm giving, giving, and giving. Then I said, "Boy, we got to a lot of these questions, but now I'm actually going to answer even more questions." It's even more reciprocity – I'm going to give even more stuff.

We're going to hit the play button here.



"Terry says, 'Don't you think the scarcity thing is overdone? I've gotten to the point where if there's a countdown, I don't purchase because I don't believe they're being honest about it.' Here we are not talking so much about social proof, but scarcity is a completely different trigger. Social proof is a fantastic psychological trigger that is hardwired into people's brains that influences people's actions. Scarcity is another one.

"I don't want to say that it's just like social proof, but it's a psychological trigger. When there is fewer of something, we just inherently want that thing more. With regards to scarcity being overdone, I think scarcity without a good reason why is overdone. I think if there is a reason for your scarcity and you communicate that reason in an effective manner to your prospects, then it will work. I've

used scarcity over and over. I've done it in a lot of my promotions, not all of them, but a bunch of them.

“There are few things that make people act like scarcity makes people act. There are all different ways to achieve it, and I really don't have time to go into all the ways. The thing is, you have to communicate the scarcity and you have to communicate the reason why. If you're just selling an e-book and you're telling people, 'I only have 200 copies of this e-book to sell,' well, you know you're selling electronics, you're selling a download – people know that. At least most people do, and they realize that your scarcity is based on a falsehood.

“If you have real scarcity, if there's a real reason why you can only sell those 200 e-books, if you only have a license to sell 200 e-books, or if you're only selling 200 to protect your clients, maybe there is a specific geographic licensing they have or something like that, if there is a good reason why, then scarcity will work. But if there's not, then most likely you will be hurting yourself probably in the short run and definitely in the long run. You need to have a reason for that scarcity.

“So, no, it's not overdone, but false scarcity without a reason is overdone. That's the key to making it very effective.

“I'm tired of affiliates sending me dozens of e-mails.' This is talking about the idea where all your partners might send the same e-mail on the same day.

“Yes, in some markets, especially the Internet marketing world, people are really getting sick of that. They don't want to get bombarded with the same e-mail over and over and over. You really need to work if you're going to be using a promotion where you have a lot of partners; you have to work to try to make sure they are sending out different e-mails or sending it at different times. You definitely have to worry about a backlash.

“Let's see, I'm going to move along here. Actually I want to move back up. There is one here I wanted to get.

19. Marc said:

October 4th, 2005 at 7:57 pm a

Is there a concern in introducing a blog for a product launch, where you don't control the shipping and customer service of the product, that you may get some negative comments. Put another way, you always want to maintain control over your marketing rollout for a new product that has never been in the marketplace, ie. like a new invention that is a hard good. The point here is that I'm not talking about ebooks or other info product. Thanks.

“Is there a concern in introducing a blog for a product launch?’ Basically, he’s talking about a physical product where you don’t control the shipping and customer service. It’s a new invention; it’s a hard good. ‘The point here is I’m not talking about e-books and other info products.’ Basically, what we’re talking about here...”

What I’m doing here is going through and answering a few questions. First of all, there is the reciprocity that I’m giving even more; I’m taking time to answer more questions. There is also an element of authority here. I’m building my authority. I’m showing that I know how to answer these questions or that I have knowledge about this. I’m being extremely knowledgeable so there is definitely some authority there.

Let me skip forward a little bit in this video. Okay, let’s pick it up here.

“...the answer is, ‘Yes,’ this will absolutely work for a hard good. It will work for a service. It will work for whatever you’re selling. Like I said, we’ve received all kinds of comments and questions, but before I leave you here, I want to show you a couple of e-mails that I received. I’m over in my e-mail program...”

←	Label 2 Jim Edwards	02:24 PM 9/30	6	Re: Teleseminar - Oct 4th
←	Paulreddick@	03:50 PM 9/30	2	Re: SixInSeven: the most important lesson
→	Paulreddick@	07:25 PM 9/30	3	Re: SixInSeven: the most important lesson
←	Label 2 Frank Kern	10:55 AM 10/4	5	Re: Teleseminar details...
●	Label 2 Frank Kern	02:51 PM 10/4	4	Re: Teleseminar details...
←	Label 2 Frank Kern	10:45 AM 10/4	2	Well dude?
←	Label 2 Frank Kern	11:21 AM 10/4	3	Re: Well dude?
←	Mark Joyner	10:37 AM 10/4	4	RE: FW: JR comes back, and a new contender...
←	Label 5 Dyan Hodgso	11:58 AM 10/4	2	Update
←	Mark Joyner	03:50 PM 10/4	3	RE: FW: JR comes back, and a new contender...

