



# JEFF WALKER'S PRODUCT LAUNCH FORMULA 2.0

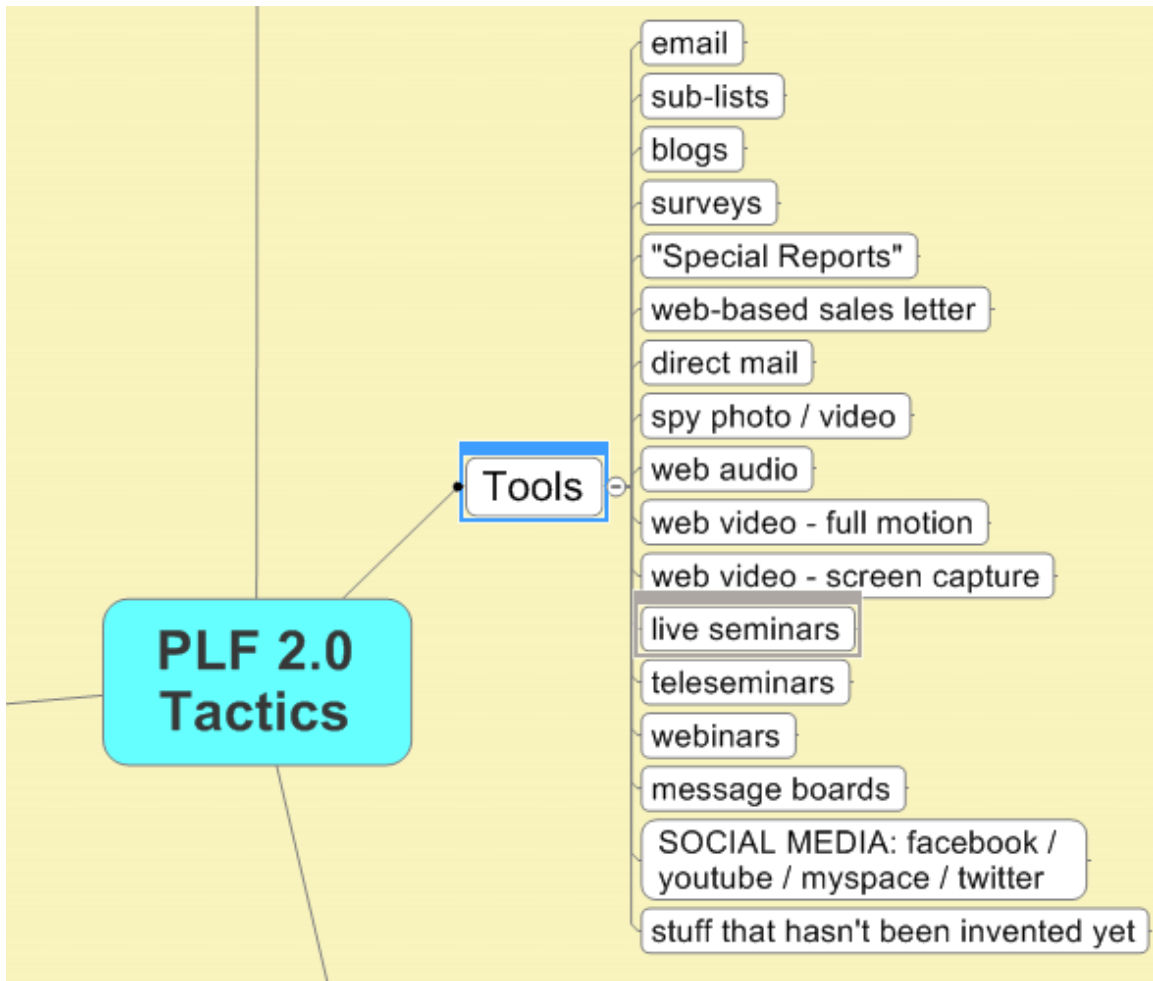
## Module 1: Getting To Your First Product Launch Plan – Fast and Simple

