



JEFF WALKER'S PRODUCT LAUNCH FORMULA 2.0

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

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.

--- 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!

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."

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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.
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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).
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To get all the details, go to:
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http://www... /tax-sale.htm
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best regards,  
Jeff
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P.S.> Remember, all our subscriptions are covered by our  
Iron Clad Guarantee. You can read about it at:  
http://www... /tax-sale.htm
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----- 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 SAVED BY HIS TAX BILLING~~
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.