28/112K/7K

Subject: Re: SixInSeven: the most important lesson
To: jeff@sixinseven.com

Hey Jeff,

I wanted to drop you a BIG thank you note.

I saw you on Yanik's underground dvd's. I used your product launch ideas and we had a \$6000 day yesterday (and counting). I know that's not 1,000,000 John Reese day..but it is my biggest day online.

THANK YOU
Very Sincerely,
Paul Reddick

Okay, I'm going to stop it right here. I want to point something out here. I'm taking people into my e-mail program. So I am moving them around on my computer. I could tell people about what I've got in my e-mail program; I could tell people about the comments in the blog, but in this screen capture video, I'm actually walking them over to the blog, showing them the comments, showing that I got 121 comments. Now I'm looking into my e-mail program.

This is a fairly subtle thing that only the quick viewers will notice. Look who I'm getting an e-mail from here in my inbox. There's Jim Edwards who is a well-known Internet marketing teacher. There are a whole bunch of e-mails from Frank Kern. Frank Kern is another well-known marketing celebrity. And another great teacher and legendary marketer is Mark Joyner, and there are several e-mail from Mark Joyner.

So this is an authority play. I'm showing them that I trade e-mails with Jim Edwards, Frank Kern, and Mark Joyner. Especially back in 2005 when I did this product launch, I was not known. I didn't have a big name. People didn't know me as a guru. I had to establish my authority. One of the ways I established my authority was by showing

them my inbox with all kinds of e-mails from well-known people in the Internet marketing space.

What you're going to see is I'm going to show them what amounts to basically a testimonial here from my inbox. Again, this is a lot more impressive. It has a lot more authority showing this in my inbox than if I just told people about this or if I just showed it on a Web page. So let's hear what I said back then.

"I often have a lot of people who learn about my launch techniques or any of these psychological triggers and they think that these techniques and tactics are only going to work in the Internet marketing world or maybe the Internet marketing niche and only if you're a guru. Nothing could be further from the truth. These techniques probably work better outside of the Internet marketing niche because folks haven't been as exposed to them.

"Anyway, I have a note here from someone. 'I wanted to drop you a big thank you note. I saw you on Yanik's Underground DVDs.' He's referring to the DVD of my presentation at Yanik's Underground Seminar. 'I used your product launch ideas. I just had a \$6,000 day yesterday and counting. That's not a million dollar John Reese day, but it's my biggest day online.' So naturally I wrote back to him.

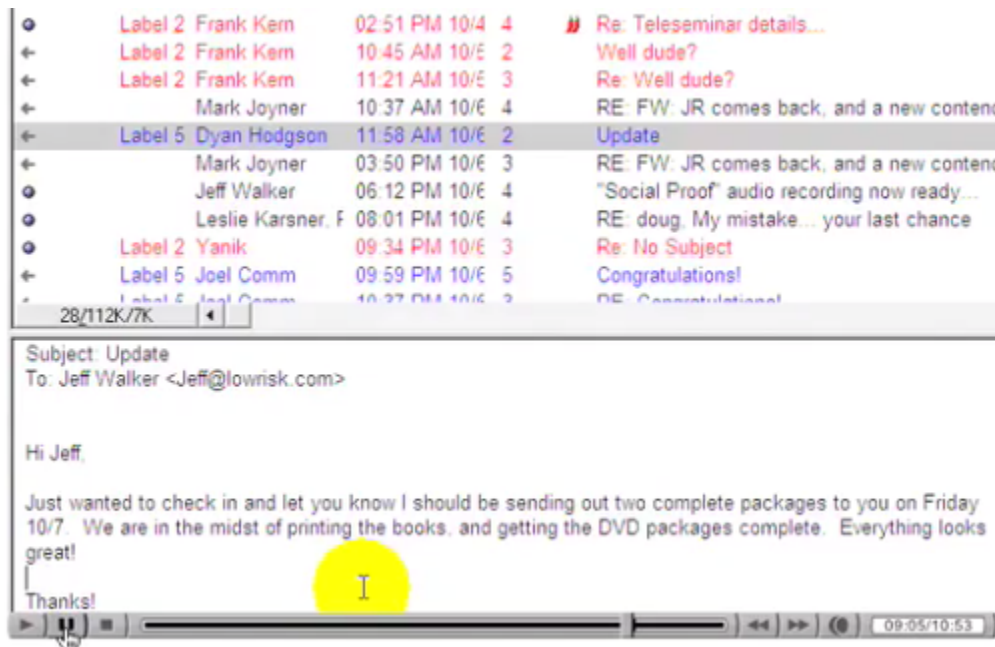
"I said, 'Tell me a little bit more about your product launch, your market, your target market, your promotion, how you put it together,' and so on. So Paul wrote back to me. Basically he had a list of baseball coaches, players and parents. So this isn't your typical Internet marketing niche. He e-mailed the list and asked them about what they wanted to know about, especially about making money running camps and clinics. He had 347 people respond to him.