### 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.

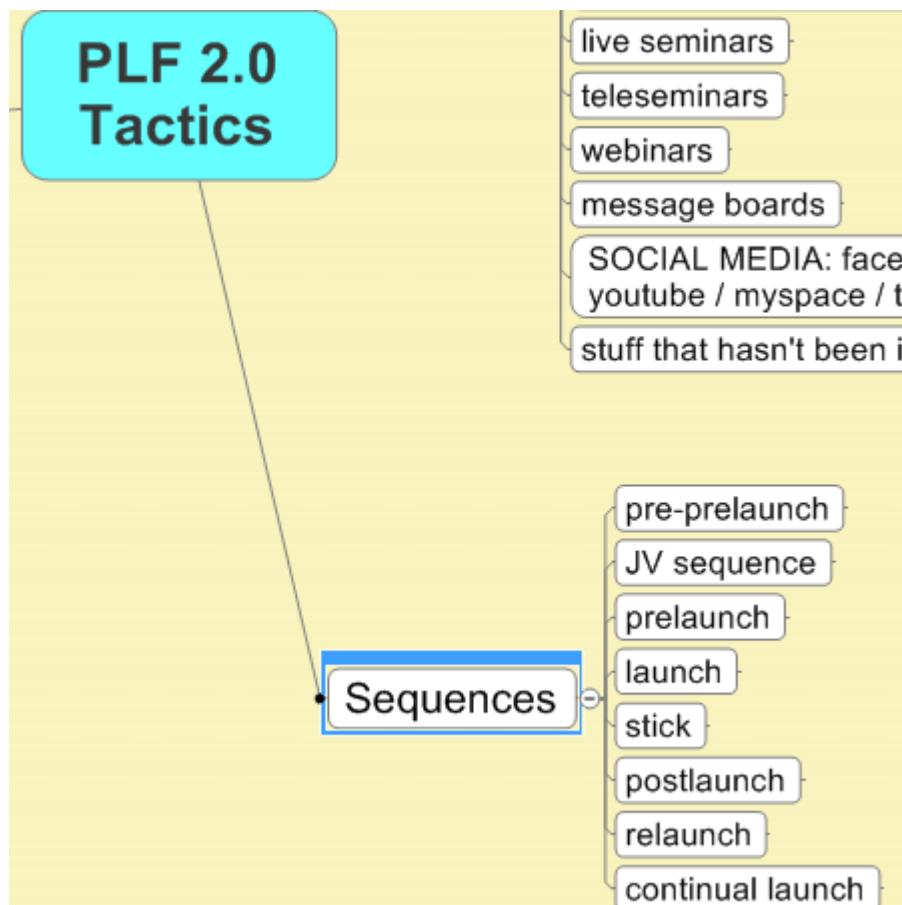
Message boards can be used to create a buzz to create and to build your list. They can be very effective. Of course, social media is huge – Facebook, YouTube, MySpace, Twitter – these are some of the key social media sites right now, but this is basically changing all the time. The whole social media 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.

