



Module 2: The Pre Pre-Launch – The Critical Details That Almost Everyone Overlooks

Video 1: Identifying Your Product and The Market's Objections

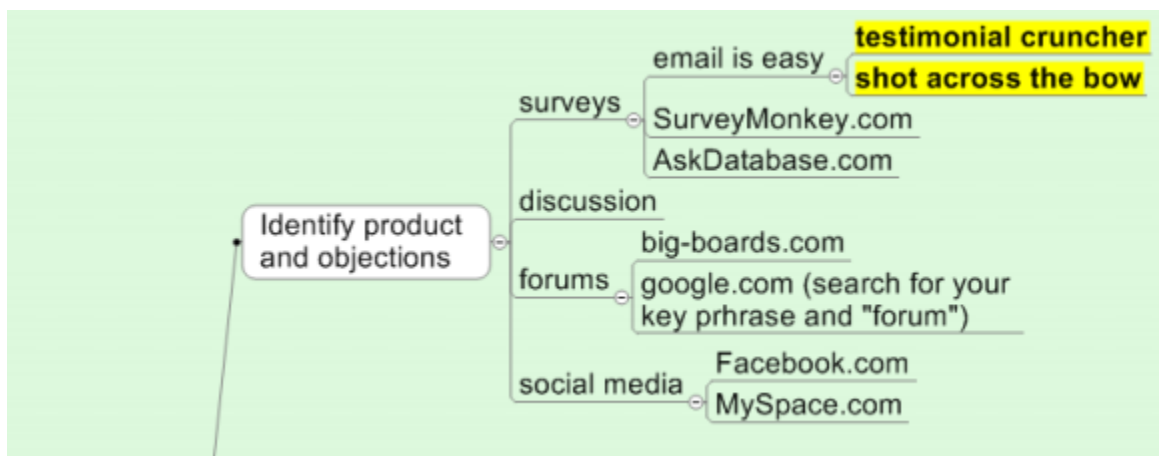


Let's get started right away with the pre-pre-launch. One of the main things you want to do in your pre-pre-launch is to complete the product. Most likely there will be some changes during your pre-launch so you may not necessarily finalize it, but you really want to nail down what your product is going to be, what the objections are in the market, and what you think those objections are going to be.

There are several important things you want to do in your pre-pre-launch, including build and/or warm up your list and build early buzz. This is even before things get going. If you're going to have a big JV launch get some pre-pre-launch buzz going to attract partners. If you're going to have an internal launch, you don't need to create buzz to attract partners, but it is still nice to start sewing the seeds for partners.

Another purpose for your pre-pre-launch is to identify your story. We worked on the story a little bit last week in Module One. Now we are going to take that homework and we are really going to work it into a story. This is the time to identify your timeline, the overall plan for your launch and your pre-launch content.

We are going to be covering a bunch of tools because some of these tools you are going to want to start getting set up now before anything else. This is the quick overview of the pre-pre-launch and now let's get to identifying the product and your objections.



This is one of the areas where a lot of people are just on the outside looking in on product launches. They don't get how really important it is to get the right product and identify the objections ahead of time. If you have a great product and a great offer, what I like to call a 'crushing offer', if it really matches what the market is looking for, and if you answer what the potential objections are, throughout the pre-launch, then you have a winner.

This is one of the classic approaches to sales. Basically, if you can take away all the objections, if you can overcome all the objections to a sale, then you have the sale made. We do that during the pre-launch, but we start it in the pre-pre-launch. The pre-pre launch is where we really start going after this.

These are the four main areas, main ways that I go about identifying and working on the product and the objections. Remember, the launch is about a conversation and this is really the pre-conversation. I create conversation through surveys and a general discussion. The discussion is a discussion with my list, through forums, and through social media.

Let's take a look at surveys. This is something that is important. There are three main ways to survey. Let's go ahead and start with e-mail. E-mail is the easiest one. That can be as simple as sending out an e-mail to your list and you ask them what they want and what they need.

Let me show you an example of that. This is just some text that I put at the bottom of a standard e-mail that I would send out to my list. It is very, very simple.

Finally, I have a question for you... if you could have a private conversation with me, what two questions would you would like to ask me?

Send me your question at jeff@xxxxxxxxxxx.com...

That's all for now, look for your next issue very soon...

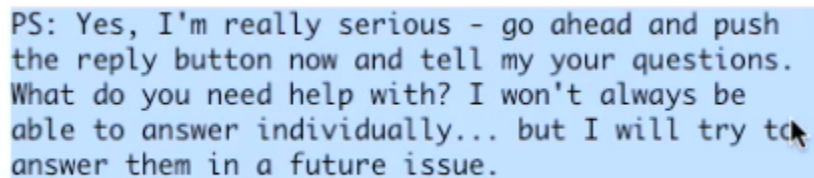
best regards,
Jeff Walker

P.S.> Please send me your questions - what two questions would you like to ask me? What do you need help with? I won't always be able to answer individually... but I will try to answer them in a future issue.

(Example) “Finally, I have a question for you. If you could have a private conversation with me, what two questions would you like to ask me? Send me your questions here and I give them my e-mail address. If they just hit the reply button in their e-mail program it will come right in to me. “That’s all for now. Look for your next issue.”

Then down here, the P.S. “Please send me your questions. What two questions would you like to ask me? What do you need help with? I won't be able to always answer your questions individually, but I will try to answer them in a future issue.”

In this case, I’m basically just fishing for general questions. If you have a more specific idea for your product, it often makes sense to give some hints here. This is just a real general question. This is a general conversation starter. I’m looking for some feedback.



PS: Yes, I'm really serious - go ahead and push the reply button now and tell my your questions. What do you need help with? I won't always be able to answer individually... but I will try to answer them in a future issue.

A lot of times, some magic text might be, “P.S. Yes, I’m really serious. Go ahead and push the reply button now and tell me your questions.” People will do what you tell them to do. When you actually say, “Go ahead and push the reply button now,” that can get a lot of response.

You can just say, “Tell me your questions. Yes, I’m really serious. Go ahead and push the reply button now and tell me your questions. What do you need help with?” You could do this as a different P.S. I wouldn’t use these two P.S.’s one on top of the other because they are basically saying the same thing.

You could either use this one or the other. These are really powerful. I’ve been using this one a lot lately, “Go ahead and push your reply button now. I really want to know. Let me know what you’re thinking.”

That last one was asking for interaction via e-mail. We were encouraging them to write back. This one is a little more focused and this one is going to send them to a survey. I actually featured this one in Product Launch Formula Version 1.0 and it's a great little piece here.

--- start email copy ----

Subject: Traders Update: quick announcement and a favor...

Hi there,

Jeff Walker here. We will be sending your traders update in just a little bit. But first I need to ask you a favor...

We are REALLY close to wrapping up our long-awaited trading manual. We will be releasing it in early January. But before we do, we have to ask you a couple of questions. Can you help us out?

You can answer the questions here (and get a little more detail on the trading manual) at this link:

<http://www...../question.htm>

thanks,
Jeff

This is for a trading course that I was publishing. Basically I just came out and said, "Quick announcement and a favor." I love that for a subject line. I put this up there because this is what they are used to getting from me. I often like to have a prefix for my e-mails so they instantly know what it's about. If they are used to getting e-mail with that prefix then they are going to open it. These are people that are paying a lot of money to get e-mail updates from me.

"Just a quick announcement and a favor." I love asking people for a favor in my e-mails because then you are relating to them. If you are

going to ask a favor it is almost like you are a friend, or you are an acquaintance, or someone they know.

“Jeff Walker here, I’ll be sending you a trader’s update in just a little bit, but first I need to ask you a favor.” This is actually what I liken to the first shot across the bow. That is the idea that this is the first message to them that there is something coming, the first inkling. The whole idea of this pre-pre-launch is to start to get the interaction going, it’s to warm them up, it’s to try to get the objections, and it is to try to get the product nailed down, but also to build curiosity and build some early anticipation.

At this point we are definitely not in a sales mode. It is great to be able to tell them and hint about stuff when you are nowhere near being in a sales mode. At this point you can’t be in a sales mode because you don’t have your product ready yet.

Here I just say, “We are really close to wrapping up our long awaited trading manual. We’ll be releasing it in early January, but before we do we have to ask you a couple of questions. Can you help us out?”

To me, it’s like when you are asking for favors and asking for things, it is part of the normal human discourse. Don’t be afraid to ask for favors, especially if you have a decent relationship with your list. You come out with something like this and it is building the relationship even though you are asking them for something. You’re not asking them to buy stuff. People are used to that being the only thing they get asked in their e-mails, to buy stuff. Here we are just asking them to do us a favor.

“You can answer the questions here and get a little more detail on the trading manual.” I did a little hook here. The hook is if you go take the survey, you can get a little more detail on this. Then I gave them the link and I like to use URLs when I can that are sort of explanatory.

In the question we’re throwing that idea out there. It’s a question and questions are all about curiosity and anticipation. It’s a subtle thing. It’s not like you are going to sell a ton of courses because you name your URL with “question.htm” but it’s just the little details.


I want to show you the survey that this URL would take them to, so I'm going to open up that survey now. This is Survey Monkey which is www.SurveyMonkey.com. I've been using this service for four, five or six years. It is not the most sophisticated thing. I just have a comfort level that it generally does what I want it to do.

There is a free version you can get. There is also a paid version which is about \$20 a month or something like that. If you click on pricing you'll get all the details. There is a free version and the free version is actually very usable. I can't even remember what the difference is with the paid version. I think you can get more people taking the survey. I have absolutely no idea. Just go check it out. There are other ones as well, but this is the one I use.

I'm going to take you inside so you can see the survey that I sent people to. Here we are inside the survey. This is the actual design form. This is not what people would see when they took it. It would look very similar, but basically, this is where you can add questions, edit questions, add questions here, and move stuff around.

Hi,

We are VERY close to finishing our long awaited Trading Manual.

We have literally been working on this for more than 4 years now... but we are finally going to wrap it up. We will be releasing it in early January. 

This course will be entirely focused on "Support and Resistance". It will include two printed manuals, eight audio CDs, and one computer based video tutorial CD... it is going to be a complete brain dump of everything that Mike and I know about "SUPPORT and RESISTANCE".

We are going to cover all the ways that we use to generate our support and resistance zones, and we are going to show you exactly how we trade those zones.

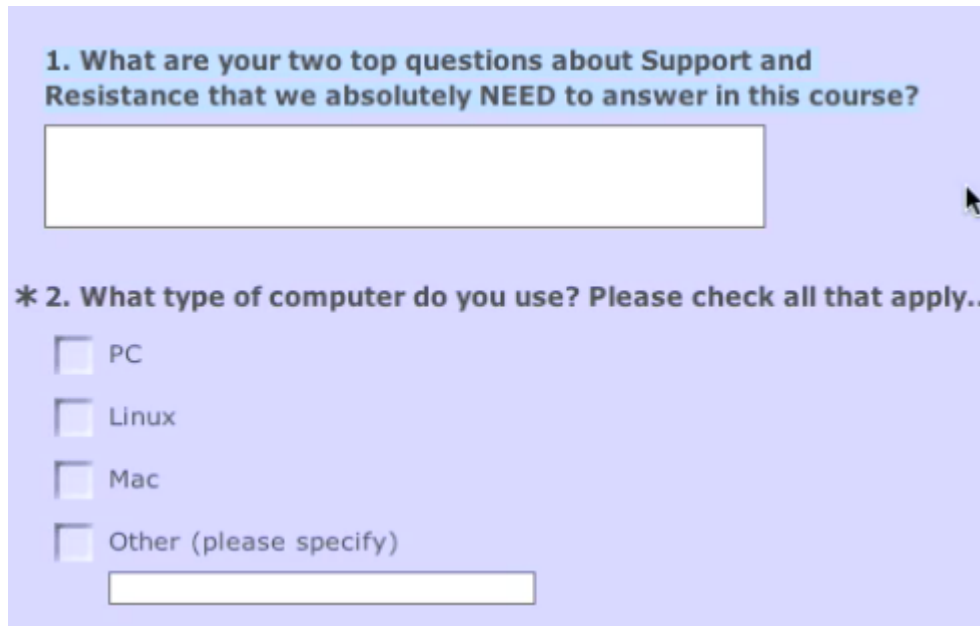
HOWEVER, we need your help. Before we finalize everything and send it off to the printer, we need to make sure we have covered everything.

That is where you come in... please take a few minutes to answer this super-short survey - there are only two questions we need you to answer:

Basically, this is the text they see when they come. It would look very, very similar. In fact, I can open that up. I'll click Preview here. This is what it would look like if they came in to take the survey. "We are very close to finishing our long awaited trading manual. We've literally been working on this for more than four years now, but we are finally getting ready to wrap it up. We are going to be releasing it in early January."

We are actually starting to build some of the early reluctant hero stuff. Just talking about how long we've been working on this thing actually helps build anticipation. "This course will be entirely focused on support and resistance." Then we tell them what it includes. We cover all the ways we use to generate our support and resistance zone, so this is basically building value. We are telling them what is going to be in it.

“However, we need your help before we finalize everything and send it off to the printer. We need to make sure we covered everything. What are your two top questions about support and resistance that we absolutely need to answer in the course?”



The image shows a screenshot of a survey form with a light blue background. The first question is: "1. What are your two top questions about Support and Resistance that we absolutely NEED to answer in this course?" Below this question is a large, empty white rectangular text box. The second question is: "* 2. What type of computer do you use? Please check all that apply..." Below this question are four checkboxes, each followed by a label: "PC", "Linux", "Mac", and "Other (please specify)". Below the "Other" checkbox is a smaller, empty white rectangular text box. A mouse cursor is visible on the right side of the form.

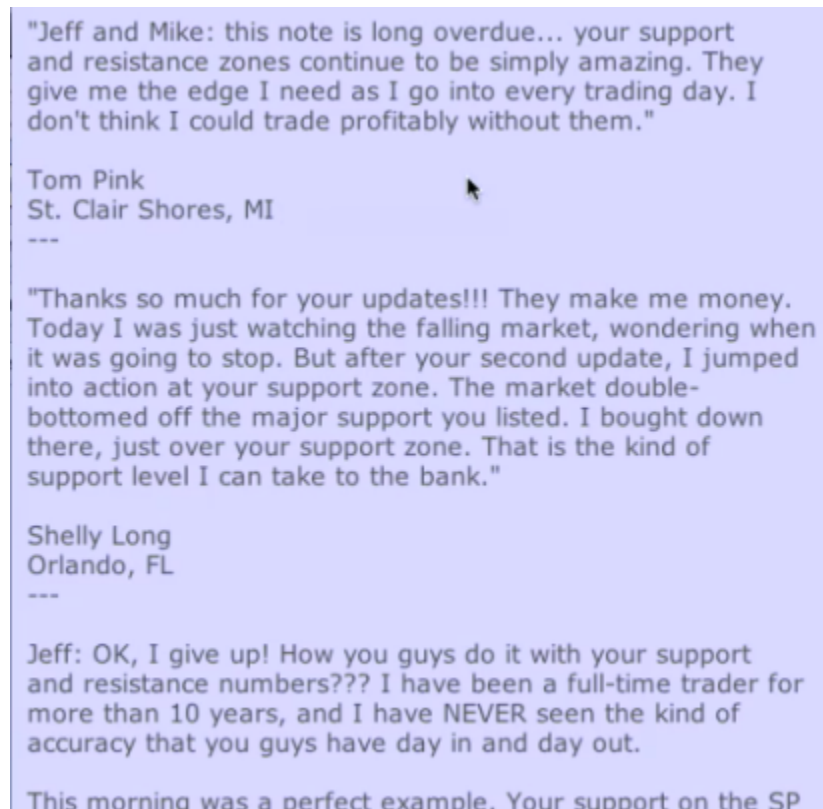
What we are going to end up doing is gathering objections here. At this point the course is mostly done, but you can always go back and add in more material as a bonus or just add another CD or print off another manual or whatever. It is pretty easy to add stuff in if you have any major holes in the course.