"He said, 'I followed your exact words and I asked them what they wanted to know.' This is one of the things I teach is to ask people and find out exactly what they want to know and then give it to them. So they told him what they wanted and then he put together a promotion. The upshot is that he sold 30 at \$247. He sent me another e-mail after this and he sold quite a bit more beyond that.

“This is just a quick example. Obviously I’m not going through all the details and giving you everything here. But I just wanted to show that these techniques and tactics work no matter what your market is. It’s not just for marketing or selling or how to make money online type of stuff.

“I want to show you one more e-mail here. This is sort of funny. If there’s any questionable words in there that are a little spicy, my e-mail client warns me with these chili peppers. So I got two chili peppers from who? Of course, it’s Frank Kern. “Anyway, I was very thrilled to get his e-mail. And then this just came in from Dyan...”

So you saw right there where I actually pointed out the e-mail from Frank Kern with the chili peppers. The way I did that was by pointing to those chili peppers and sort of making a joke about it. I tried to do it in a way that I wasn’t dropping a name, like “I’m really cool because I get e-mails from Frank Kern,” I was sort of joking that Frank sometimes uses some colorful language and I end up with those chili peppers.



Now take a look at what I'm going to do now. This is where I'm really drawing them in to a conversation because I'm pointing to this e-mail from Dyan.

"...Dyan over at www.Disk.com who was helping me, producing my home study course. Some of you guys know this is coming. I sort of hinted at this and I'm very excited about this. Basically, Dyan was just writing back, 'I wanted to check in and let you know that I'll be sending you two complete packages on Friday the 7th.' Today is the afternoon of the 8th, so they did send these out. 'We're in the midst of printing the books, getting the DVD packages complete, everything looks great.' Actually, I asked for a Saturday delivery and it is 2:30 p.m. right now.

"It hasn't shown up yet. I'm hoping it's going to show up today because I can't wait to get my hands on it. This will be the first time I get my hands on the finished goods, the actual CDs and DVDs. It's a big package. There are 20 disks and two books, so I'm very, very thrilled. This is the Product Launch Formula. It should be showing up any minute. I live out in the country, so I'm not sure if I'm going to get a Saturday delivery. If not, I'm going to get it Monday."

Okay, so what am I doing there? I'm showing them, I'm bringing them into my world, where I'm waiting for the disks. I'm modeling anticipation. I'm talking about how excited I am to get these disks and how I can't wait to get them. You start talking about your anticipation and how excited you are about something. Right now it's 2:30 p.m. and I'm hoping to get the package in the next two and a half hours. I don't know if they're going to deliver it because it's a Saturday delivery, and I'm out in the country. I don't know if they deliver on Saturday.

I'm dropping this video on them and they're sort of stepping inside my world. What's Jeff doing? Jeff's all nervously waiting for his package. We're still a good ten, eleven days from when they are going to be able to buy the product, but I'm already modeling anticipation for them where I can't wait for the product.

Let's keep going.

“I’m very excited and now that we actually have finished copies, at least two finished copies coming to me, it is giving me enough confidence to actually go ahead and set a date. I’m going to be launching on October 18th. A lot of you have been asking about this for quite awhile. Some people even in the blog were asking about this. I will be giving you some details. In fact, if the package shows up within the next few hours, or maybe it will show up Monday morning, I will be putting together the classic spy photo so you guys can get a quick look at it.

“Mark that date on your calendar, October 18th. Of course, I will be putting together a special so anyone who is among the first buyers is going to get some special bonuses. In fact I have some really big surprises planned. I want to leave it there for now. Like I said, in the next couple of days, especially once I get that thing in my hands hopefully within the next hour or two, I will be giving you some more details as we move along.

The Product Launch Formula
is coming on
October 18th, 2005

jeff @ sixinseven.com

“In any case, that’s it. If you enjoyed the video, let me know. I’d like to go through and answer some more questions on the blog, or if you have additional questions, go ahead and send them to me. You can e-mail me at Jeff@SixInSeven.com. If I get some positive feedback on this, I’ll be putting out some more of these videos and answering more of your questions.”

