



JEFF WALKER'S PRODUCT LAUNCH FORMULA 2.0

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

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.

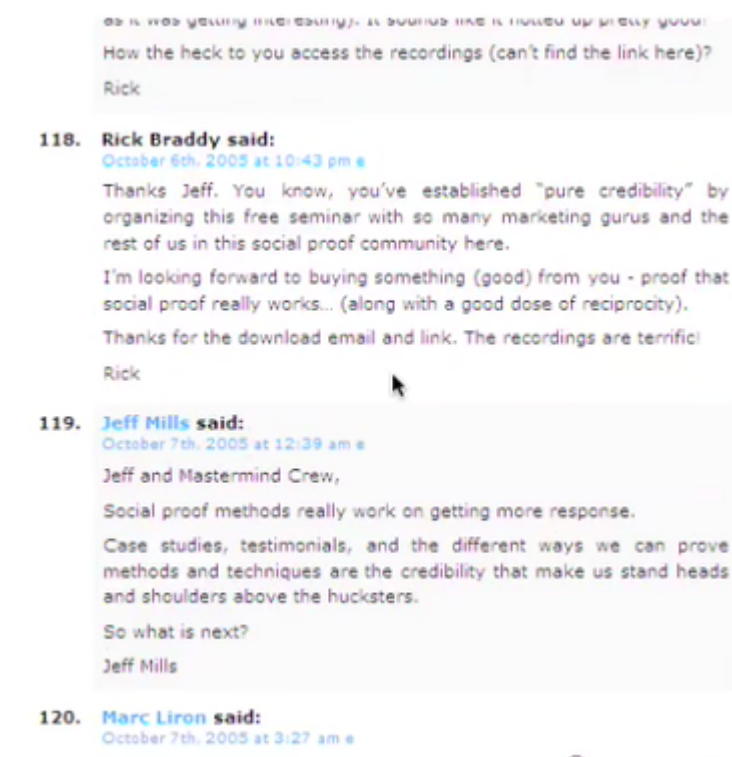
First of all, one of the things I did was what I call the social proof call. The social proof call was a teleseminar where I had five marketing experts talking about the trigger of social proof. At that time no one had ever really talked about before, so it was really cutting edge stuff.

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.

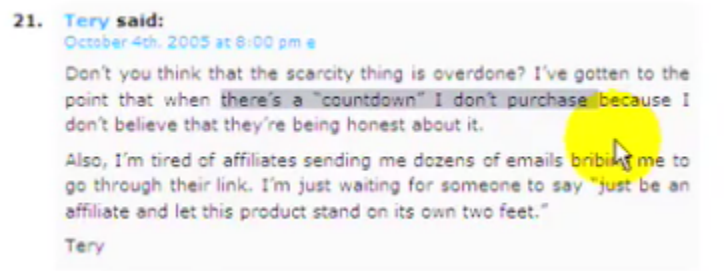
I published this video. If you saw what I did right off the bat, I took people to my blog and I started walking them through the blog. The first thing I did was scroll down and showed them that we had 121 comments. So what trigger is that? That is social proof. I'm showing that there is a lot of interest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

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	5	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.

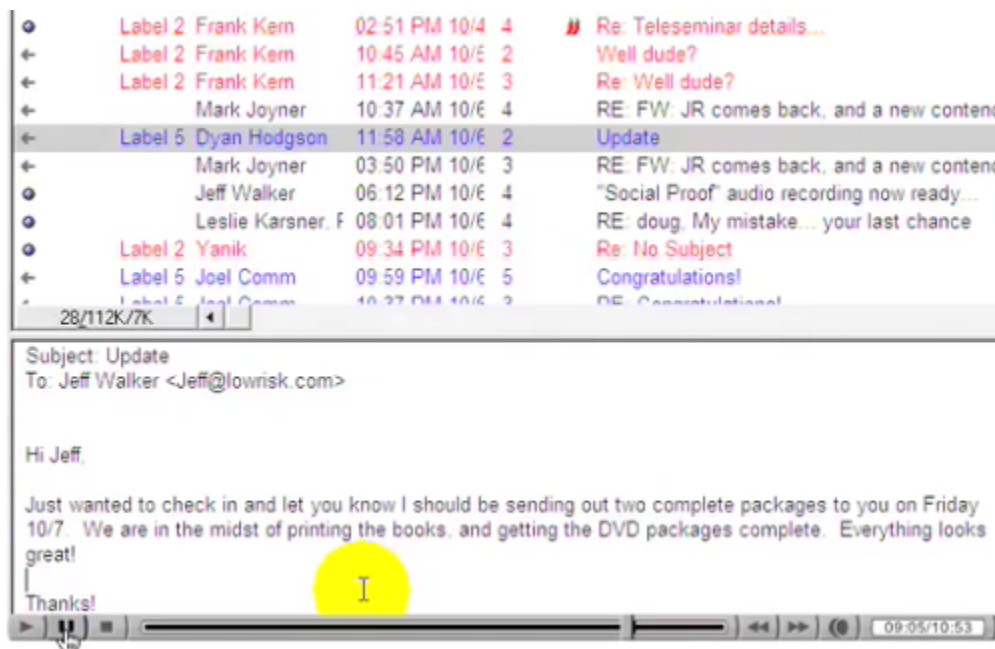
"I said, 'Tell me a little bit more about your product launch, your market, your target market, your promotion, how you put it together,' and so on. So Paul wrote back to me. Basically he had a list of baseball coaches, players and parents. So this isn't your typical Internet marketing niche. He e-mailed 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.

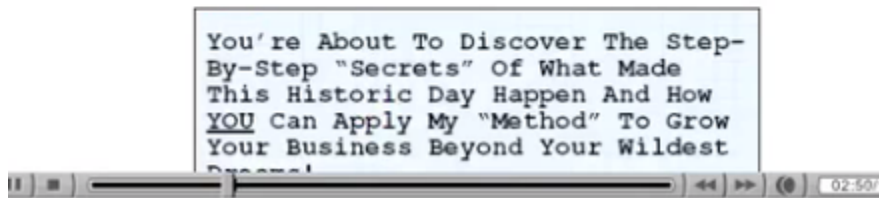
Special Report

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.

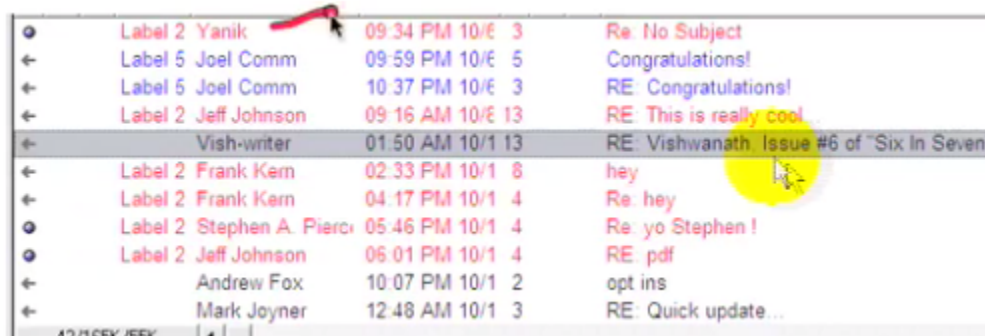
You can see how I built up tremendous authority by using this report that John Reese put out. I could have just written something about it. I could have put it in my sales letter that John said good things, but it is a lot more believable and authentic when I actually page through on this video and show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