We didn't have any major holes in the course, so we were able to basically identify objections here. Then of course, I just wanted to know what type of computer they were going to use just to make sure the material we were creating was compatible. I'm just going to go ahead and select Mac. I'm just going to say Objection.

Someone would fill this out and then they would hit the Next button. "Thanks for your response. That's what we needed. If you want us to contact you as soon as the course is ready, leave your name and e-mail address below."

This is where the testimonial cruncher comes in. This is a very, very powerful technique. I'm going to show you a couple of ways I've used this. As soon as they enter their name and their information they see, "Okay, we've got it. Thanks. We'll be in touch." That's the end of the survey.

One more thing that is purely optional. This isn't part of the survey. "We have lots of raving fans, but since our Support and Resistance course is brand new, we don't have any testimonial letters from any of our raving fans. Perhaps you could help us out with a testimonial for the support and resistance zones that we publish every day. It doesn't have to be too involved. Here are a couple of examples."



Then I actually model some testimonials for them. If you want to get good testimonials you must show them what good testimonials are. The problem is that a lot of times people give you testimonials that are just like, "Oh boy, you guys are great," or, "Jeff, I love your course," or, "Boy, this is really great stuff," but those aren't really good testimonials.

The good testimonials are the ones that say, “Boy, Jeff, I took your stuff and I used it in my trading and I made a ton of money,” or something along that line. Here I modeled testimonials for them. I will tell you that I completely made these up. Nowhere in here did I claim that they were testimonials. I was just showing a couple of examples.

I never actually used these examples in my marketing; I just used them to show them what good testimonials look like. I would never in my sales process ever, ever, ever make up a testimonial. You can get in big trouble for that and it is simply dishonest and unethical. You do not ever, ever, ever want to make up testimonials. In this case I was just modeling testimonials to show them good examples of testimonials.

The next thing they see is, “Thanks so much for your updates. They make me money. Today I was just watching a falling market, blah, blah, blah.” These are the kinds of testimonials I want so I’m showing them the kind of testimonial I want.

Let’s step back and look at the psychology here. The psychology is that they were just on the page and we asked them what their top two questions were. Then they told me their top two questions. In this tiny little process I’m building a trust relationship with them because they gave me their top two questions and they told me about their computer. Then they hit the enter button.

At that point, if they are interested in the course, I ask for their name and their e-mail address. At this point they are two steps into this process. They are in this mode. They have their fingers on the keyboard. They are in the mode of filling forms out and this is the perfect time to come back and ask them for the testimonial, right?

There is something called the Zeigarnik effect, don’t ask me to spell it. It basically describes this part of our brain that makes us want to complete tasks. I just took them through two steps of the task and now I’m on the third step. So naturally a lot of people are going to want to fill that out to complete the survey. Even though up in the top I told them, “It’s done,” they will skim through this stuff and they’ll get

down here and read where I ask them to consider giving me a testimonial.

They'll say, "Yeah, I can give Jeff one of those." Now it is important to understand that even though we have never published a home study course, we never published how to do this stuff, we have been publishing support and resistance zones in the prior years. It is a piece of trading, a piece of the market. It is within these zones where the market might turn.

We've been publishing the Zones, but we never told people how we were going to publish the Zones. Now in this product we were going to show them how.

I thought, "Okay, I don't have any testimonials about me teaching people how to find those zones, but I could probably get testimonials from people that talk about how great my zones are." It's not a perfect testimonial, but it is pretty darn close. That's what I was going after.

6. Can you give us a testimonial about our Support and Resistance zones?
If you do, it may appear on our web page, attributed to your name and city.

Enter your testimonial here:

7. Your name:










8. Your city and state (or city and country):

I said, "Can you give us a testimonial about our support and resistance zones? If you do, it may appear on our Web page attributed to your name and city." I gave them a space to put their testimonial. I gave them a place to put their name and their city.

Of course, I already had their e-mail address from the previous page in case I needed to contact them about their testimonial, or to clarify or ask any questions. But I don't want to publish their e-mail address on my Web page because that is just inviting spam for them. It would be a more powerful testimonial if we did have their e-mail address on the page, but in this day and age, it is not a good thing to be publishing people's e-mail.

This is a testimonial cruncher. The idea is to basically take them through this survey. First of all, we're getting great information. We are getting their objections here. I personally wanted to know this just so I knew what kind of software I should supply them with, and if I needed to worry about Macs or Linux. This I was interested in. I was really interested in their objections. It is very, very important to get their objections, but if you can take it to the next step and get the full out testimonial cruncher right here, then all of a sudden, what you've done is built a process to get great testimonials.

Before I go to another example, let me just show you the types of responses I got. Now I'm in the Analyze Results section. I'm going to go ahead and click "To View." It opened up a new window. You can see when I actually tested the survey, but now we are going to go through it.

SurveyMonkey – Survey Results		
 Find	19. How can I determine that S/R has been tested fully, and that price is finally ready to reverse? How can I determine if the boys are running stops before they reverse price, and if so, how far they are running the price in the "wrong" direction?	Mon, 12/20/04 3:13
 Find	20. What tells me that support should hold and provide me with a good place to go long. In other words the reward of entering a long position is greater than the risk of support not holding. Reverse this for resistance.	Sun, 12/19/04 9:54 PM
 Find	21. What part does volume play in looking at support and resistance? Do look at weekly charts first before daily charts?	Sun, 12/19/04 8:29 PM
 Find	22. Succession of importance	Sun, 12/19/04 4:01 PM
 Find	23. how do you determine them What kind of visualizations such as candlesticks are the best ways to infer that S/R may be violated?	Sun, 12/19/04 1:19 PM
 Find	24. Methodology used in tabulating Support and Resistance. Are the S & R equally applicable to all time frames weekly and daily as well as interday? Will the user be able to use your methodology to arrive at the same S & R numbers? Are the S & R numbers equally accurate for all markets or primarily the financial markets?	Sun, 12/19/04 1:02 PM
 Find	25. How can I come up with sup/res in an objective manner and how can these zones be traded (i.e. entry, exit, scale-in/out, pyramiding)	Sun, 12/19/04 11:02
 Find	26. Over time support and resistance actual strength values increase and decrease depending upon number of shares outstanding, splits and volume at the trading zones. Do you account for market appreciation/depreciation of the dollar in the forex? Do you update the support and resistance level strengths? Can you evaluate sector contribution to future market moves?	Sun, 12/19/04 6:32
 Find	27. How to determine the highs and lows for the next day using both price and time. How to determine if the next day will be a trending day or a consolidation channel.	Sun, 12/19/04 5:08

This is where I was asking them the top two questions. Basically, we can go through and see what their objections are. Here is a good one:

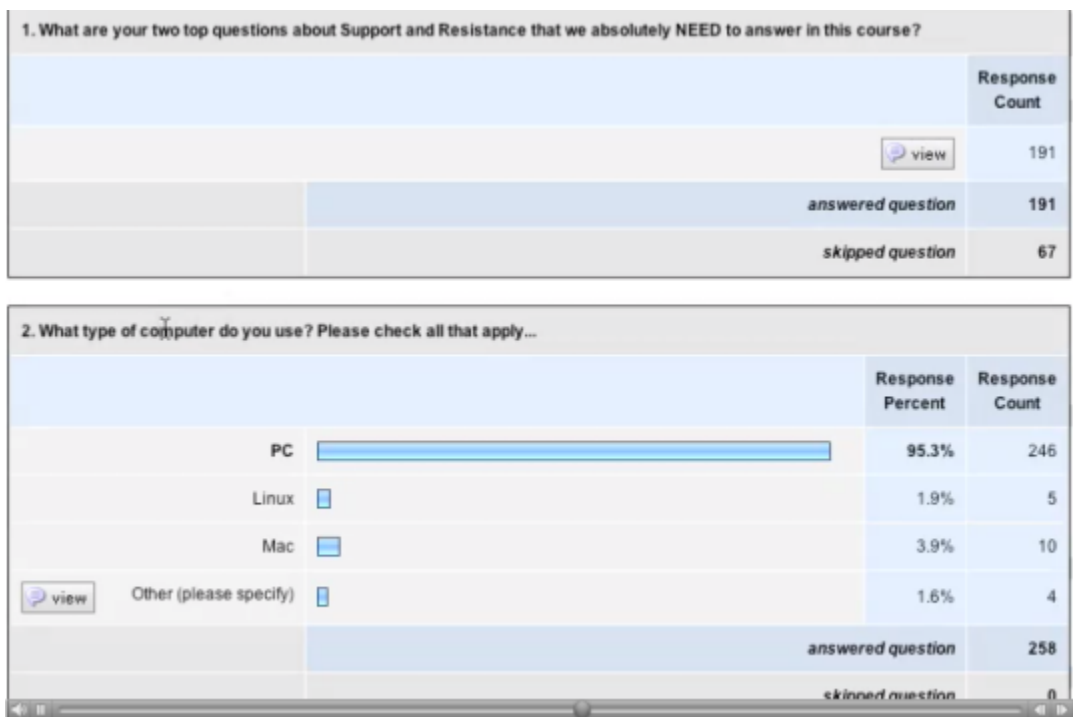
“How can I determine that support and resistance has been tested fully and that the price is finally ready to reverse? How can I determine if the boys are running stops before they...?” This is about how to use the stops, or how to use the support and resistance.

Here’s another one: “Which zones are going to hold?” Another one is they’re worried about how to actually use them, how to tell which zone works.

“What part does volume play?” Someone is really worried about volume. The methodology – people want to know the exact methodology. How zones change over time. We have all kinds of responses in here. People want to know about timeframes. “I’m new to this. What is your key indicator to determine whether to take a position?” How to calculate the zones; how to distinguish when the move has stalled.

I know that for most of you this is just Greek here; “Okay, what are those guys talking about?” But this basically gave us fantastic information. I took some of the text straight out of here and actually used it in my sales letter. The responses went on and on. It was fantastic information with lots of very detailed questions.

This tells you what people are worried about, and also if you’ve missed something in terms of your product. Then you can go and add it into your product. These are the types of results you get.










Let’s take a look at the old testimonial cruncher portion of this. Before I move on, a little bit more data here. You can see I had about 258 people come to the survey. 191 answered this first question about the top two questions. 258 answered the question about what type of computer they used, because I made that mandatory and everyone had to answer that.

If we go on to the next page, of the 258, 200 of them gave me their name and their e-mail address that said they showed further interest in this course. If we go to the third question, 55 out of the 258 actually gave me testimonials. If you think back to the first page, 191

actually gave me their two questions. Of the 191, 55 actually gave me testimonials. That is more than 25% that actually followed through and gave a testimonial.



I will tell you that one survey was created for my clients. It wasn't created for prospects. I actually split out the survey so I sent prospects to one survey and clients to another survey, because I wanted to keep the data separate. So 55 of these people actually filled this out and gave a testimonial.

 Find	1. I think your accuracy is very good. I think I need a tutorial so I can make the best use of your information. This new publication could be just what I need..	Sun, 12/26/04 3:10 PM
 Find	2. AWESOME information! It's like they have a "crystal ball"	Tue, 12/21/04 1:37 PM
 Find	3. I continue to be happy that you remain accurate in your support and resistance positions. I use your service after the fact in the delayed mode and it aids me in looking at the big picture towards future moves. I have been using your delayed service on and off for over three years.	Sun, 12/19/04 6:38
 Find	4. bbbbb	Sat, 12/18/04 6:59 PM
 Find	5. I do not have the experience as yet to rate, or evaluate the "the good, the bad, and the ugly."	Sat, 12/18/04 2:18 PM
 Find	6. your support and resistance lines are amazing. They are like a roadmap to the future.	Sat, 12/18/04 1:25 PM
 Find	7. YOU HAVE TAUGHT ME MORE THAN ANYBODY EVER COULD. MY WHOLE OUTLOOK ON INVESTING HAS CHANGED.	Sat, 12/18/04 12:52 PM

Let's go take a look at the testimonials. This one is a lousy testimonial. "I think your accuracy is very good." That is just not a good testimonial. The fact is you are not going to get all good testimonials. You're looking for six, or eight or ten.

Here we go, "Awesome information. It's like having a crystal ball." That is a very good testimonial. It's not perfect, but it is very good. I'll tell you what, it's been a long time since I wrote that sales letter, but I'm willing to bet that I put the words 'crystal ball' in the sales letter. That is good sales copy.

Here's another good one: "You've taught me more than anybody ever could. My whole outlook on investing has changed." That's pretty good. It's still not a great testimonial.

-  Find 16. I am truly amazed at the (almost) pinpoint accuracy you have in your forecast of daily SUP and RES levels. No one gets it right 100% of the time, but you're consistently closer than anyone I have ever seen, and frequently exactly on the mark. David Culpepper Saratoga Springs, New York Fri, 12/17/04 9:03
-  Find 17. I have been a full-time trader for more than 4 years, and I have NEVER seen the kind of accuracy that you guys have day in and day out. how do you guys do it?? Fri, 12/17/04 8:20

Here we go, this looks pretty good. "I'm truly amazed at the almost pinpoint accuracy you have in your forecast of daily support and resistance level. No one gets it right 100% of the time but you are consistently closer than anyone I have ever seen, and frequently exactly on the mark. I have been a fulltime trader for more than four years. I've never seen the kind of accuracy that you have day in and day out. How do you guys do it?" That's a good testimonial.

You can see how this works very, very well. Again, you're only looking for a few good testimonials, but this is a great way to get them. Of course, we had hundreds and hundreds of others that came in from our prospect list because our prospects could actually see these numbers as well.

This is how, even though the product was brand new, and we'd never taught this whole idea of how to find support and resistance, we'd actually used a similar product where we had published support and resistance. I hope this isn't shading things too closely for you, but if you can't get testimonials about your product, you can often get testimonials about you. That is the bottom line.

The best testimonials are about your product, about how people actually used your product, and that they did really well with your product. Often times if it is a new product you can't get that, so the next best thing is to do a little mini-launch and get some clients. Teach them and help them achieve success, and then be able to show their success.

If you can't do that either, then the next best thing is get testimonials about yourself. If you can't get them about your product, get them about yourself.

Now I want to show you another example, in a different market, of how I did something very, very similar.

I want to show you something very similar that I did in a different market with a different list. This time it was for the launch of Product Launch Formula 2.0. This is an e-mail that I sent to my Product Launch Formula Version 1.0 owners.

OK, it's time for the final-final uber-bonus for
PLF 1.0... and it's the:

-- PLF Owner's Inner Sanctum --

IMPORTANT: in order to qualify for this bonus,
you need to fill out a very short survey. Here's
the link to the survey:

<http://>

OK, here's the TWO PART bonus:

PART ONE: I'm going to invite you to look
"over-my-shoulder" during this launch. I will be
doing at least one teleseminar during my
prelaunch, to explain my strategy in real time.

In other words, you are going to get to peak
inside a major Internet marketing launch.

I'm actually hoping to do more than one

I had all these people who had Product Launch Formula 1.0. I kept my relationship up with them over the years by giving them lots of really cool extra bonuses. Now it was time to start moving them towards Product Launch Formula 2.0.

The subject line is, "PLF: Extra Bonus #32." Again, I've told you that I like to use prefixes, not all the time, but basically I use this just for my PLF owners. That way, when they see that thing come in, they know it's from me and they know it is intended just for my owners. Generally, I'm giving them something cool like another extra bonus.

It starts off, "It's time for the final Uber Bonus for PLF 1.0 and it's the Product Launch Formula Owners' Inner Sanctum." Right here I am basically saying, "It's the final, final bonus." It plays on the fact that I've given them lots of bonuses over the years. Remember, one of the things we do is warm our list. We warm our list when we are coming up on a launch.