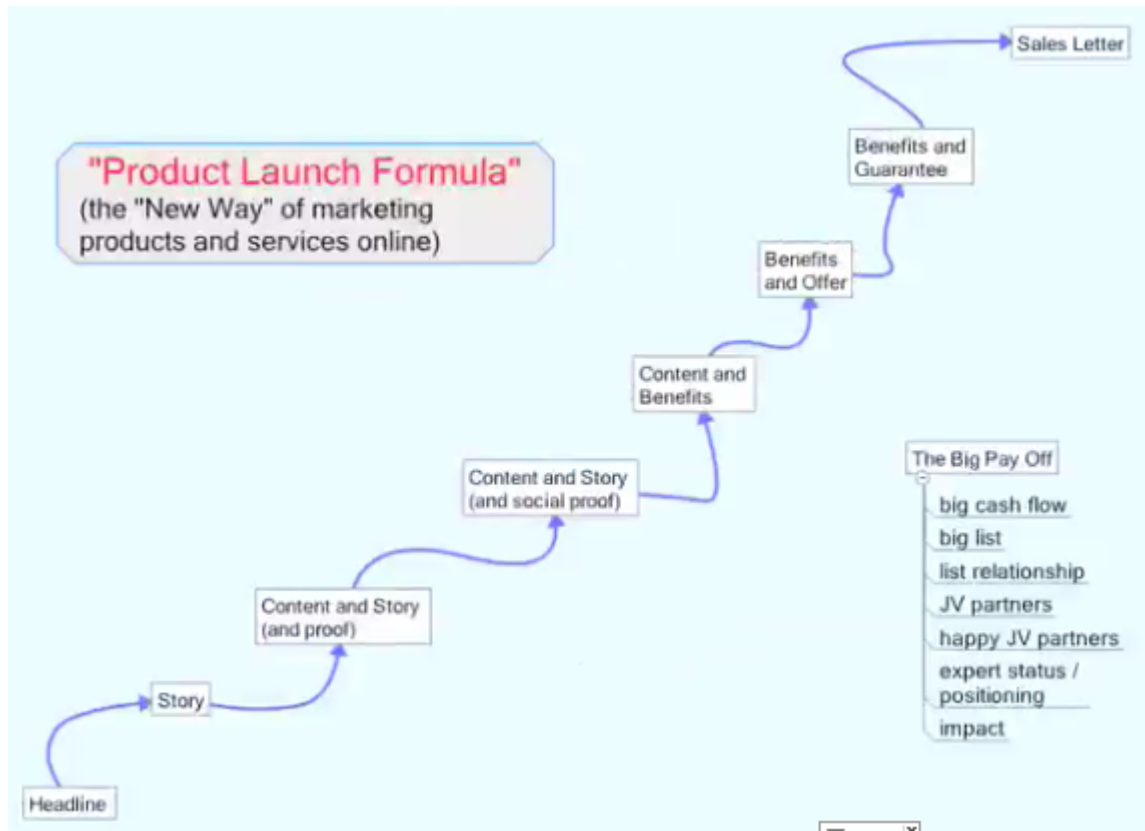
The whole idea of a continual launch – this doesn't work for everyone, but if you can put this into your business where you're just doing launch after launch after launch. If your business fits into it, it is a very easy thing to do and you get continual momentum that way.



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.

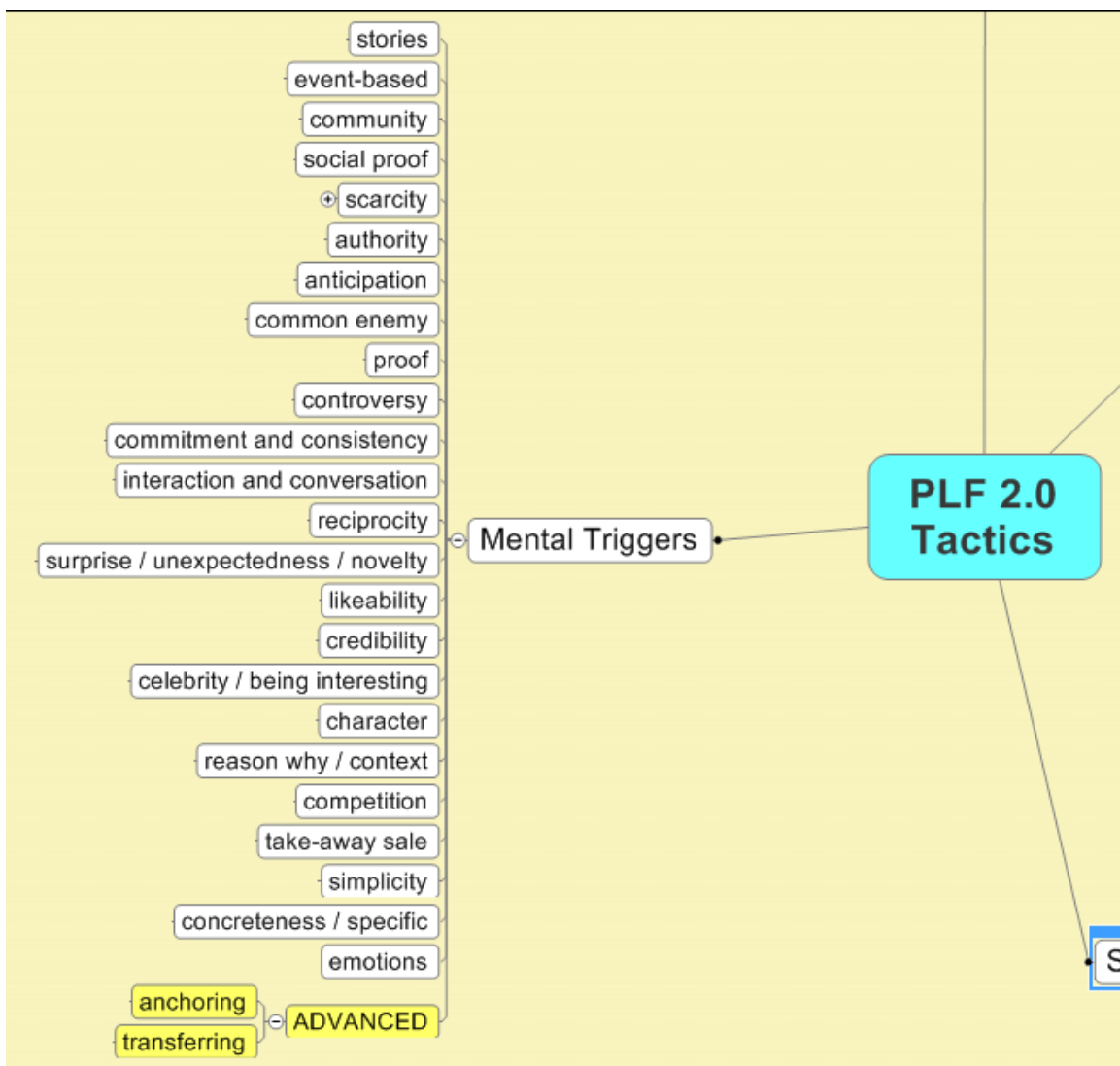
Now they're starting to know there's a product coming, but you're not pitching them hard. You're starting to explain the real product and the offer. Then you drop them in the sales letter and this is how you go from having them see a 30-page sales letter and immediately click away, to at this point,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