I used this video to create authority. I used it to give my launch date. I used it to create more reciprocity. I used it to create some initial anticipation and get people excited. I used it to drop some scarcity on

them, telling them that there's going to be this limited package right when I launch. There are a whole bunch of things going on here, but I really want to show you how I brought them into the conversation of, "Boy, the package is on the way. I'm really excited about it. I can't wait. If I get it, I'm going to take a picture of it for you and put it up on the blog. Hopefully it's going to come in the next couple of hours; otherwise I'm going to have to wait until Monday."

Now you are going to see where I take the conversation from there. That was the social proof questions video which I released on October 9th. Next I came back on October 10th, the next day, and here is the sneak preview photo. Look at this copy.

PRODUCT LAUNCH BLOG

Any product. Any market.

October 10, 2005

"Sneak Preview" Photo

I tell you, breaking open the box and seeing your product for the first time... has to be one of the **most exciting things** there is for an entrepreneur. Rig up there with making your first sale.

In any case, **about 40 minutes ago** the Fedex guy dropped off this great box, and I felt like a 4 year old at Christmas time. I was on the phone when he dropped it off, but that didn't stop me from tearing it open...

I spread it out on my office floor and snapped a photo for you. Here is:



I am not a pro photographer, and my office carpet isn't a great background

"I tell you, breaking open the box and seeing your product for the very first time has to be one of the most exciting things there is for an

entrepreneur, right up there with making your first sale. In any case, about 40 minutes ago the FedEx guy dropped off this great big box and I felt like a four year old at Christmas time.”

I was talking about looking for this thing a couple of days before. Obviously it didn't come then. Everyone knows that feeling of waiting for something and waiting for something to be delivered. Then all of a sudden the FedEx guy comes walking up to your door, drops it off, and you are so excited.

“I was on the phone when he dropped it off, but that didn't stop me from tearing it open. I spread it on my office floor and snapped a photo for you. Here it is.”

This is sort of like the, “Aw shucks,” moment.

“I'm not a pro photographer and my office carpet isn't a great background, but you get the idea. Yes, this thing's huge. Before you strain your eyes, there are 19 disks there. They are a mix of DVD, video, audio and screen capture video.” Actually I think there are 20 disks, so I think I messed up there. “Those two manuals have more than 500 pages in them; lots of swipe files. This is most of the course. There are a few goodies that I don't have for the photo. Before you get too intimidated by the size of this thing, if there is one thing I specialize in, it's being able to break things down into super simple steps. Yada, yada, yada.”

I was trying to answer objections here. I thought there might be an objection that the course was too big and too complicated. “I won't be able to get through it.” I was trying to take that concern right there and address it.

Another thing, being likeable is right here. Being self-deprecating, being able to make fun of yourself, being able to joke around at your own expense, that is very endearing and that really helps with your whole likeability factor. So I did the, “Aw shucks, I'm not a pro photographer. My office carpet isn't a great background, but you get the idea.”

I am not a pro photographer, and my office carpet isn't a great background... but you get the idea.

And yes... **this thing is huge**. Before you strain your eyes, there are 19 disks there... a mix of DVD video, audio, and screen capture video. And those two manuals have a total of more than 500 pages (including lots of "swipe files" - examples that are ready for you to use... plug and play).

That is MOST of the course... there are a few goodies that I don't have for the photo.

Now before you get too intimidated by the size of this thing... if there is one thing that I specialize in, it is being able to break things down into **simple steps** - and make those simple steps **SUPER easy to understand**.

I can't really remember what my state of mind was back then in terms of this office carpet and whether I thought people would start teasing me about it, but the fact is this became something that played out over the next few days. Well, you'll see, I actually got to run with it.


We got lots of comments coming in. It's funny because these are from people who have gone on to make some pretty big names for themselves. "Looks great," "Looks great," "Looks great" and just lots and lots of comments, lots of well wishes, "Very impressive."

Now in here we start to get the question of, "How much is it going to be?" Look at this next comment. "Thirty days ago I'd never heard of you, but now I'm ready to send you my blank check for Product Launch Formula. Indeed, you have created your own social proof." Yes, he's exactly right. That's what this whole entire campaign was designed to do. It was designed to create social proof.

We got lots of comments and questions coming out of this spy photo. I want to show you what came next after this spy photo. The spy photo was on October 10th. Now we're going to October 15th. I did another video. The Price Question Video. Here's the price video:

"Hi, everyone! This is Jeff Walker and I wanted to give you another update on my Product Launch Formula. One of the big questions I got when I put out this sneak preview photo, I actually got quite a bit of ribbing on this carpeting which is the carpeting on the floor of my office. Personally, I think it's pretty nice carpet. It's only like a year old. It's this nice Berber, but people seem to like ribbing me about it. That's okay. Then I said, "The number one question we seem to get in here is how much..."