So how do I warm the list? I warm the list by giving them another bonus and by reminding them that I've given them bonuses over the years. I'm going to give them the PLF Owners' Inner Sanctum. I go right for the jugular right off the bat. "In order to qualify for this bonus, you need to fill out a very short survey. Here is the link to the survey."

Sometimes I'll do this in an e-mail where I'll actually give them the link right at the top if I can give them a real short reason why, and a good reason to go click on the link. With my Product Launch Formula owners list, where I have a strong relationship with them, especially this list, I feel like I can go with this strategy of giving them a link right at the top.

Of course, that is nice because if you are going to write 300, 400, or 500 words of text and then a link, then you really have to nail it with that text. I think I'm pretty good at writing these e-mails, and I'm up for that. Sometimes I'll even write 600 or 700 words before I give them a link. If I can get away with telling the story or giving a reason why, quickly, in a few words and then giving a link, then I like to do that.

I generally have two theories or two approaches to e-mail. One is to get a link at the top, another link part of the way in, and then another link in the P.S. That's one way. The other way is to take them down 300 or 400 words and then give them a link. Usually I'll do a link, another 30 words, link, and then I'll do a link down at the bottom. That's the general recipe that I use. I like to get a link and a P.S. I like to get two links in the body. If I can work it out, I give them a quick reason why and then hit them with a link. . I like that model.

This is your "application" for the "PLF Owners Inner Sanctum".

It's not much of an "application" because everyone will be approved by me if you meet these two simple qualifications:

1. You are a PLF Owner.
2. You fill out this application completely.

That's it... and remember, as part of the Inner Sanctum you will get to participate in AT LEAST one teleseminar where I give you the insider's "behind-the-scenes" look at how I am rolling out PLF 2.0.

This is your first ever chance at a peak behind the curtain of a major "Jeff Walker" launch.

So fill out this entire survey (it's short) and join the inner sanctum.

ONE MORE THING: to be in the PLF Inner Sanctum, you must agree to keep this material confidential until AFTER I launch PLF 2.0. I'm going to be sharing some stuff that is rather sensitive... and I don't want it out in the public until after the launch. So if you can't agree to keep this stuff under your hat, please don't apply for the Inner Sanctum.

best regards,
Jeff

Anyway, I tell them, "To qualify for the bonus you have to take the survey." It tells them right up front what they have to do to get the bonus. In other words, I'm giving them incentive to go take the survey. Here I tell them a little bit more about the bonus, then I lead them down and give them another call to action there.

Let's take a look at this survey that I put together. This is what the survey looks like. The title of the survey is "Application PLF Inner Sanctum." In it, I basically tell them what they get for taking part of this survey. Then I ask them for their name and for their e-mail address, It's very, very simple. I give them a description of the bonus..

* What are the most important things I need to cover in PLF 2.0?

[Empty text box]

Add Question Here Split Page Here

Edit Question Move Copy Delete

* I am considering releasing PLF 2.0 as an "online course" or "mentoring program"... what should I include in that type of course? What would be most impactful for you?

[Empty text box]

Add Question Here Split Page Here

Edit Question Move Copy Delete

* As I mentioned earlier, as a member of the "PLF Owner's Inner Sanctum" you're going to get a crazy deal on this... but what do you think I should charge the general public for this type of mentoring program?

[Empty text box]

Let me click over to the next page. Page two – “Remember there are no wrong answers. Everyone will get in the Inner Sanctum if they complete all the answers.” So here’s the first question: “What are the most important things we need to cover in PLF 2.0?”

Remember, these are Product Launch Formula owners. This isn't perfect information. These are people that already know me. They have already been through the first course, so they are not the ideal prospect. I mean, I am selling to the general world out there. I'm also selling to these guys, but the general prospect world, that haven't been exposed to me, my teachings or my material, they are going to probably have different questions and different areas of need than my original Product Launch Formula owners. Still this is good data. It is going to tell me where the market is, and what people are thinking.

“What are the most important things I need to cover in 2.0? What should I include in the course?” I'm asking more questions here because these are people that I have a relationship with, plus they have an incentive to go through this. I told them they were going to get in the Inner Sanctum if they complete this survey.

“As I mentioned earlier, as a member of the PLF...” Okay, here, look at this. “As I mentioned earlier, as a member of the PLF Owners Inner Sanctum, you are going to get a crazy deal on this, but, what do you think I should charge the general public for this type of mentoring program?”

In general, I don't like to survey on price because I don't think you tend to get very good results. But I have these people running through this survey anyway. I knew they would take the survey. So I figure I may as well throw this question in there. Plus I have told them, “You're going to get an upgrade offer.” I did give a very nice upgrade offer, in the end, to the people who were already Product Launch Formula owners.

I said,, “You're going to get a great upgrade offer, but what do you think I should charge the rest of the people?” I got some great data back from there.

* Have you done a product launch yet? If so, can you give details... what type of product, what type of niche, price point for your product, your sales results?

Add Question Here Split Page Here

Edit Question Move Copy Delete

* What has been your experience learning from me (Jeff Walker)? How has it helped you and enhanced your business?

Add Question Here Split Page Here

Edit Question Move Copy Delete

* Please tell me your overall impression of the Product Launch Formula course...

The image shows a screenshot of a survey form with a light blue background. It contains three questions, each followed by a text input field. Between the questions are two sets of buttons: 'Add Question Here' and 'Split Page Here'. Below each question is a set of buttons: 'Edit Question', 'Move', 'Copy', and 'Delete'. A mouse cursor is visible over the second question's input field.

“Just a few more questions. You’re inside the Inner Sanctum. Have you done a product launch yet?” What am I doing here? I’m fishing for more testimonials. “Give me the details of your product launch.”

“What’s been your experience learning from me?” Again, I’m fishing for testimonials. “Please tell me your overall impression,” I’m looking for more testimonials, with this question.

“What’s been your experience with my follow-up?” Here I’m going for testimonials, but also, I’m getting them to reflect back on my follow-up which was frankly better than anyone in the history of Internet marketing. I gave them all kinds of great bonuses.

Basically, I walked them through this process.. “Do you agree to keep the pearls I share as part of the Inner Sanctum confidential?” It’s building up. First of all, I didn’t want them going out and blogging about what was coming. If I was going to let them look over my shoulder and see some of my plans for Product Launch Formula 2.0, I didn’t want that getting out and everyone blogging about it and e-mailing about it. I wanted to keep it in-house.

This also creates a feeling of community. If we have to keep this thing close and tight, and I don’t want you sharing this with other people, then it is like we’re creating a little family, the “inner sanctum,” right? That sense of community also helps build your launch.

Then I asked them if I could use their material in my marketing. I got some great, great testimonials. The interesting thing is I ended up never using any of these testimonials because I had so many fantastic case studies. I had great video case studies, so I just didn’t need these testimonials. I ended up not using them, but it just never hurts to gather testimonials. There could have been a time in my launch, where I might have thought, “Oh boy, I need to publish something.” Then I could have put together 30, or 40 or 50 testimonials, and I got tons of great testimonials from this.

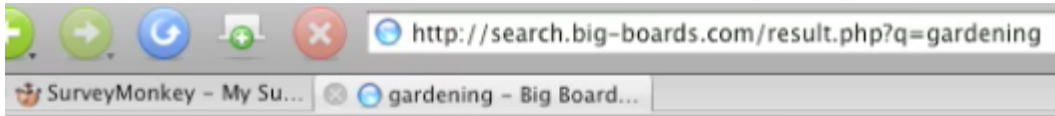
Also, I had a lot of people who did great launches and I could have gone to them and actually done case studies with them. Case studies are better than testimonials.

That basically covers how to do a survey. You saw how I did it via e-mail. You saw testimonial cruncher, the initial shot across the bow, this idea that something's coming. You saw how I put out that first e-mail, "We're finally getting ready to do this." Then this last one that I did just for Product Launch Formula Version 1.0 owners. I asked them to keep it confidential. Now they know something's coming so they're not going to let it slip, the idea that PLF 2.0 is coming, that it's going to be out in the market.

I showed you how we used Survey Monkey. It is very, very easy to use. www.AskDatabase.com is another one. For some reason I haven't used it very often. It does have some really nice capabilities though. Some of the things it does better than Survey Monkey, so you might want to take a look at that one. They probably have a free trial.

Okay, we covered ways to identify the product and objections. We started with discussion. By that I mean your ongoing discussion with your market. I talked about that in the Strategy portion. You always want to be encouraging discussion. You want people to write back to you via e-mail, or making comments in your blogs.

Another area we talked about is in forums. You can find forums for your topic or your niche. If you go to www.Big-Boards.com and just do a search. If it is growing big tomatoes, you can probably just search on gardening in there. Let's pull that up really quickly.



Searched for: **gardening**

Boulder Ponds
Build A Peaceful Oasis Right In Your Own Backyard. Call Us Today!
www.boulderponds.com

Pond Waterfall
Complete Pond Retail Center Waterfall Expert - Denver
www.WaterfallsByFox.com

Home : **Gardening** (5)

 Home @ Our Little Universe
Home and **gardening** forums
<http://home.ourlittleuniverse.com/>
info - stats

forums matches

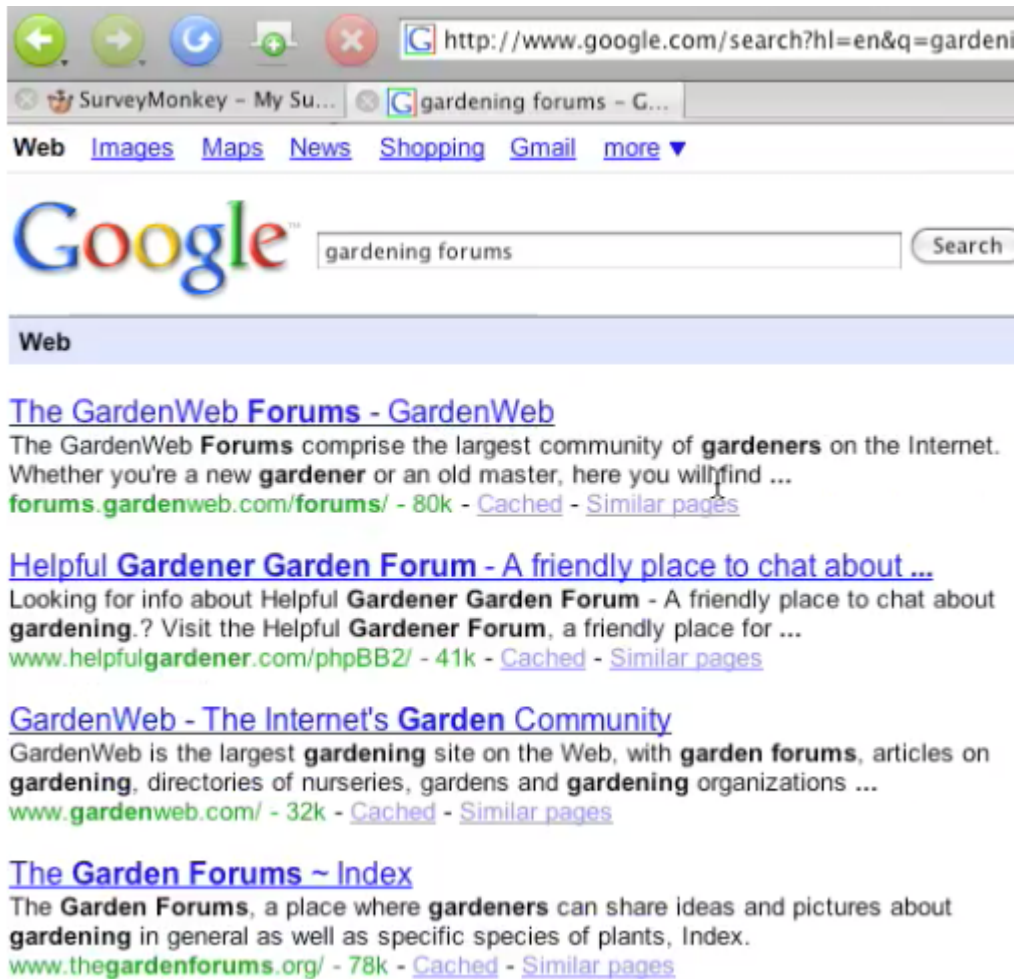
from Do it
Gard

from Hip F
Gard

from Boart

Here we go. It is www.Big-Boards.com, so if we're going to search 'growing big tomatoes' there is probably not anything under 'growing tomatoes,' I'm betting. There we go, there's not really anything there. We do have 'marijuana growing,' but how about if we just say 'gardening.' There we go. We have a winner. You can find a gardening forum there.

How about if we said 'guitar' if we were all about learning guitar? There are a whole bunch of them for 'guitar.'



The other way you can do it is if you go to Google and you type in 'gardening forums.' There are a whole bunch of listings there. So Google is better than www.Big-Boards.com in this case. Let's Google 'guitar forums.'

Topic Title	Replies	Views	User
Can i buy single guitar strings?	7	66	heyman321
Need p90 recommendations.	7	68	77in82
Name this Charvel	7	123	dreamevil
need help figuring out a song	10	99	mrmooz
Strap Locks	20	171	yamahasoldier
Back from town with my new axes	7	66	floydfan
floyd rose??	11	87	jdevo01
Post Your Gear Thread!!!!	166	5,733	TheBends

The way you use forums is to go into the forum and search. You can go in and if you're doing a course on acoustic guitar, you can go in and surf around and see what types of questions people are asking or what types of issues they are having. This is great market research. It is really easy to waste time in the forums, but it is a great way to do research.

You can see the number of views. You can see what the hot points are for people if you look at which posts are getting the most views. The hot points are probably 'sticky' so they stay up there all the time and they have tons of views. If you go further down on the page you can see people are interested in guitar pickups. I'm sure there is a way you could page through all that information.

There is usually a lot more information on electric guitars. In this forum you can also start to see that people are interested in posting their gear for sale. That has a lot of views. I'll keep on checking out the forum. . Here's a post for sale, for a strat (electric guitar) probably with modifications; also the double neck guitars are getting a lot of views.

You can start to see not only what topics are hot; everyone wants to know about the best guitar here. It has 342 views. Not only can you see what the hot topics are, but also what are the words in the hot topics that get people's attention. That's a good way to see and also copy what gets people's attention in your market, your niche.

It is a sort of clandestine way of figuring out and getting in touch with your market quickly. So forums can be great for market intelligence. You can even go in there and create your own threads if you don't see anything. You could go to that gardening forum and put in a thread that says, "I'm creating a product about growing big tomatoes. What do I really need to cover?"

You can leave out the section about the product and start a new thread and ask, "What are your top concerns and questions about growing tomatoes?" Now you have started a new thread. This is great market research.

Social media is another great place for gathering market research. I'm going to talk a little bit more about social media in the Early Buzz section so I don't want to get into it too much now, but that's just another place where you can do market intelligence.

Video 2: Building Buzz And Warming Your List Before Launch (screens being added shortly!)

I want to move on to building and warming your list. In many of the earlier steps, you could see there were also elements of warming up your list.

How do you warm a list? How do you build and warm a list? The way you warm a list is by sending them great content. It's that simple. You send them content; you send them bonuses. Just start sending great content and cool stuff two or three weeks before you get into pre-launch.

We have already talked about surveys. In and of itself, by writing to your list and asking them questions, you are paying attention to them. Giving them your attention, in and of itself is a way to warm your list, plus you are involving them in the design of the product. People like that.

In the Market Intelligence discussion, I talked a little bit about the whole idea of a shot across the bow. Let me give you a couple more examples of how I've done that.