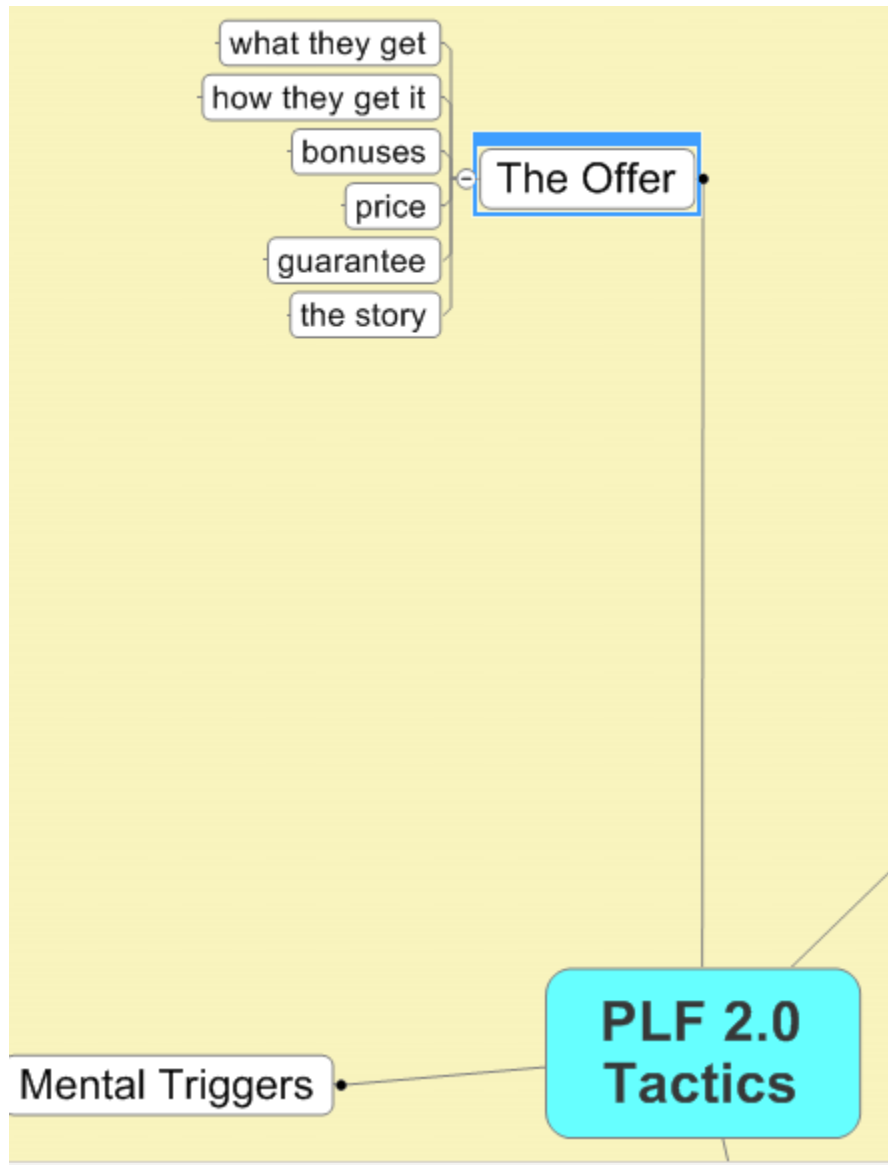
If someone took your system and made money with it, it is better if they made \$9,032.17 than it is that they made \$10,000. The more specific and concrete your ideas are, the better.