Right off, I talked about people teasing me about my carpet and how I really didn't think it was that bad. You'll see I even carried that a little further here. I joked with people. The jokes on me and I'm laughing about it. It's all just being very, very likeable. I'm going to go on and I'm going to pick out comments. Here, I'll show you.

61. **Randell said:**
October 12th, 2005 at 8:59 pm e
OHBYTHEWAY
I was hoping to get with you Jeff.
I know a guy that knows a guy that has a cousin that has a friend that installs carpeting cheap!
Really, I have seen the story, h  x) en the drooling going on.
What I want to know is this:
ARE YOU CRAZY?
With what I have seen and heard... you are creating your OWN competition with this thing. Hope you make enough from the whole deal to retire on because it will seriously but you in a bind teaching all those awesome tricks and techniques!
YER NUTS!
(man I want that package...lol)

“I just want to drop through and look at some more comments real quick, and then I'm going to get to the price. See, here's one where the guy is ribbing me about the carpeting. 'I know a guy who knows a guy who has a cousin who has a friend that sells carpeting cheap.' I really think it's the photo that really didn't do it justice, because it's a nice carpet. In any case...”

Okay, so you can see the sequence I'm showing you. It started off with, “Boy, I'm going to answer some questions. And oh, man, I just got this e-mail telling me that the package is coming and I'm so excited about it. I hope it comes today.” Then I come back a few days later, “Well, okay, it finally showed up. I was so excited I tore the box open. I put everything on the floor and I took a photo and just snapped it right away.”

Then a couple of days later, I'm coming back with saying, “Oh man, people are teasing me about this photo.” I'm showing how I'm reacting to the conversation, and it really is a conversation. I'm reading these comments. I'm reacting to the comments. I'm joking about the comments. I'm modeling a lot of things and I'm showing them that I'm engaged with them and I'm in a conversation with them. That's what I mean by the launch conversation.

Let's go a little bit further in this video where he points out, "What I want to know is, are you crazy? When I saw and heard that you were creating your own competition with this thing, I hope you make enough from the whole deal to retire on because it will seriously hurt you by teaching these awesome tricks and techniques. You're nuts. Yes, man, I want the package.' Frankly, no, it's not going to hurt me, because these techniques are based on a lot of human psychology..."

Did you see what I did there? I read the thing and then I highlighted this in a joking manner, "Man, I want the package." It's anticipation. When other people are anticipating something, it makes you anticipate it. When someone wants something, it makes you want that. I'm going through here and I'm picking out where people are really excited about the package and they really want to buy it.

I'm modeling this whole idea, the anticipation, the excitement, the social proof, and ultimately the scarcity.

"...that it's not going to change. Some of these things, a couple of things might get overused in certain niches, but these techniques are not going away. They'll work a thousand years from now unless human nature completely changes and that's not about to happen.

62. **John said:**
October 13th, 2005 at 3:21 am e
Well done Jeff. You are certainly building the momentum for your launch. Others should follow your techniques. If the product includes the tactics I already see you using... it should be worth every penny.

"Here's an interesting one. 'Well done Jeff. If the product includes the tactics I already see you using, it should be worth every penny.' To tell you the truth, this is obviously a product launch I'm putting together and it uses a lot of the elements that..."

As I go through here I'm answering objections. I just answered the last question and I was basically answering the objection, "Boy, if everybody starts using it, will these techniques stop working?" Of course, we all know the answer is, "No." That is not going to happen

because this stuff is based on mental triggers that unless human psychology changes, it's not going to change.

I just used that blog comment where I was pointing him out joking about my carpeting, but then I was able to answer an objection. Here I'm doing the same thing. (Let me get my nice little highlighter going.) Here I am going to answer another objection but I'm also showing this guy is talking about the momentum I have. One of the ways you amplify the anticipation, the momentum and the excitement is by talking about the anticipation, the excitement and the momentum.

I did that with the last comment and I'm doing it with this comment. Let's keep going.

"...I developed over the last ten years, but to tell you the truth, my launch is being watched so closely, I actually have to hold back a few things, or more than a few things. There are quite a number of things that I am not using in this product launch that I've used in other product launches and that I've included in the course. Other times when I've done my launches, they've been in other markets besides the Internet marketing niche. They've been in niches that didn't have anything to do with marketing so I did not have to worry about people watching.