The shot across the bow is basically the idea to letting your subscribers know that something's coming. It starts to build anticipation and curiosity. . I brought this up when I discussed my trading course and we went through this pretty much step by step.. It basically just told them that something was coming and we were a month away or some general date. That was just a friendly, "Boy, there is something coming." There was no sales pitch. There was nothing like that at all so it didn't give them a chance to get defensive whatsoever.

Let me discuss another one I did. This one is quite a bit longer. This is one I did for my high end Product Launch coaching program. The subject line is, "PLF," again, I like that prefix to let them know this isn't to my prospects, this is actually to my PLF owners. "More Bonuses and Being Stuck."

I told them about the bonuses. It's always nice to give them good, friendly, warm news before you start to pitch them on anything. I talked about the bonuses and where they could get the bonuses. Next is the shot across the bow, on being stuck.

“Okay, I will admit it. I've been a bit stuck for the last couple of weeks. You see, it's almost time for my next big thing and it frankly scares me.” This is a little bit of the reluctant hero, “Boy, I know people really, really want this thing. They've been after me to give them this thing, but I really enjoy my time.” For some reason you really don't want to do it, but now you're going to decide to go ahead and do it. That's the reluctant hero. I've used that in just about every market I've ever been in. It works really, really well.

These stories are always best if they are based in truth. The reality is, for the most part, I'm out here in Colorado and live in a beautiful spot. I love to do all kinds of things outdoors. I love to hang out with my family. Frankly, a lot of times it is easy for me to not work and just get in this mode of moving along, letting my business putter along and make me some money, and not go and do huge projects.

This idea of the reluctant hero was very much grounded in fact. It is very easy for me to tap into that feeling. Anyways, I continue on, “A couple of weeks ago I was in Las Vegas for a mastermind with the gang: John Reese, Frank Kern, Yanik Silver, Jeff Johnson, Jeff Mulligan, Jason Potash and several others.” This is authority and social proof. I'm hanging out with these guys. If you don't know them, they are all some of the big name gurus in the internet marketing space.

That's some authority and some social proof right there.

“These guys were relentless. They kept pushing me to get over it and just go ahead and release it.” This is more of the reluctant hero. I didn't want to do it, but my buddies keep on pushing me to do it.

“This is something that's going to require a huge amount of work for me, and that's what scares me, which is why I'm still only 80% sure I'm going to do this. I'm not going to give you all the details until I'm sure it's a go, but I will say this, 'It's going to revolve around what I

really love to do: follow up with my Product Launch Formula owners.’ In effect, it’s going to be a small coaching program, one that’s small enough that we get to know each other. It might even develop into a meta-mind.” That’s a term for a large mastermind group, say 35 to 60 people.

“At this point I think it will only be available to PLF owners. You’re going to get the chance...” Here I am giving some basic pitches. It’s going to be small, it’s only going to be available to PLF owners. It’s going to give you a peek over my shoulder and it is going to have a lot of interaction with me. It’s lots of work for me and lots of interaction.”

The interaction is a real hook and “the work,” I’m just setting up the reluctant hero bit. Here is more reluctant hero talk. “The last part is particularly scary for me. I love to talk to PLF owners, but I guard my time very jealously.” Right here I’m starting to set it up. “Of course, this is not going to be for everyone. I’m going to warn you right away that it will be very expensive.” I actually thought about writing ‘insanely expensive’ but decided it wasn’t quite that bad.

“I’m working out the details on this which is why I’m feeling stuck. By the way...” The whole idea, up here I told them I’m stuck, and I’m stuck because I’m thinking about doing this. I can’t decide if I should do it. That is straight textbook reluctant hero stuff.

Back down here, “By the way, since you folks know all my pre-launch tricks, I’ll say this right now. This is an anticipation play. If I decide to do this then it will happen very fast. I’m dead serious about still trying to make up my mind. The idea has me incredibly excited and energized, but the amount has me terrified, that’s why I’m only 80% sure. You will know more when I know more. In the meantime, here are some gifts.” The gifts are more case studies. The case studies continue to warm the list and that is reciprocity.

This is just sort of some touchy feely, “aw shucks,” stuff and relationship building. “I’m nearly always full of ideas about where I’m taking my business. I never have a problem with staying motivated, however sometimes I think all of us can get stuck. That’s where I’m at right now and I positively hate this feeling. The good news is that I

know it will pass and I know that the best antidote, at least for me, is physical exercise and just going ahead and making a decision.”

In the story I talked about the idea that you might be a lot like me, or I think we're a lot alike, or I think I might be a lot like you. Here is sort of a connection point, because everyone has had that feeling of being stuck. And I really was stuck at this point. I really was wrestling with this thing. I thought this is a great place to make a connection.

Often with a P.S., the standard thing was to restate your offer. Frankly, I don't like to necessarily do that. Sometimes I'll do that, but there are a lot of other things that P.S.s are good for. In this case, relationship building is one of them. That's what I'm doing here. It's a connection point.

Finally, another P.S. telling them to go check out all the great bonuses “I've been giving you forever”, which is just another little reciprocity play..

Let's look at another one now. This launch is Brian Sacks' Birthday Bash, a launch I did for Brian who has become a friend of mine. His market was loan officers, so you are going to see a lot of similarities between this and the last one I just showed you.

Again, “I'm a bit stuck.” Actually, the product was the DVD recordings of an event that had happened several months earlier. “I'm a bit stuck. You know I'm normally a high energy upbeat kind of guy. I have to admit that I'm a bit stuck. My longtime readers remember last February, instead of having a blowout 40th birthday, I threw a huge birthday seminar in Miami for all my readers. We had 731 loan officers show up from around the world. That Birthday Bash created a huge buzz.”

What's one of the best ways to create buzz? One of the best ways to create buzz is to talk about buzz. It creates anticipation for buzz. That's what we're doing here. We're trying to create some anticipation. One thing I need to point out here is that some of the stuff I'm showing you here gets pretty darn close to pre-launch.

There is a somewhat fuzzy line between the pre-pre-launch and the pre-launch. This is definitely a shot across the bow e-mail.

Is the last one I talked about, the shot across the bow e-mail, part of the pre-launch? It just depends on the timing. If it's two or three weeks out from your really strong pre-launch, then it is pre-pre-launch. Don't get caught up in the definitions too much. The first interaction is generally this type of an e-mail where you are just sort of hinting that something's coming. You are not really giving them solid dates yet.

Anyway, we mentioned the big buzz from the live event. We talked about people asking to get the video recordings, the audio recordings, and turning them down. "You see, I've always felt a little protective about that event. It was a once in a lifetime event. Yada yada." What's that? That's the reluctant hero. "I've got this thing, but I've been protective about publishing it or letting it out."

"But lately the requests for the recording of the seminar have seemed to reach a crescendo." This is classic reluctant hero. "I've got this thing. I wanted to hold it back, hold it tight, play it close to my vest, but there's been such a demand. Well, I guess I'm going to put the thing out. I decided to do a very limited release of the recordings. This is the part where I'm stuck. Now we have some timing issues. I'm leaving the country for two weeks. When I get back I'm going to be focused on my big seminar the first week of December."

One of the things we're doing here that they don't know about yet, the seminar in December is a high-priced event and we're actually going to throw in free seats for that if they end up buying this set of recordings. What we are actually doing is just putting this idea in play that this event exists.

If people were on the list they would have already received e-mails about this, but since we're going to be giving away the seats to this event for any buyers, we just want to put that in play and get that in their mind. It will kind of connect these recordings with that event, even if it is only the most minor way here. We'll start to tie them closer and closer together as we get closer to the launch.

“If I’m going to get the recordings out, I have to do it right away. That might not sound like a problem, but this is a huge package.” We’re already starting to build value. It’s a huge package. We’re talking about all this stuff they’re going to get. Without pitching them, we’re just mentioning all this stuff they’re going to get in the context of, “Boy, we’re making this up. It’s such a burden for us to make this up.”

It’s not, “We’ve got a huge package and you’re going to love it.” Instead it’s, “We’ve got a huge package,” but we’re mentioning it, by the way, because we have to put the thing together.

“Right now I don’t know if I can pull this thing off.” This is the reluctant hero voice. “In any case, I’ll be making my decision in the next few days. Sorry to unload all of this on you.” When you tell someone you’re sorry to unload this on you then that is a rapport building thing. It is what friends say to each other.

“I’m just going to keep you up to date. One last thing, just in case I decide this project is a go, I’ve started a priority notification list for the Birthday Event recordings. If you want to get on the contact list, then join the sub-list here.” This is a key piece of Product Launch Formula. We often will use a sub-list.

When you are getting close to a launch, you’ll often send a lot more e-mail, than your normal routine. If you already have a list, you might mail on average once or twice a week or a couple of times a month even, But when you are approaching a launch, especially the last week or two before the launch, you’re going to hit that list much more frequently, and by the last week before the launch you are mailing almost every single day.

If you let people join your list with the expectation that they are going to get an e-mail once or twice a week, or every two weeks to ten days, or whatever interval, their expectation is that they are going to get e-mail less frequently than you are going to send them during the launch. This is why I put them on a sub-list. When they join your list to get an e-mail every week, you sort of create a contract or an obligation or a bond with them that this is sort of what you’re going to do.

If all of a sudden you start mailing them every single day, you've really changed that contract, that bond, that expectation. In most cases, it is better to create a sub-list that is just for the launch. They have essentially raised their hand and said, "Yeah, I'm interested in this product, so go ahead and e-mail me a bunch more." This is a great work around so you don't burn your relationship with your regular list. Also, this way if they end up getting sick of your e-mails and they unsubscribe from your sub-list, the launch list, they'll generally stay on your main list.

Finally, we introduce scarcity. We begin to tease the list with the introduction of scarcity really early in the game, just like the very first shot across the bow. "If I do a release of the Birthday Event recordings, there are going to be serious limits on the number that I'm willing to sell, so be sure to get on the priority notification list so you can get first crack at it."

There, I just ran you through examples of this first shot across the bow. Generally, what we're doing is trying to tease anticipation; we're trying to get some interaction going.

The final thing I have under "warming your list" is a survey. We have already talked about surveys pretty extensively earlier. I just wanted to point out that when you survey your list, you are basically saying, "I want to know what you are thinking and what is important to you. I'm going to pay attention to you."

People think that when you ask people to take a survey that you are asking them to do a favor for you, (and you are,) but you are also showing them favor by paying attention to them and sort of building their input into your product. You are building some reciprocity and you are building relationship just by sending people through a survey. It actually does help warm your list when you pay attention to what they are thinking and feeling. I just wanted to point that out for you.

Let's move on to building early buzz. This is a great subject area, but some parts of this discussion are a little bit esoteric and not very concrete. As we move along, it will begin to make more sense and become more concrete for you. First of all, there are a few categories of how I group or categorize people when I am thinking about a

launch. There are mavens, connectors and hubs. I think I got mavens and connectors from Malcolm Gladwell's book called The Tipping Point. He talks about the idea that there are some people, mavens that just love to collect information on a topic. If you can get some of those people to be your raving fans, then you are way ahead of the curve.

Then there are connectors. A connector is someone that knows tons of people. Sometimes mavens and connectors are the same people, sometimes they're not. If you can get mavens and connectors talking to each other and they are fans of yours, that's great, because their combined talents can really help create buzz. . In our current environment, they are generally publishers. Maybe they're bloggers, or they publish via e-mail, or they publish in the social media world.

Connectors are the people that influence a lot of opinions because they move in different circles and talk to a lot of people. In the old days, it was like the guy who would go to a lot of cocktail parties, he was active in a lot of clubs, or he would go to different social functions and move in different worlds. Nowadays, it is the people that easily cross over and have relationships with people of different interest, people who are active in a variety of different social and professional niches. Nowadays, the people who have this wide view and network are often the people that publish. These are the connectors.

You should be aware of who the publishers are in your niche. Not just the publishers of various web sites or the publishers of big e-mail lists, but the people who post a lot in the forums. You should be aware of the people that use the social media sites like Twitter and Facebook and who publish there. You need to know the people that publish on blogs and the people that comment on those blogs. You need to identify those people and then figure out ways to turn them into raving fans.

Mavens are the big collectors and connectors are the people that tend to publish. And then we have Hubs. Hubs are people that are very similar to connectors. In fact, let's just call them the same thing. The idea of a hub is they are the center of a lot of different activity and communication. Again, this is someone that can make a big

impact. The idea is you want to create raving fans and they are going to help you build your early buzz. Not all raving fans are the same. You should be aware within your market, of who the influencers and the opinion makers in your market are.

Next, you want to use multiple modalities and media. Let me quickly explain to you what I mean. Let's use the example of a movie. You are going about your day, minding your own business, and there is a new movie that just came out, that you've never, heard of. Later that same day, a friend of yours stops you to tell you about it. "I just saw this really great movie called such and such, and it was really cool."

Then in that same day, you read a review or saw a review in the newspaper or on TV. Still later that very same day, you hear a radio ad for the movie or you see an ad on a web site. It is as if, all of a sudden, you are starting to hear about this movie. You have heard about it three times in a single day. And now, this unknown movie suddenly has some buzz. You noticed it and all of a sudden you are thinking, "Everyone's talking about this."

I'm sure you've been through several experiences like this. Maybe the excitement or buzz was even stronger. Let's say you read a blog post. Let's say that someone mentioned it on one of the social media sites. Now you have serious buzz. You are thinking, "Boy, I'm just hearing about this thing everywhere from everyone." That is how buzz happens.

If you take this and change it from a movie to your product, this is what you're after. You are after multiple modalities. You want people talking about you in different places. You want people hearing about you in different places. You need all of this activity. You can get a review. You can get friends talking about it, other people's friends talking about it, blog posts, ads, social media, etc... That is what you are after and that is what we're going to be talking about now.

That was an overview of multiple modalities and we're going to get into how you actually do this. I need to cover a couple of key points first. Buzz travels most easily through channels where there is trust and authenticity. That really is what all social media and web 2.0 is about. It is about authenticity and trust.

People are sick of BS and now there is more and more communication, everyone's a publisher, so you need to be authentic. If you're not, you are going to be found out.

In creating buzz, every market is very different. You have to look at it. I know a lot of this sounds a little "out there" or really hard to do. It's really not. It is easy to do and frankly, if you don't do all this perfectly, that's fine. It is just the more of this that you can absorb and the more of this that you can put into play, the better your launch will be.

With my first launches I didn't use any of these techniques. I didn't think about mavens and connectors. I did hit multiple modalities though. I'll be showing you very specifically how easy that is to do. So far we've been talking about e-mail. I haven't shown you video, audio, or any other media. It is all easy to do. You are going to be doing it all – no worries.

Getting the word out via multiple modalities is really easy to accomplish. But you can do a great launch without worrying about this... I'm just telling you that it is going to be that much better if you focus on this area a bit. If you are just starting off going into a market, you don't have to worry about all of this, but if you really want to hit it out of the park with a massive launch, or maybe your second or third or fourth launch, you need to think about multiple modalities..

Sit back with a beverage of your choice and think about your market and do a little research. Who do your prospects usually learn from? How fast does the information spread? Right now, I primarily sell in the internet marketing world. I'm teaching people how to make more money online. When I was teaching in the trading market, I'll tell you what, information does not spread anywhere near as fast in the trading market as it does in the internet marketing market.

If you are selling to gardeners, I bet you information spreads even slower there than it would for traders. If you're selling to people that are into crochet, it might move even slower there. It is just good to understand the dynamics in your market and how it works.

Who and where are the hubs? I talked about earlier. You have to know because those are the people you want. You want to influence the influencers. How does information spread? What other types of information products spread through those channels? This is all good background information.

Now let's get to social media because social media is great for creating early buzz. We are going to show you some of the ways that I've attempted to do it. A lot of this is evolving pretty quickly. If you are watching this, even a few months from now, these might not be the top methods, but right now these are the ones that I tend to focus on at the moment.