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?

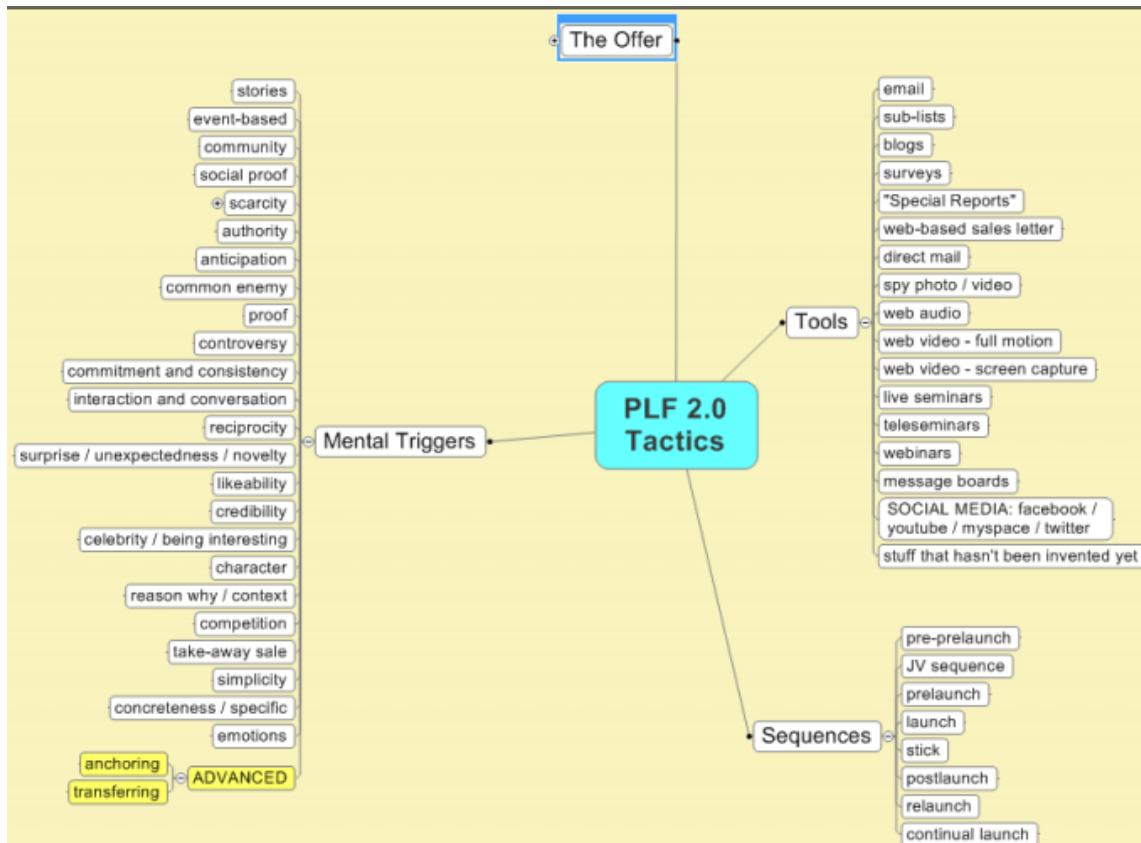
You have to define these basic things: what they get, how they get it, bonuses, your price and your guarantee. A lot of times you'll come into the launch and you won't know exactly what your offer is going to be. You'll have a pretty good idea, and it could be weeks out from your launch with a pretty 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.