"With this one, everyone is watching me, so I don't want them to learn all my tactics and all my tricks and techniques and strategies without buying my course, so I'm actually having to hold back quite a bit. In the course I put every, every single thing I know about product launches. I didn't hold anything back. Sometimes you get products and you wonder if you got the whole story. Well, this product I'm giving the entire story.

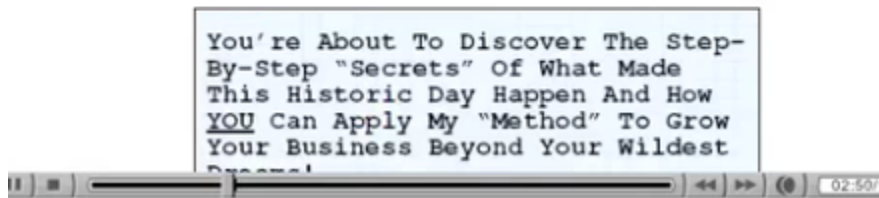
Special Report

BREAKING NEWS! Internet Entrepreneur Makes HISTORY On Tuesday, August 17th, 2004 With MAMMOTH Marketing Campaign.

**“How I Made \$1,080,496.37 On The Internet
*In Less Than 24 Hours...***

...And Without Spending One Penny On Advertising!”

By John Reese



“Before I get to the price question, I wanted to take you on a quick tour of the results that some people have had using my techniques. In August 2004, it was actually August 17th, 2004, if my memory serves, my friend John Reese launched a product called Traffic Secrets which you can take a look at www.TrafficSecrets.com. When John launched his product, it was a home study course...”

Here I am going to walk them through this million dollar day report by John Reese and this is a massive authority play. John Reese is someone who is well known as the first person to do a million dollars in 24 hours, a solo entrepreneur, and doing that launch on the Internet. John has huge authority and I’m going to show, well basically, we’re going to transfer that authority from John to me, and he’s giving me a very strong endorsement.

I’m just going to walk through and make sure that no one misses this; walk them through and show them that endorsement.

“Traffic Secrets is a course that is very extensive and it taught people how to drive traffic to their web sites. John launched it and he sold more than one million dollars in a single day. It was \$1,080,496.37 in

24 hours. This literally created shock waves in the Internet marketing world...”

Remember specificity is one of our triggers. John used specificity here with a very exact number. Then I reinforce this specificity when I read off that number. I’ve read off everything right down to the pennies.

“...which was the main niche he was selling to. All anyone could talk about for that day and the days after was John Reese’s product launch for Traffic Secrets. A few days later he put out this special report that told the story behind it basically. Of course, the part that I want to show you in this report is where he says all kinds of nice things about me.

ANTICIPATION

This is one of the most powerful marketing weapons in existence. If you can harness the power of anticipation, you can do 10 times the sales that you would have normally produced.

Write this down...

“Anticipation increases response.”

“I’m going to scroll down here. He is going through and telling all the different triggers and things he did. Down here he said, ‘Anticipation is one of the most powerful marketing methods in existence. If you can harness the power of anticipation, you can do ten times the sales you’ve normally produced.’ Down here he continues to talk about anticipation and here, ‘I am now an anticipation junkie. I really feel it is one of the most powerful elements in all of marketing and I owe it all to my good friend Jeff Walker.

I am forever grateful to Jeff Walker for teaching me this principle and making me tattoo it on my brain. I can’t tell you how much money it has made me. Well, sure I can. It made me one million dollars just yesterday.



“Jeff taught me earlier this year that I need to turn things into an event.’ Then further in the report,, ‘I am forever grateful to Jeff Walker for teaching me this principle and making me tattoo it on my

brain. I can't tell you how much money it has made me. Well, sure I can – it made me one million dollars just yesterday.'

“That is sort of classic John Reese humor there. Then John goes on to say a lot more nice things about me down here. Frankly, I was just stunned when I opened up this report and I saw my name in here. John is just an absolute marketing genius. I shared a couple of ideas with him and he took them and ran with them. You know what? This isn't about me and it's not even about John Reese. It's about these strategies and these tactics.

“In fact, you probably want to take out your marketing notebook and take some notes here. I'm going to tell you this idea of anticipation and turning something into an event is just absolute gold. It can just put serious dollars into your business. I'll tell you what; right now people are too busy. They have too much marketing information coming at them, too much information period. We have all these channels on TV, we have the Internet, we have e-mail, we have pagers, we have voicemail, we have cell phones, we have video phones, we have video games, we have everything.

“We have too much information. They have more ads coming at them than they've ever had before. If you want to differentiate yourself from everyone else doing business, take your marketing and turn it into an event and create...”