I want to focus on Facebook, MySpace, YouTube, and Twitter. Twitter is an up and coming social media site that I'm really loving these days. But, before we get into this, let me tell you about some things that you might find fairly startling.

According to www.Alexa.com a site where you can get some interesting information about specific web sites, Facebook has almost as much traffic as Google and www.MySpace.com has basically the same amount of traffic as Google. According to Alex.com, these social media sites have very serious traffic. YouTube in fact has considerably more traffic than Google. In fact, YouTube has twice the traffic as Google. These are page views. If we look at rank and also reach they aren't the same as Google. They are a little bit different, but clearly YouTube, Facebook and MySpace are rockin' in terms of traffic.

Twitter is a newer site. It does not compare much at all with Google in terms of traffic, but Twitter is cool. And Twitter is growing by leaps and bounds now. In terms of traffic it is still quite small compared the other social media sites we have mentioned, but it is growing very quickly.

. So to sum it up, the social media sites we have been talking about have tremendous traffic. What this means to you is that there is some definite traction that you can get from those sites.

Let me give you a little bit of my own theory on social networking. I call it the theory of concentric circles. Concentric circles are circles within circles that share the same center point, and that are the same distance apart, all the way around. (Just think of a small circle within a larger circle.)

Like I said, it's only a theory because the whole social media world is evolving. I think the theory is dead on though, and I've seen this work already. This is the idea. You are in the very center circle, and then there are other bigger circles encircling you and the other circles. These other circles are circles of influence you have.

Let's say that the outside circle represents all the people who don't know you. These people don't know you exist and they don't know your partners. They aren't on any of your lists. This outermost circle is the people that are on your partners' lists.

Then much, much closer to you are the people that are on your prospect list. They are much, much closer than the people on your partners' lists. Then there are your clients and these people are ten to fifteen times closer. The reason I say that is because they will spend ten to fifteen times more money per person, on this list, as compared to your prospect list on average. Of course, it varies by business, but that has been my experience in my businesses and my clients' businesses. Someone on your client list is worth ten to fifteen times what someone on your prospect list is worth.

Even closer to you are your raving fans. These are the people who have not only bought from you, but maybe they've bought from you multiple times. They think the world of you and what you are putting out there. This is what your business is all about. It is about cultivating raving fans;; taking prospects and turning them into clients and then into raving fans.

Then you have raving fans that follow you. These are the people on the social media networks that are your friends on Facebook, or your friends on MySpace, or they are following you on Twitter, or subscribing to you on YouTube. These people are raving fans. Certainly not everyone that follows you on the social media sites is a raving fan, but a lot of them are. They are raving fans and since they

are following you and since they are active on various social networking sites, that means they are publishers.

In some small sense, just by being someone on Facebook that means they are probably some type of a publisher. If they are on those sites, they are much more likely to be an actual publisher; someone who puts out information, who is a thought leader, an opinion maker, so these people are extremely valuable if they are saying good things. If they are in your camp then it is, really quite powerful and they can help you spread the word as you are getting closer to a launch.

You want to cultivate these people and use them all the time, in every aspect of your business. But if you are gearing up for a product launch and you are in the pre-launch stage or the pre-pre-launch and creating buzz stage, these people can really help you spread that buzz.

Let's take a look at some of those sites I talked about. This is YouTube. This is my YouTube channel. You can get to it at www.YouTube.com/productlaunch. You can see that here is the channel name. I've published a variety of videos on YouTube. This is one that was actually shot out at Frank Kern's place in La Jolla. I was driving Frank Kern's treasured Jeep Scrambler which I think he loves almost as much as his wife and his two kids.

I've put up a lot of videos.

"Hey folks, this is Jeff Walker. I'm in La Jolla, California. I'm visiting Frank Kern in his secret office, the Casa De Mass Control. We're also going to have Eben Pagan here. I'm going to be interviewing those guys. They both just came off a million dollar..."

I'll show you in a little bit about how I tried to create some pre-launch buzz. YouTube can help you with hosting video that you want to make public and video that you want to get passed around. It's not necessarily the best site for really viral video unless you have a super general market. YouTube can be great for letting little videos slip out to the public and letting people take a look at it.

I also use MySpace. My address is www.MySpace.com/sixinseven. MySpace seems to be losing some momentum lately, but there are still lots of people on MySpace. You can definitely use it. You can send out bulletins. It is basically another way to get the word out.

Facebook is the site that is really growing right now. Let me pull up my page here. Here is my Facebook page. Basically, this is the page that the public sees. You can see that there is some information about me. I have links to my sites. There are various things going on. You can have a photo. This is actually Frank Kern right here and that's me. Frank is videotaping me. This was when we were creating pre-launch content for the launch of Product Launch Formula 2.0. This is in La Jolla, California, about 50 yards from Frank Kern's office.

In here you can see that I have some status here. I'm going to show you how that status can be set. I'm going to go inside my account. I'm going to go to 'Home' and this is my news feed, so this is where I learn about friends. Right here you can put in whatever you are doing. You can say, "Jeff is creating PLF 2.0 videos." The general public is going to see that. If we go back here, the general public can see this, but more importantly, that will get broadcast out on to other people's sites.

The people that are friends of mine will actually see that little broadcast. You can actually put in links. They won't be hot links, but you can put links in there. You can start teasing people. If you had a site like this and you had a bunch of friends, like right now I have 1,124 friends. By the way, you are welcome to stop by and put in a friend request. Just tell me that you are in PLF 2.0 and I'll go ahead and approve you.

If I was several weeks out from the pre-launch, and I had written, "Jeff is working on PLF 2.0," before there was any general announcement, I would have been starting to lay the seeds of the pre-launch buzz. The people that are your friends, (remember the theory of concentric circles) they are your inner circle and if you start teasing them with what is coming, then you can create some pre-launch buzz.

The other social media site I really like to use, the one that I think is really growing quickly and is ideal for buzz is Twitter. Let me take you over to Twitter.

This is what Twitter looks like. This is possibly the hardest one to explain how it works. It is almost like micro-blogging. You basically answer the question: "What are you doing right now?" You only have 140 characters total to answer the question. Basically, you can update here. Here, I'm going to go ahead and update.

"I'm showing a bunch of friends..." and then I hit update. Now everyone who is subscribing to me will see that little post. I subscribe to a bunch of people. I've got 33 people that I subscribe to. As they update, I get to see what is going on in their lives. You get a constant stream of updates from the people you have subscribed to. The people that subscribe to you get to see your updates.

There are 623 subscribed to my feed. Let me walk you back and show you some of the stuff I did for Product Launch Formula 2.0 where I tried to create the underlying buzz. I'm going to go to the archives which show all the posts that I've put up.

If we go back in time, let's go back to some older ones. We'll go back a little older. Okay, so this is really the very start. Remember since I'm something of a guru in this world, there are people that are interested in what I'm doing. I started off back on February 12th. This is actually about 16 days before I actually went into pre-launch. "I'm at Denver International Airport flying to San Diego for some evil scheming with F.K."

People like to discover things. This is a key learning piece. People like to discover things. If you leave some tracks, some clues that they can follow, that will spur their curiosity. They'll try to unravel the mystery. Once they unravel the mystery then they are insiders. That is the ultimate insider, someone who has figured out the mystery.

At that point, they will love to tell people about the mystery, or maybe just insinuate that they know what's going on with the mystery. So who is F.K.? A lot of people would be able to figure that out pretty

easily. It's Frank Kern. They'll see San Diego. A lot of people know that Frank lives out in San Diego, and F.K. is Frank Kern. He's another guru in my space, in the internet marketing space.

Again, I'm talking about gurus and I'm talking about internet marketing, but this can work in any type of market. Possibly, if you're doing crochet, maybe people aren't up on Twitter yet, But you find the channels that can influence the people in your market and reach your niche.. That's what it's all about. You can do the same thing.

John Gallagher did this in his herbal education niche by getting some of the top people in his niche to join him on his teleseminars. Maybe the people in his niche aren't up on Twitter, but you have to figure out how to reach people in your niche.

I come back – that's on February 12th. Then on February 15th, now I'm talking about actually shooting video with Frank and Eben. Eben Pagan is another guru in this space. I got some great video plus a good intro in Frank's Jeep Scrambler. Frank has talked about his Jeep Scrambler, so the real "insider types" who are really into following us know that Frank has this Jeep. A week or two later, they are going to be able to put two and two together. All of a sudden and they will see the video from the Scrambler on YouTube.

Do you see how someone who is just watching this and then all of a sudden, a little bit later the video shows up on YouTube. Do you see how that can be a discovery? How they have unraveled the mystery.

Next I am in Chicago, part two of the Product Launch road show. All of a sudden I'm dropping this idea of a road show on them. I never mentioned that before, but it is just in passing that I drop that in there. Of course I refer back to being in La Jolla. I'm talking about that video that I can't wait to release. Next, I edited it and it's ready to go.

We are still 12 days before pre-launch.. I'm updating them that I went from La Jolla to Chicago. It is cold here, wind chill, its cold. I'm taking them on this journey with me. One of the themes before my launch that I thought about doing, really touching on, was the Product

Launch road show. I went from person to person, talking with Frank and Eben, then going to Chicago and consulting with Glazer-Kennedy, and then going out to Orlando and talking to Andy Jenkins and Brad Fallon and Rich Schefren.

I actually ended up not developing it quite as completely as I expected because frankly things took off too fast with the product launch. We didn't need the story of the road show. What I was doing was sort of teasing and slowly letting people in on what was going on.

I talked about how cold it was. One of the reasons I was doing this was because actually in Chicago I shot video where I was walking around getting ready to do a consultation with the Glazer-Kennedy organization, which is a large, prestigious marketing company.

I was shooting the video of being really cold, so I thought I would tease that here. Again, let them discover later through the video and then tie these loose ends together.

Now I'm telling them I'm going on to Orlando. They don't know why I'm going to Orlando yet, but I'm telling them about going. It was to shoot more video and of course this whole idea is all tease in this video. I talk about the road show. I talk about going to Chicago. I talk about going and talking to Andy Jenkins and Rich Schefren. This was just an aside.

One of the things that Twitter really allows you to do is build up your presence as a regular person so people can connect with you. I'm telling them about this new Mac Pro I ordered. I had been waiting forever. Here I am talking about the video. I wasn't just talking about how cold it is, but how I shot the video. So I was teasing about the possible future release of the video.

Next, I overtly talk about the road show along with a point to my blog post here. I'm going to pop over to my blog.. Here's the blog post and I talk about the road show. I'm actually starting to specifically talk about it and I'm starting to mention people and situations that I'm going to use in my launch.

Do you see how this is all starting to tie together? It is not hitting people over the head overtly, but it just starts to tie together. Here is Frank and Eben in La Jolla. Here is Glazer-Kennedy in Chicago. Here's how cold it was. So what's up with the road show? It's about how people built their businesses with product launches. I'm shooting videos. I've got a bunch of regular guy case studies.

This will end up being the theme of the launch for me, the regular guy case studies. Then I start to talk about the people in those case studies, including John Gallagher. I don't mention him by name here, but the guy who went from food stamps to \$9,000 a month. That will be the case study I end up leading with in the pre-launch. Now I'm mentioning it and this is February 21st. February 28th was the start of pre-launch, so we were still a full week out.

I'm starting to drop these names, Jane Savoie, John Gallagher from food stamps to six figures, Eben and Frank in La Jolla. I'm going to hit all of these once I get into the pre-launch.

Basically, I'm leaving little bread crumbs. I want people to start to connect these. Often they won't connect them until a week or two weeks later, but when they do, all of a sudden they feel like they are a real insider. Remember that people are following me here, the 624 people on Twitter, that's a tiny number of people, but they are all publishers.

Because they are on Twitter, that automatically makes them publishers. If they are publishers, they are a lot more influential. I'm just letting them inside the story. Then I returned and I posted several times, one right after another, because you only have 140 characters to publish.

Something sort of weird came up. A couple of months ago I had Lasik surgery on my eyes. I actually went and saw the eye doctor and things got a little more complicated. I got the diagnosis on March 7th. Now we're in to pre-launch. We are already into pre-launch. The people reading this, a lot of them know that 2.0 is coming because on the 28th we officially went into pre-launch.

I went and saw my eye doctor on the 7th and all of a sudden I found there were some potential complications and that I might have to go back in and get some more work done on my eyes. This isn't something I'm going to publish to my list, but these people on Twitter, they know me, or they feel like they know me, so I can let them further inside.

"This would be a bad time to be offline for a couple of days. On a brighter note..." Now is when I released that Scrambler video. Remember, I told them about La Jolla a couple of weeks ago, so now I am putting up this link. This link actually goes to the YouTube video and takes them there.

I am starting to tie pieces together. This whole Lasik thing, why did I do that? For one thing it was fairly upsetting; I was counting down to this launch. I'm within a couple of weeks of the launch, and all of a sudden I find out that I might need to travel. I might need to spend half a day traveling to get my eyes worked on. Then after I get my eyes done, spend another half a day traveling back. It would have been very inconvenient right in the middle of my launch.

Part of it was just, wow, this is very inconvenient, but I knew this was something that would connect people with me even more than everything else. I'm letting them inside my life. Earlier, I pointed them to the Scrambler video. This actually is the first time I had overtly done any promotion using Twitter. I sued twitter when I sent them to this video. This is one of my pre-launch videos. This is the Horizontal Helix case study. That is actually the first time. I'd been on Twitter for a long time. I put out all these updates, but I haven't overtly sent anyone to a promotional message.

This one actually was a promotional video. I had sort of laid the seeds earlier and had been bringing them along. Now we have three days to go, March 24th. I'm telling people I have the sales letter still to work on, on March 24th. At that point I went radio silent until after the launch, March 28th. Here I am teasing Ed Dale who is one of my affiliates. Then I followed up and told them it was all over.

There wasn't a ton going on here, but I definitely got some play. I know people on Twitter. In fact I later saw on a forum where there was speculation about my whole Lasik surgery. People were speculating whether that was the reason I ended up moving up the launch date twice during this launch. People started speculating whether it was due to the Lasik. I know that I'm reaching some of the real insiders, the movers and shakers, through Twitter.

The real key I want you to get is the idea of letting people connect the dots by reaching them in different ways. I'm reaching them here. I was reaching them on YouTube. I was reaching them on Facebook because I was putting out these updates every now and then that were similar to the Twitter updates. I was hitting them on my blog. I would send them to my blog and talk to them about that hundred million dollar road show.

This is the way I worked the concentric circles. I knew that the people subscribing on these sites are some of the most connected people, some of the mavens who are going to go out and publish, and some of the people who are the most interested in me. I was sort of leaving bread crumbs, leaving clues for them to put together and get them excited so they would go out there and start talking to people.

Another important point was when we hit the 28th of February; I had all these partners and affiliates that were really spreading the buzz. They are great for spreading buzz. People know that partners and affiliates have an incentive. They get paid to promote for me. If they make a sale, they are going to get paid. They are great and it's great to have their endorsement, but you have more authenticity if it is just other people going out and talking about you in the social media sites. If they are not affiliates it is more credible.

Remember, that was one of the key things we talked about. At its best, buzz is generated authentically and organically. It is great having partners out there promoting for me. I wouldn't do this without them. Those guys did fantastically for me. People know that they are getting incentives, so if you can get buzz moving around and it is not from your affiliates, it is from non-affiliates and partners, just people in the social media arena, then that's so much the better.

That is what we are doing here with social media. We are looking to get some buzz, get people talking, that have no vested interest and that are not getting incentives in any way.

That wraps up 'building early buzz.' I want to say that I've obviously put together a very huge, launch with Product Launch Formula 2.0. If you are just starting out, if this is your first launch, if you're not going for this huge launch, then you don't have to build this early buzz. You can just take the steps that we talked about with identifying, doing market intelligence, defining your product and objections, and warming your list.

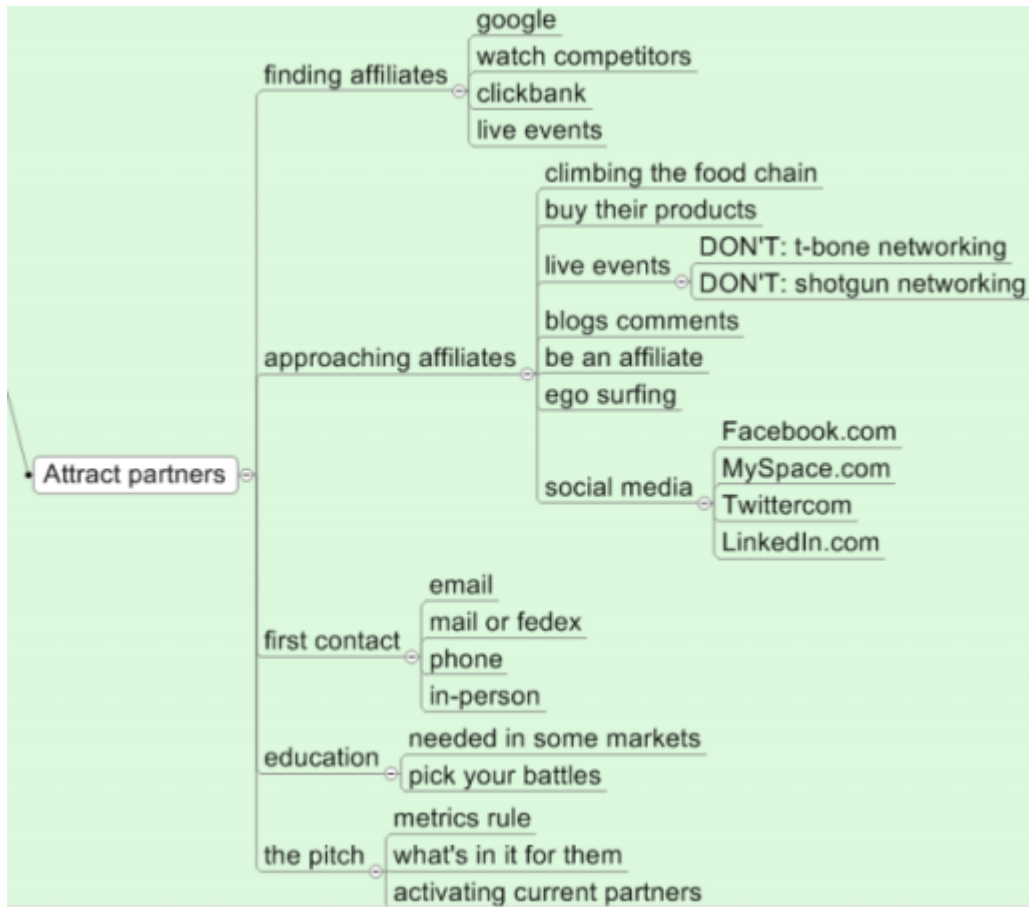
In fact, you don't even need to do this stuff. This is something I'm trying to emphasize. This entire product launch model is so powerful. You can actually screw up left and right. You can use one quarter of what I'm teaching you. You can just use one or two of the mental triggers I'm teaching you. If you just hit a couple of those mental triggers and do your pre-launch and your launch, you are going to rock the house. You do not need to do all this.

I need to include everything because there are a few superstars out there that will use everything. You can pick and choose whatever you want out of all this stuff I'm showing you. This whole idea of building a mystery of sorts, and letting people connect the dots, the whole bread crumb approach, is very, very powerful stuff, but it is pretty advanced stuff. You can just forget about it.

Another thing is social media. I just showed you how I integrated it in to the pre-pre-launch, how to build that early buzz, how to get some of the real connected people, the publishers, thinking about you, but social media is also good for pulling in traffic. It is great for traffic. It is great for building reputation. There are a lot of things you can use social media for. In this discussion, I talked about using social media in the context of building early buzz.

That's about it. Now I want to move on to attracting partners.

Video 3: Finding And Attracting Joint Venture Partners And Affiliates



Now we are going to be talking about attracting partners. If you are doing a seed launch or an internal launch, you don't need to do this part. You don't need to attract partners at this point.

It is probably not too early to start thinking about partners, thinking about the process and thinking about how you are going to attract partners. This is mainly if you are doing a big JV launch, or if you are starting with no list. However, if you are starting with no list whatsoever, then you must have good knowledge of whatever market and niche you are in, and be able to create an initial product. If you can create that initial product, then you can do one of these launches with partners to grow your list.

With a seed launch or an internal launch, you don't have to worry about this, but it's not too early to be aware, and start thinking about it.



First of all, let's talk about finding affiliates. There are several different easy ways to find affiliates. One of them is good, old fashioned Google. You go to Google and you take the number one search term in your market or your niche and do a search. Find out who is there.

Google Search [Adve](#) [Prefr](#)


Web [Video](#)

[Beginner Guitar Lessons & More!](#)
 Free beginner **guitar** lessons online. **Learn guitar** and play your favorite songs. Step-by-step instruction. Chords, tab, scales and more.
www.abclearnguitar.com/ - 18k - [Cached](#) - [Similar pages](#)

[Guitar Lessons for Beginners Archive - Free Guitar Lessons Online ...](#)
 Here is reason to begin... a free online **guitar** lesson, which is essentially the same lesson I teach all new students. You'll **learn** how to hold a **guitar** and ...
guitar.about.com/library/blguitarlessonarchive.htm - 25k - [Cached](#) - [Similar pages](#)

[Online Guitar Lessons](#)
 Listen and **learn** to play **guitar** for free at the largest riff archive on the web.
www.guitartricks.com/ - 59k - [Cached](#) - [Similar pages](#)

[Learn Jazz Guitar](#)
 Here's a technique that I came across that has really helped me to **learn** jazz **guitar** a lot faster and more efficiently. It's called the "5 Penny Method". ...
www.learnjazzguitar.com/ - 40k - [Cached](#) - [Similar pages](#)

 **[Learn Guitar Lesson Inspired By Velvet Revolver Slash](#)**
 thenextlevelguitar.com/ want more Free stuff click above link ...
 4 min 52 sec - ★★★★★
www.youtube.com/watch?v=dgeX8CZmqvo

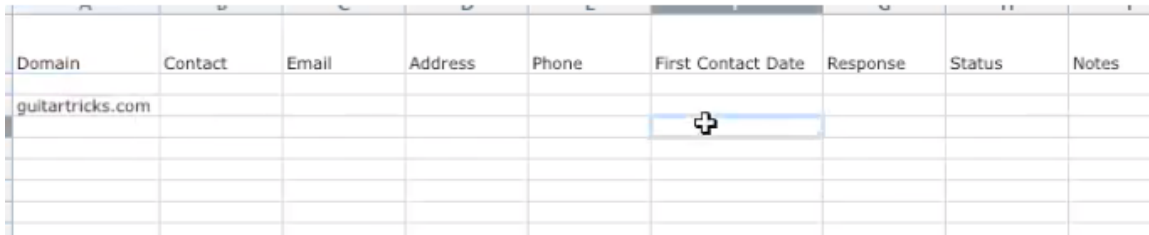
[FREE GUITAR LESSON FOR BEGINNERS](#)
 Every free **guitar** lesson at ABC **LEARN GUITAR** is designed to help you build a solid foundation that will last for years to come.

Say that we are in the 'learning guitar' market. You just do a Google search and then you will have all the sites listed. You have many pages of search results with people that could become potential partners. You also have ads on each page. Just click through. What I do is take a look at the sites to see if there is a site that I want to be involved in.

This site (in the video) doesn't look like they are collecting opt-in addresses. I don't see any opt-in forms, but they are selling stuff, so they would have a list of customers.

Do a search and search on contact. Bingo! They have a contact field, where they give you all their contact information. What I do is create a spreadsheet with the contact information that has been collected.

I use a super simple spreadsheet. The website is Guitar Tracks. I would put in the contact, e-mail, address, and phone, when I contacted them, what their response was, and the status if they are going to promote. If they're not interested in promoting, whether at some future date they might be interested in promoting; then I add any additional notes.



Domain	Contact	Email	Address	Phone	First Contact Date	Response	Status	Notes
guitartricks.com					+			

I would identify my top targets. You could go after 20 or 30 or 50 or 100. This is a numbers game. You are not going to get everyone that you contact. You can go through here and create your database in a spreadsheet. There are all different ways you can do this. I am just comfortable in spreadsheets, so I use a spreadsheet.

Another way that you can do it is to watch competitors. Obviously if you are in a market or a niche, you should be keeping an eye on what your competitors do. Again, go to that Google search and look at who is in your top listings, top 20, 50, or 100 listings. See who is advertising on the right side in the Google AdWords.

You should probably join their list. You should go ahead and set up a Gmail account or a Yahoo account, some free account somewhere. I would use Gmail or Yahoo. I'd probably use Gmail. Just go to www.Gmail.com and set up a new e-mail address and use that e-mail address to join your competitors list. See what they publish. See their advertising. See if they ever publish other people's stuff, or if they ever advertise for other people.

What you want to start doing is creating a database of everyone in your market, well, not everyone, but the major players in your market so you can understand how the market works.

Another place you can look for affiliates is at ClickBank. ClickBank is basically a marketplace where a lot of people can choose which products they wish to promote and wish to sell. It is a meeting place between people selling and people looking to be affiliates. You can go to www.ClickBank.com and go to their marketplace. If you just type in 'guitar' you are going to get a list of all these sites that are selling stuff about learning guitar.

- 1) [Jamorama - True Conversions! Low Refunds! Best Selling Guitar Course! Earn 75% Of Up To \\$69.95, Check Out Our New Site, Very High Quality Product Means Low Returns. Youll See Why Jamorama Sells So Well!!](#)
[\\$/sale: \\$27.65 | Future \\$: - | Total \\$/sale: \\$27.65 | %/sale: 75.0% | %refd: 78.0% | grav: 93.13](#)
[view pitch page](#) | [create hoplink](#)
- 2) [Music Master Pro - Guitar, Bass, Drums, Piano And Violin Video Lessons! With 5 Instruments, This Site Converts! Affiliates Are Loving The Money This Site Is Bringing Them!Target Guitar, Bass And Drums All On 1 Site!](#)
[\\$/sale: \\$18.63 | Future \\$: - | Total \\$/sale: \\$18.63 | %/sale: 70.0% | %refd: 89.0% | grav: 18.10](#)
[view pitch page](#) | [create hoplink](#)
- 3) [Jamorama Acoustic Guitar. Earn 75% Of \\$39.95. Acoustic Version Of The Fast Selling Jamorama. Brand New, Few Affiliates To Compete With. Jump On This!](#)
[\\$/sale: \\$24.25 | Future \\$: - | Total \\$/sale: \\$24.25 | %/sale: 75.0% | %refd: 79.0% | grav: 16.98](#)
[view pitch page](#) | [create hoplink](#)
- 4) [The Pure Pitch Method - Perfect Pitch Ear Training. Learn To Master Absolute Pitch And Relative Pitch With This Amazing Course. Perfect For Guitar, Piano, Bass, Drums, Violin, Singing, Vocals, And Music Appreciation. Brand New! Affiliates Earn \\$55 Per Sale! Great Niche For Music Related Websites And Ppc.](#)
[\\$/sale: \\$53.04 | Future \\$: - | Total \\$/sale: \\$53.04 | %/sale: 60.0% | %refd: 94.0% | grav: 8.76](#)
[view pitch page](#) | [create hoplink](#)

Again, you can just start clicking through and you can take a look at what they're doing. See if they are collecting e-mail addresses. You can see if they have contact information. If they do enter that contact information in your spreadsheet.

If you get to a site where you can't find contact information, then you can go to a little tool called Better Who Is, This is www.Better-Whols.com. You go in there and type in the domain. You do a search. It is going to ask you to give them the little capture code. if you scroll down, you can often get their contact details. The contact information is sometimes obscured here, but a lot of times you will get the address and phone number.

Better-Whois.com

...SEARCH ALL DOMAIN REGISTRARS

What's wrong with WHOIS?

The domain business has been deregulated... For the first time, many different domain registrars are granting domain names.

But there is a problem, the standard WHOIS domain search used on thousands of web sites is no longer accurate. Why? Because each domain registrar now keeps their own WHOIS database which doesn't include domains registered by competing registrars.

www. <input type="text" value="GuitarTricks.com"/>	Search
Searches shared database registry and queries appropriate registrar.	

Let's go back and find one where we can actually see this stuff. This is a different domain www.GuitarTricks.com You can see that it gives you an e-mail address, a physical address and a phone number. So that is at www.Better-Whols.com. That is how you find the contact information for these sites.

Registrant:
Web Trick, Incorporated
2625 Alcatraz Ave., #311
Berkeley, CA 94705
US

Registrar: DOTSTER
Domain Name: GUITARTRICKS.COM
Created on: 30-APR-98
Expires on: 29-APR-13
Last Updated on: 14-JAN-08

Administrative, Technical Contact:
Broderick, Jon: domains@webtrick.com
Web Trick, Incorporated
2625 Alcatraz Ave., #311
Berkeley, CA 94705
US
(510) 869-2668

Another way you can find affiliates is by going to live events. This has made all the difference for me in my business. You want to go to seminars and workshops in your niche. When I was in the investing niche, I would go out to The Money Show. I would go to live events that were based around investing and trading.

Now I am primarily selling in the internet marketing space, so I go out to internet marketing events. You go there with the idea of meeting people that you might end up working with in various fashions, including that they could be affiliates or partners for you.



Those are the basics of finding affiliates. Let's talk about how you approach those affiliates. In any market there are the absolute top tier affiliates, the top tier movers and shakers, the gurus in that space that have the biggest lists and the most influence. Those people are obviously great to have as partners and affiliates. If they can promote for you, they can easily put you on the map.

Of course, they are the ones that are the busiest and have the most people approaching them. The toughest people for you to get to recognize you on their radar or rolodex is going to be this group of very busy and influential potential partners.

Well, there is the top tier, and there is the B tier, one step down. The second tier may be perceived by quite a few people as gurus. They have a decent size list, and they have some presence.

Then below them is the C tier. These people are probably making a living, they are making some sales, but they don't have big widespread name recognition.

Then there's the D tier. These people are just starting to build a list and they are just starting to get going. They actually have a list, they have a business, but not too many people know about them yet.

Obviously, the dividing line between the different tiers is a little grey and hazy. It's not like there are hard lines between each area. The point is, the B players know the C players, and the C players mostly know the B players.

Let's start at the top tier. The top tier knows who the B players are. They have relationships with the B players. They might know some of the C players as well, but it is mostly the B players that they are interacting with, and the top tier.

The people on the B level, they want to get to the top tier, but they also know about the people one step down in the C tier. The people in the C tier are trying to get up into the B level, but they also know the people in the D level. Well, the people in the D level are the easiest to get on their radar. They are the hungriest. They are the people looking for deals.

If you approach those D level people, it is easy to get on their radar screen. If you get to know them, build a relationship with them, you can often get introductions into the C tier. Then once you are in with the C tier and you build a relationship there then you can get offered introductions into the B tier. Then once you are in the B tier, then what's next? You are one step away from the top tier and building relationships there.

That is the idea of climbing the food chain. Just about any market or niche has this food chain and it is always easier to make contact lower down on the food chain and work your way up.

How do you get on people's radar screens? One way is to buy their products. Obviously you'd go broke if you bought products from every single person, but you figure out those people that you want to do business with the most and go and you buy their products. Don't just go and buy their products, buy their most expensive product.