Basically, I'm giving a combination of doing a little bit of teaching but also some sales pitch. I'm basically telling them why it works and why it is going to continue to work.

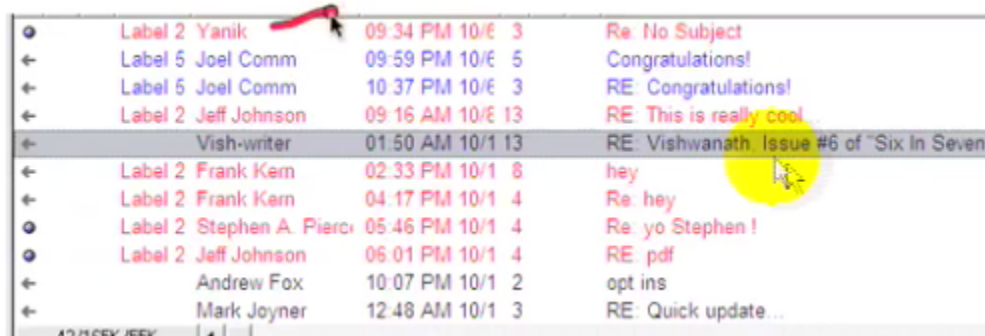
You can see how I built up tremendous authority by using this report that John Reese put out. I could have just written something about it. I could have put it in my sales letter that John said good things, but it is a lot more believable and authentic when I actually page through on this video and show people exactly what was said. I can frame it and tell people exactly what was said.

The video continues, “...then your bottom line will literally explode. In trying to keep this video short, what I don't have time to show you is some of the success that my friend Yanik Silver had. He recently did

a launch where he did about \$193,000 in 24 hours. Again, he was kind enough to thank me in a public forum. Maybe I'll show you that another day because there are some more good lessons there.”

That's just more authority. I mentioned Yanik Silver and \$193,000. Again, Yanik Silver is a well-known marketing guru, teacher. He's a big name guru guy. Again, I'm transferring authority from Yanik to me.

“Let's move from here where we see John Reese having huge success in a very public way. I want to show you an e-mail that I received. Let me just show you. It's an e-mail that just showed up in my inbox within the last week. I'll close this up so you can see it a little bit better. People think, like I just showed you the example of John Reese...”



Again, this is the same old trick I used the last time in the last video in case any one missed it that time, but I am showing e-mail from Yanik, e-mail from Joel Comm, Jeff Johnson, Frank Kern, Stephen Pierce, Andrew Fox and Mark Joyner. This is again just showing authority. I trade e-mails with these guys so I must be some big name marketing guru just like these other guys.

Let's keep the video going. “People think, like I just showed you the example of John Reese making a million dollars in a day – more than a million dollars in a day. They'll look at it and say, ‘John Reese, he's a guru and he's got so many marketing skills. I could never do it.’ However, there are a lot of other people that are just more your average business people who have taken these techniques that I've taught, and this is one of them.

Label 2 Yanik 09:34 PM 10/1/03 Re: No Subject
42/165K/55K

When i attended yanik's seminar i did not know anything about internet. All i knew was that i was in the right seminar. When i heard you and others speak i very strongly felt that much of what you and others said were genuine which anyone with a little bit of patience can get things working for them. I very quickly understood that there was a mechanism and a way of doing launches and finding niches and if one gets that right there is plenty of money in the net. the technical stuff was just a small piece of the puzzle but many people feel that the technical stuff in doing these launches is what makes it work.

So i went back and listened to yanik's audio tapes on selling high priced products and then i subscribed to your newsletter of Six in Seven and then came up with a high product in the field i was working. i.e. SAP(it is the No 1 ERP software in the world) so for the first 2 months i gave lot of juicy contents free and then i launched this product for \$629 and now 47 days after the launch i have grossed in 70K(yes seventy thousand dollars) it sounds very thrilling but when i launched it i was confident of doing well since i had followed those simple strategies which you outlined. this is the site www.sap-topjobs.com and the product which is selling at \$629. this is the url <http://www.sap-topjobs.com/SpecialPP/8431654231.html>

now i am going to canada for a mark victor seminar on taking books to amazon no 1 and i will be working on my book " The SEven Powerful Secrets of Emotional Sex" for the next 2 months. Based on the tremendous experience i had i would be redesigning my sales page for this book.

“Vish lives in India. I just wanted to read you his e-mail to show you what is possible. It says, ‘When I attended Yanik’s seminar I did not know anything about the Internet.’ He was an utter newbie. So this was late April of this year. ‘All I knew was that I was in the right seminar. When I heard you and the others speak I felt very strongly. I very quickly understood that there was a mechanism and a way of doing launches and finding niches.