In most markets, most niches, with most people, if you buy their most expensive product, they will know who you are. You will be on their radar screen. After you buy their product, actually use their product in some fashion and then send them an e-mail or send them a handwritten note about using their product, that you're real happy with it, and they may respond to that.

If you're not happy with it, then they are probably not going to be a good partner for you. If you bought their product, and bought the most expensive, that is a great way to get on their radar.

Live events are key. I already mentioned this in the finding affiliates discussion. This is where you make your best contacts. Meeting someone live in person is a hundred times more powerful than meeting them via the phone or via e-mail. Get out to live events and meet people. People are almost always approachable at live events.

There are a couple of things you don't want to do. You don't want to do T-bone networking. Believe me, because I'm on the other side of this, and I've felt this. With some people I feel like they are a pit bull and I have a big juicy T-bone steak tied to my leg. I want to thank Jason Potash. He's the guy who gave me this analogy.

It's like I'm walking around with a T-bone on each leg, a big fat juicy T-bone. There are lots of great people in the audience. I'm having a great time. All of a sudden one of those pit bulls will spot the T-bone and they'll attack that thing, tearing into it, and tearing up my leg while they're doing it.

In other words, be respectful when you approach people. Don't instantly go for the jugular. Don't walk up to them and have the first words being, "Hey, can you promote my product? Hey, I've got a

great product. Please sell my stuff. Please sell my stuff. Please sell my stuff.” You don’t want to do that.

You want to walk up to them and develop some type of rapport; talking about their products is a good way to build rapport. (Hopefully you bought their products ahead of time.) Tell them that you bought their products. Tell that person what you like about their products. Tell them what you liked about their presentation if they were speaking at the event. Just develop a relationship with them first before you instantly ask them to sell your stuff.

Ask them if you can sell their stuff first. Develop a relationship first before you go for the jugular. Then, don’t do shotgun networking. This is where you are working a room, you walk around the room attempting to meet every single person, and every single person you pitch on selling your stuff.

Look for one or two or three key people in the room that you can develop a relationship with and then after you’ve developed that relationship, then talk about doing business.

One way to get someone’s attention is to go to their blog and make a comment on their blog. It is almost an ego thing. They put out a blog post and they love it when they get comments. If you make comments on their blog, especially intelligent comments, and not comments that are just designed to give you links back to your site, you will get their attention.

If you are actually adding to the conversation and you do that regularly over time, they will notice you and they will remember you. . However, you don’t want to be a stalker and post a comment every single time, but regularly put in intelligent comments on people’s blogs; they will notice you and appreciate your contribution.

Another way to approach them is to become an affiliate and start selling their materials. I guarantee you this will get you on anyone’s radar screen if you become an affiliate and really start moving product for them. They notice who is making sales. This is a very, very easy way to get on their radar screen if you have a list and you can sell.

Another approach is this whole idea of setting Google alerts (sometimes called ego surfing). This works especially well in the internet marketing space, but also works well in a lot of other spaces. Create a Google alert by going to Google, and placing an alert on your product name, your name, and your competitors' product names. This is a real easy way to stay on top of what is happening in your market.

Go to www.Google.com/alert. If you wanted to get an alert, say if you are in the 'learning guitar' market, just type in 'learn guitar.' You can select what you want to search. Comprehensive will alert you to everything that comes up on your subject. How often depends on your preference, once a day? Once a week? Then just type in your e-mail and hit Create Alert.

Most of the big players in most niches, in just about every niche, have done this for their product name and for their personal name. This is just something people do. If you want to get top tier attention, all you have to do is make a blog post on your blog where you mention their name or where you mention their product.

Within a day, they are going to get a Google Alert and it is going to show a little snippet of what you wrote, and it's going to give your URL. They are going to end up clicking through to see what you wrote about them. This is what I mean by ego surfing.

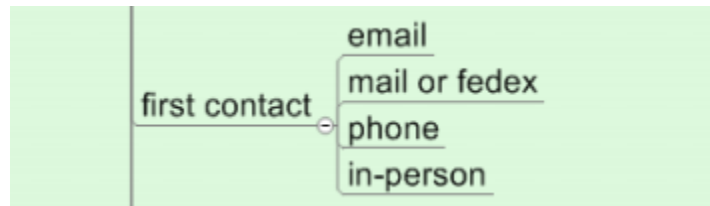
The reticular activating system is at work here. Everyone has a reticular activating system. It causes people to be hyper aware of things that are very important to them, like their names. When people hear their name, they can't help but look. If you are in a crowded room at a party and there are all kinds of conversations going on, but you mention someone's name and they are across the room, they are going to pick that out. The individual might be involved a conversation on the other side of the room, and even if there are all kinds of sounds and other conversations going on, if they hear their name spoken, bam!, they can't help but stop, shift their focus and look in that direction.

Blogging basically works the same way. If you make a blog post about a potential partners' product or them, then they'll hear about it in 24 to 48 hours, It is almost guaranteed that they'll click through. I'm just giving you different ways to get on people's radar screen. That's what it's about. It's about cutting through the clutter, because if they have a thriving business and they have a list, they are getting approached by a lot of people.

If you make comments on their blog, and you make comments about them on your blog, and you become an affiliate, you buy their products, this is how you start to get on their radar screen.

Finally, there is good old social media. We talked about this already in the Building the Buzz section. I just have one more site to give you and that is www.Linkedin.com. So we have Facebook, MySpace, Twitter, and Linked In.

If you get on these sites and start to build a presence, then you can trigger the reticular activating system of the people you talk about. If you do that in Twitter they are going to find out about you. If you are on Facebook and become a friend, maybe you start writing on their wall, or you start sending them messages. A lot of people are more approachable on these sites than they are anywhere else. So this is another great tool for reaching and approaching affiliates.



Let's talk about the first contact. This will be really quick. There are different ways you can contact them in increasing power. E-mail is the least powerful, the most easily overlooked, the most easily missed, and the most easily dismissed.

The next best would be sending them direct snail mail or better would be a FedEx. Send them an overnight package and that could be the way you establish contact with a partner. Better yet would be by phone, give them a call and talk to them over the phone, find out what you can do for them, and then develop a relationship there.

The best way to develop a relationship with a potential partner is in person at an event. In person is always the way you want to go. If you can, you want to first meet them in person. The place where real business is done is generally at the bar after the main sessions. You don't have to be a drinker, but you can sit there and drink water, Coke, orange juice or whatever you want, but at the bar is generally where the real deals are made. That is where people relax. That is where they get to know each other.

The next best place to develop a relationship would be over dinner. If you can go out to dinner with someone, take them out to dinner or go out to dinner with a group of people. I know that when I am at an event, I get tons and tons of people asking me to go out to dinner. It can be a little overwhelming at times, so be gracious. If someone says, "Boy, I've already got something going on," be gracious.

In person is the best way to develop a relationship, phone is the next best, mail or FedEx is next best, and the least effective is e-mail. Hopefully you've done all this stuff that I just mentioned about how to get on someone's radar, before you make this first contact, or as you are making the first contact.

education — needed in some markets
— pick your battles

I put education next because in some markets you might this. If you are selling hand carved wooden dolls, maybe the people in that market aren't that familiar with joint ventures and affiliate deals. I don't know that much about the hand carved wooden doll market, so I'm not in any way meaning to insult that market at all, but there are some markets where people just aren't aware of affiliates or joint ventures, so you'll need to offer some education.

The good news in markets that don't understand affiliate and JV offers, is since they don't know about them, you're not fighting to cut through to get attention, where market leaders are getting ten JV offers every single day. It would be opposite. They're not getting any JV offers so you can just go to them and explain how it works. All they have to do is send you some of their traffic and you're going to give them money.

A lot of times in those markets people are worried about sending you traffic. They are not used to passing traffic along. They feel a competitive threat. So it is a function of education. You have to say, "Boy, these people can't buy enough products. They don't want just your product. They want everyone's product."

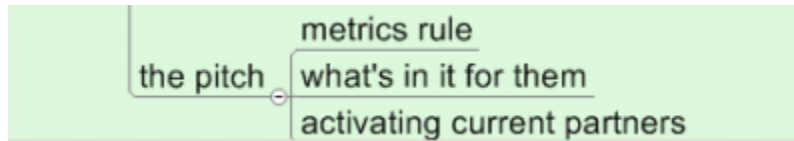
For example, someone recently asked me about the 'learn guitar' market and how I'm trying to learn guitar. Someone said, "What's your favorite product?" The reality is I've got 30 or 40 different products and every month I buy a couple more. Most of them are sitting on my shelf unopened or I've just gone through part of it, but I'm a junkie. I'm an information junkie.

In most markets where you have people who are enthusiastic about a subject area, they are junkies and they don't want to buy from just one person. It is just an education process that you have to go through with the people in your market.

The other thing is that you have to pick your battles. There are some people that you can tell right off that they are never going to promote

for you. Maybe they feel ultra competitive. They are really closed as a person. They don't want to promote for other people. They think that they are going to solve all their market's needs.

If you run into people with that mindset, just leave them alone. Don't try to convince them. Move on to the next person, there is always going to be a next person and remember that this is a numbers game.



The real key to the pitch is that metrics rule. Metrics are the measures in your business. This is where I talked about doing the internal launch first, because you can tell your partners and your potential partners, "Boy, for every person on my list we made \$57. Since I'm paying a 50% commission that means you would get \$28.50 so just go ahead and mail my material because you're going to make a lot of money."

If you can tell your partners and your potential partners exactly how your product has sold in the past, especially to your internal list, then you are going to be one step ahead of the game. If you didn't do an internal launch with your list, but you had a prior product that did really well, you can talk about how well that prior product converted. Basically what you are trying to do is turn it into how they can make money using your product. You want to break it down into nice simple numbers and give them those nice simple numbers.

Of course, you are always explaining what's in it for them, how they are going to make money. In terms of activating current partners, I want to show you a sample e-mail. This is one that you can just take and use.

SUBJECT: personal from [YOUR NAME]

AFFILIATE NAME, }

[PERSONAL STUFF HERE]

In any case, I just wanted to give you a heads up... I'm going to be releasing [PRODUCT NAME HERE] on [LAUNCH DAT HERE]. We will go into prelaunch on [PRELAUNCH DATE HERE]... and I would love to have you onboard to promote.

I'll have more details soon - it will be [BASIC PRODUCT DETAILS HERE]. Price is [PRICE HERE], we will have a payment plan, and commish is [COMMISSION PERCENTAGE HERE].

By the way, [MORE DETAILS HERE ABOUT YOUR INTERNAL LAUNCH OR YOUR LAST LAUNCH IF YOU HAVE THEM].

best regards,
[YOUR NAME]

This basically would be where the subject line is “Personal from ‘your name’” – if you’re Joe – “Personal from Joe.” This is a pet peeve for me. The only time I put something like that, “Personal from me” or “Personal e-mail” is when it actually is personal. I’m sending an individual e-mail to them.

I know some people think they can get their e-mails opened if they are e-mailing to their list if they say it is personal from them, but to me you are lying to them. It is not personal and it’s just bad juju (West African word meaning power, or charm). It’s going to cost you in the long run. People will stop opening your e-mails and they’ll stop believing you.

The only time I actually use that ‘personal’ in my subject line is if it is an individual e-mail that I’ve created and I’m sending to one person - personal from your name, Joe Bob. You address it to their name, and since it is an individual e-mail, you can do that.

I would put a personal message like, “Hey, it was great seeing you at the seminar last month. Hope the new baby is doing great. Have you had a chance to go skiing?” I would try to put something personal here. Generally, when I’m activating my close JV partners, these are people I actually know.

It could be as simple as, “I saw you released that new product. That was really cool,” or, “I like the new site you redesigned.” I try to put some personal information up here. It doesn’t have to be an essay, just one sentence so that they actually understand that it is an individual e-mail to them and you are connecting with them, developing a relationship.

Then down here, “In any case I just wanted to give you a heads up. I’m going to be releasing...” put your product name here, “...on...” put your launch date here. “We will go into pre-launch on...” put your pre-launch date here, “...and I would love to have you on board to promote. I’ll give you more details soon. It will be...” you want to give them the basic outline of what the product is going to be, because they are going to want to know.

Tell them what the price is and tell them what the commission is. “I’m going to have more details soon. It will be my Super Guru 2000 Guitar Teacher. The price is going to be \$47. We’re going to have a payment plan and the commission is going to be 50%.” It is that simple.

You can put, “By the way,” and this is where you tell them the metrics from your internal launch or from your last launch. If you are just starting out and you don’t have anything to put down here, leave this blank. Don’t put anything in there. This is where you tell them how they are going to make so much money because of the prior success you’ve had, so this is some proof.

This is basically a proof element where you are telling them either about your internal launch or your last launch. Very simple, very short – remember that all your affiliates are very, very busy so you want to keep it short and punchy.

That wraps up the partner portion of the pre-pre-launch. I'm going to be covering a lot more about how to actually work with them and get them really rabid for your product and completely, fully on board. Once we get into the pre-launch section I'm going to be showing you the exact e-mail sequences that I've used.

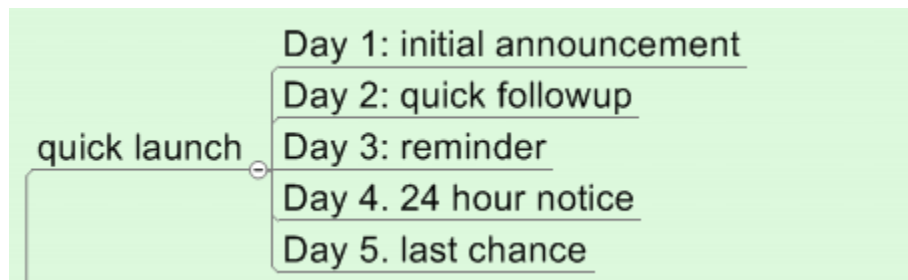
All this is brand new stuff for Product Launch Formula 2.0. In fact, most everything I've covered in this video is brand new to Product Launch Formula 2.0. It wasn't in the original version.

That is basically the pre-pre-launch, where you just want to start working on your partners and seeding your partners.

Video 4: Identifying Your Overall Launch Timelines

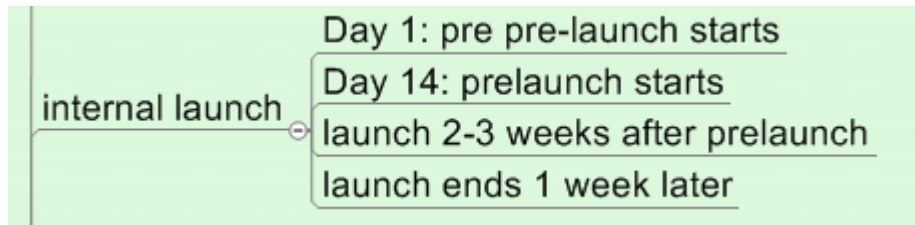
I want to quickly go over timelines. This is mainly so that you can start your planning. I am not going to go through it in excruciating detail here. This is just so you can get a sense of the overall timing for your launch.

We talked about the quick launch in Module One. The examples we used were the Tax Sale and the Go Romance Sale. These were great examples of super quick launches. From the initial announcement to the last chance is five days. The e-mail sequence is the initial announcement, quick follow-up, some type of a reminder on day three, a 24-hour notice the day before you close it down, and then your last chance.



This sequence can easily get moved around. It could be seven days. It could be three days. It could be two days. It is very quick. You just hammer it out. You have to be prepared though, You don't have to have everything perfectly in order because you are mainly just using e-mail. Maybe you'll include a single video, but it is very, very quick. As long as you have your basic order form sales letter, then you can knock this out easily. It is very sequential, where you just keep hitting them with another e-mail, day after day.