“‘If one gets that right, there is plenty of money on the Internet. So I went back and listened to Yanik’s audio tapes on selling high priced products and then I subscribed to your newsletter, Six in Seven, and I came up with a product in the field I was working which was SAP,’ which he says is some type of software. He’s selling a product about some fairly high end manufacturing software. It’s not the get rich quick market, it’s not for entrepreneurs – it’s for software engineers.

“Then he went on to tell what he did. He gave two months of juicy content then launched his product for \$629. ‘Now 47 days after the launch, I have grossed \$70k, yes, \$70,000.’ This is \$70,000 US. Remember that Vish is living in India. Frankly, I don’t know the

exchange rate, and I don't know what exactly \$70,000 means over there in terms of average income, but I have a feeling that this is almost like a king's ransom in India. Seventy thousand dollars in 47 days for someone who is an utter complete newbie and did not know anything about the Internet in late April.

“So this is an example of someone who took my techniques and went from beginner to just hitting an absolute homerun within just a few months.”

What did I do there? It was like an extended testimonial/case study. You can't really call it a case study because there was no real content there, but it was an extensive testimonial. It was answering one of the number one objections, actually two of the objections. One is that it only works for Internet marketing and obviously this is not Internet marketing. The other one is that it only works for big name gurus, and Vish from India is obviously not a big name guru. He talks about being a newbie.

If you look at it in here, his English is obviously a second language. His English is not perfect. I actually even just inadvertently highlighted some of these places where his language isn't perfect. This is basically a testimonial, but I'm showing the testimonial within my inbox. It makes it much, much more powerful. We went from there and I got right into the pricing.

“This is an example of someone who took my techniques and went from beginner to just hitting an absolute...”

Reese: \$1,080,496.37

Yanik: \$193,380.00

Vish: > \$70,000

\$1,997.00

“For this product you have to look at some of the results people have had. We had John Reese making \$1,080,000 in a day. We had Yanik Silver making \$193,380 in a day. And you saw the e-mail I got from Vish over in India who made more than \$70,000.”

What I’m doing here is anchoring. I’m showing these big numbers. If you look, these big numbers are descending. They are big numbers and they are getting smaller and smaller, but I’m about to give them my price. This is the price video and when I give them my price, the price I’m going to show them is much, much smaller than those numbers.

I don’t want to get too far into anchoring, but it is very, very powerful stuff and the idea is that people aren’t looking at the million dollars next to Reese, or the \$193,000 next to Yanik, as a potential price for me. My number that I’m about to give them is going to look small compared to a million dollars. It’s going to look small compared to \$193,000. When they’re thinking of these kinds of numbers, or even \$70,000, and then they hear a number of \$1997, that makes that number seem a lot smaller.

If I started talking price by saying, “Boy, I wanted to have a cup of coffee and normally it would cost me 50 cents, but I went to Starbucks and it cost me \$3.70 Boy, that’s pretty expensive. Oh, by the way, my new product is going to cost \$1997,” it would be a completely different psychological play than going from showing these big numbers and then showing them my price.

So we’ll continue on. “That’s the kind of results, and I’m not promising these results, but anyone who takes these and puts my technique, strategies and tactics to work, is going to see some huge results. So with that said, Product Launch Formula will be priced at \$1997.”

In retrospect looking at this, I think I made a mistake by putting the \$1997 in red. I think if it was in black, it wouldn’t have stood out quite as much. It would have been a more direct comparison to those numbers up above it. So in retrospect, I think I made an error. It’s

tough to test this. It's tough to know for sure, but if I was doing this again and right now, I would have done it in black instead of red.

Basically, what I wanted to show you with this whole entire process was how this really was a conversation where I showed you how I was reacting. I showed you how I started back with that first social proof video and then I responded and did the spy photo. I joked around with people and people teased me about the spy photo. Then I shot another video where I showed people joking with me. It's a give and take. People can see that I was involved in the conversation and I was reacting in the conversation.

You can also see how I brought in a lot of triggers; anything from scarcity, to social proof, to authority, to anchoring, to likeability, to reciprocity. You can just see it. I just wanted to walk you through the span of a few days and show you how back in '05, in my launch, I was able to hit so many triggers in a short period of time, with a relatively small amount of content.

That's about it. That's all I wanted to show you. We did get all kinds of great responses to the price question. This is just a very, very effective campaign and it was very, very interactive. It created lots of conversation between me and the market. So that's it.