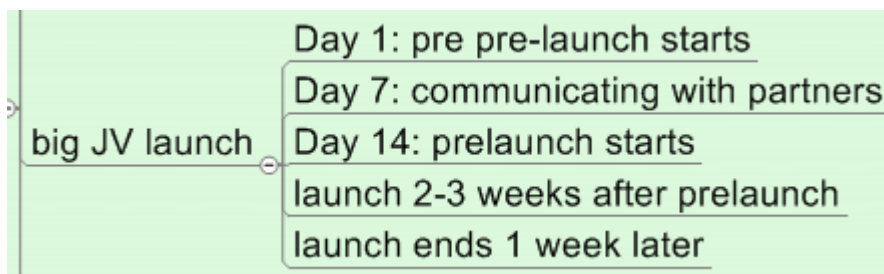
The internal launch is best to use when you are doing a bigger launch for a bigger product, and it is only to your list. Let's start by considering day one as the first day of the pre-pre-launch.



About ten to fourteen days after the pre-pre-launch, after the first initial buzz, you can start your pre-launch. Pre-launch is where you start putting out pre-launch content. You would do that for about two to three weeks. The pre-launch could be as short as seven days or ten days, but typically it will be two to three weeks after you start pre-launch before you begin the launch.

Most launches I do last seven days. I like seven day launches and I'm going to be showing you how to a seven day launch, step by step, right through to the end. That's the internal launch.

Next is the big JV launch and this is really similar to what we just talked about with the internal launch. The difference is that somewhere in between your pre-pre-launch and your pre-launch you need to begin communicating with partners. You need to tell your JV partners what's coming, give them some information about what's happening, and provide them with their own affiliate links.



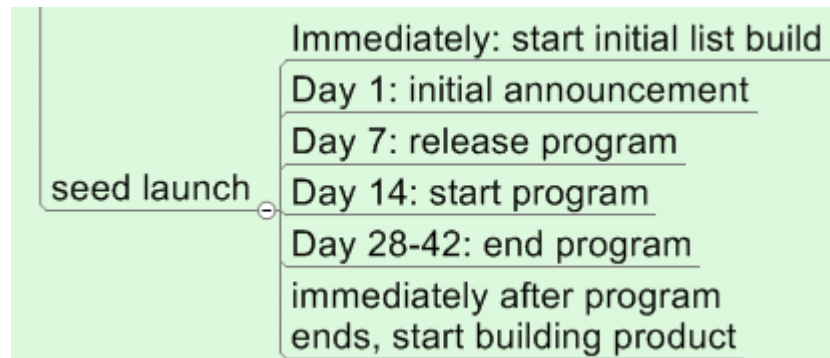
When you head into pre-launch is when you want your all of your partners to start mailing for you and promoting for you. Obviously there has to be some communications ahead of time.

You can reach out and connect with your partners earlier than seven days before the start of pre-launch, but absolutely in the seven days before pre-launch you want to start stepping up the communication.

Every few days you want to reach out and touch your partners, communicate with them, hit them with an e-mail or a video; whatever. Then, two or three days before you go into pre-launch, you definitely need to be communicating fairly closely with your partners.

Once you have started reaching out to your partners and you have begun communicating with your partner list, then the rest of launch procedure is exactly the same as the internal launch. You start your pre-launch. Typically, if you have partners on board, your pre-launch is going to be more in the two to three weeks range than you would be the seven to ten day range,, because you have to give your partners a chance to mail. Your partners are not all going to mail the day you go into pre-launch that just doesn't happen.

But I still like one week launches. Sometimes I'll go even shorter. Sometimes I like launches that are one, two, or three days. However, a one week launch for most situations tends to help you maximize your sales.



Finally, there is the seed launch. With the seed launch you need to start building your list immediately, no delays. Basically you start building your list right away. I don't know how long it is going to take you to build your list, but when you get that 30, 50, 100, 200 people on your list, then you would start with an initial announcement. Typically, about a week later, you would release the program, in other words, you would start taking orders, or start accepting people into the program.

Then about two weeks after the initial announcement, you would start your program. I like to do this as a series of teleseminars, maybe one

a week, for anywhere from three to four weeks. What you're doing during your initial announcement, is that you are gathering questions. You continue to gather questions through the first two weeks at least.

Then when you get to the teleseminars, you are simply answering the questions for your given market. If it is carving wooden dolls, you are asking them all through these first 14 days what their top questions are. Then you respond and you talk about carving wooden dolls, or playing guitar, or growing big tomatoes, or whatever your niche is.

You get on the teleseminar and have about ten to twenty questions that you are prepared to answer. Then answer those questions in the teleseminar. A week later you would follow up with another teleseminar, and then a week later another teleseminar.

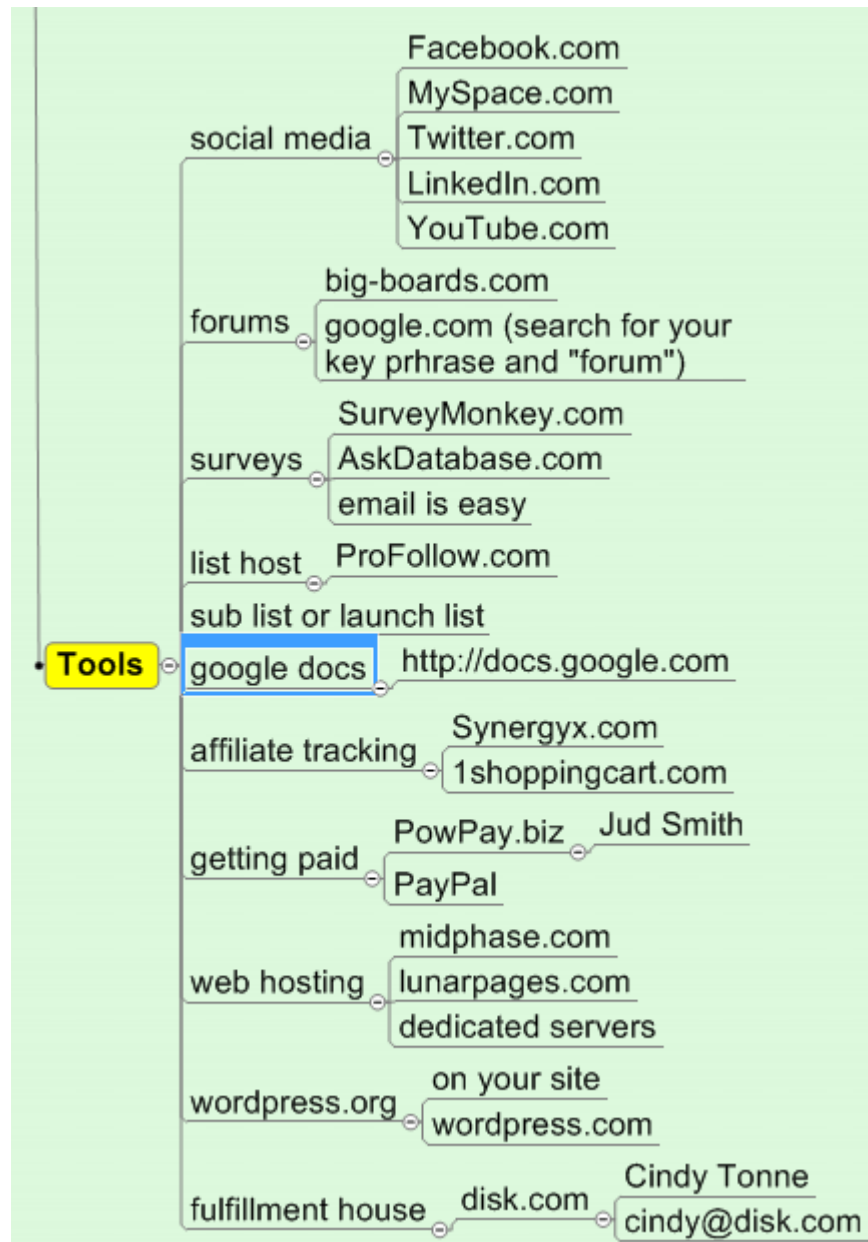
All of a sudden you have recordings of three teleseminars. You can go get that transcribed. You have audio recordings that are three hour long or maybe even longer. You have anywhere in the range of 40 to 60 to 80 pages of transcripts. Now when the program ends you immediately start building out your product.

There is obviously more to talk about here. It might take you awhile to build that initial list and you might want to stretch this out longer, or you might want to make it quicker. The procedure is very fluid; it depends on your individual circumstances. You might want to have three calls in one week, but this is just a general idea here. The key point is to start building your list immediately.

That's it for the timelines. Again, I didn't want to walk through it with too much detail here. I will be showing you the exactly step by step process, in the coming modules. This discussion should definitely help you with your overall planning. You now know how far out you have to go to start and sort of what you're looking at.

So there are the various timelines for you right there.

Video 5: Product Launch Tools And Resources



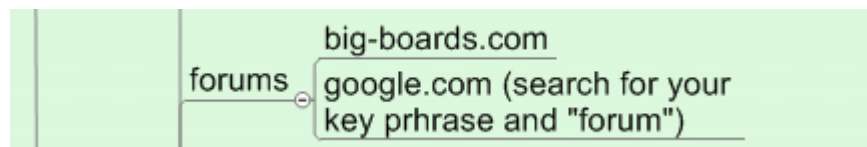
The next thing we're going to talk about is tools. We are going to go through these real quick.



I have already talked about social media a few times. Go and get set up on Facebook, MySpace, Twitter.com, Linked In and YouTube. They are all free and they are easy to set up.

If you don't have any videos yet for YouTube then there is not too much for you to do right now. You can take a look around and get a feel for the community. You might want to grab an account if you have a specific name. I'm product launch, so I'm glad I got that before someone else did.

Definitely get set up on Facebook, MySpace and Twitter.com. Feel free to look me up there and follow me on Twitter and request being added as a friend on Facebook and MySpace.

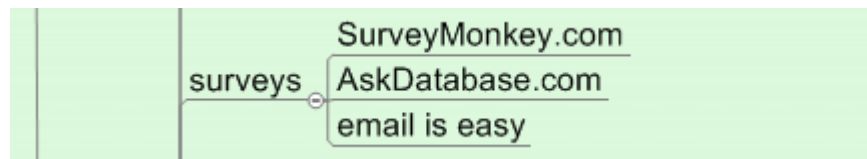


Next are forums. I have already talked about how to find forums so you already know how to do that. The key here is to go and create a presence. Go and register on the forums. The first thing you want to do is to get registered immediately because with a lot of forums people can see how long you've been registered for. The longer you've been registered there, the better.

The second thing you should probably do is lay low for a little while. Don't immediately jump in and start making comments. Do not immediately jump in and start promoting yourself, just get the lay of the land. Try to figure out how things work and figure out who the influential people are. Don't forget to read all the rules to see how things are done. Then you can gradually start posting.

Generally, you want to be helpful. If you're going to be in this market or this niche, then you want to be a leader. How do you establish yourself as a leader? Well, one of the ways you establish yourself as a leader is by helping people. Go join the forums. Just watch what's going on and start to create a presence. Don't become obsessive, don't be there 24 hours a day. Don't answer hundreds of questions a day. Just in general, engage in the community and be as helpful as possible. Get to know the real players. Maybe try to develop a relationship with the other players in the forum.

This is the dig your well before you're thirsty method, both with social media and the forums. You are looking to create presence there before you do any promotion or before you even think about promoting.



I want to mention a few more tools, let me start with surveys. I have already talked about this extensively in the market intelligence section. Survey Monkey and Ask Database are both great survey systems. I've used Survey Monkey a lot more, and they have a free trial there as well.. Actually, Survey monkey has a version that is free, that is not a trial, it is just more limited than the paid version. I'm not sure about Ask Database but I think there's a free trial also.

Of course, I like e-mail, and it is real easy. If you only have a few hundred people on your list, that's probably all you need, unless you want to do the testimonial cruncher. That is tough to do via e-mail.

I talked about list hosts on the first Q&A call we did. Your list host is going to be the single most crucial decision that you make in setting up your business or getting your business going. In terms of tools overall, there is nothing more critical than your list host. That is what is going to get your e-mail delivered and hopefully get your e-mail delivered on time.

It is also more painful to change your list host than to change any other tool in your business. You want to make this decision right the first time.

I've been with many different list hosts since 1996. I can't even count them all. I started off sending e-mail out of my inbox. I was with Yahoo, Topica, Sparklist, Lyris, and other autoresponder services one after another. I've been through them all. ProFollow is the best. ProFollow is basically AWeber. In my opinion they are the best. They are the best for delivery and they also get your e-mail delivered quickly.



Let me tell you a little about Pro Follow. AWeber is the parent company. They handle all service, tech support, and billing. Everything is through AWeber. ProFollow is my private label. Basically you are getting AWeber and it has my domain name on it, (again it is my "private label"). I paid thousands and thousands of dollars to AWeber to get this set up just so that I could promote them. If you join ProFollow I'll get a little commission.

With ProFollow in addition to all the benefits that you get from AWeber, I'm going to put together a series of training videos for you to learn some things that are hidden. I've discovered that most people do not have a clue about these secret methods or how to use them. They are all 100% ethical. AWeber doesn't have any problems with these secret methods. I've cleared everything with them and you will greatly benefit from knowing them.

Functionally, there is really no difference between AWeber and ProFollow. The only difference with ProFollow is that it is my private label and I'll get a small commission. I haven't created the training videos yet, but when they are done, if you use ProFollow as your list host, you will be the first to have access to these training videos and these secret methods.

This is the most important decision you have to make and it's the simplest decision. Just go to AWeber right now and sign up. Actually go to www.ProFollow.com right now and sign up. If you don't want me to get the commission that's fine, then just go to AWeber. Either way you are going to have great service.

Take a free test drive. You get a free 30-day trial. Just go to www.ProFollow.com and fill out a quick form. You hit the Enter button and then you'll have your choice to sign up by the month or by the year. You save some money if you go by the year. This is a winner and it makes your entire list hosting very, very simple.

Basically what this company does is when people join your list, your list is stored, managed, and run from AWeber's servers. Then they take care of all the headaches of managing that list and sending your e-mail out when you want to send e-mail. It's a very easy decision here.

[sub list or launch list](#)

I don't want to get too deep with sub-lists, but I mentioned this earlier. If you have a main list already and you're about to do a launch, then generally you will want to create a sub-list. That is just one of our tools here. It is very simple. When you are with ProFollow you can have as many lists as you want.

If you have your main list and in this next year, you do four different launches, you can and should create four different sub-lists. It takes about 30 seconds to create a new list or a new sub-list, a new launch list, or any type of list. With ProFollow, it probably will take you 30 seconds tops to create that list.

As you go forward with your launches, you will have people that have signed up for your main list and they're getting mail every week. Then as you go into a launch all of a sudden you are going to be sending out a lot more e-mail. Get them to raise their hand and join your sub-list. Then they are giving you permission to mail them more frequently about your up coming launch, That way you haven't

broken your agreement with them and they're not going to get mad at you for sending them more mail.



Google Docs is really cool and it's free. All you do is go to <http://docs.google.com/>. What this allows you to do is create spreadsheet files and word processing documents online on the Google web site. What is really great is the way you can share those documents with other people.

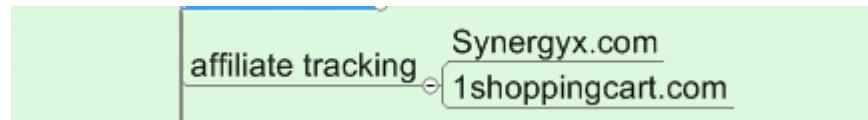
Earlier I talked about spreadsheets and how I would create a spreadsheet to track JV partners or affiliates. So if you had a partner in your business, or you had someone that you hired that was your JV manager or affiliate manager, you could both access any documents on Google Docs.

Instead of one of you keeping your documents up-to-date, maybe emailing back and forth, and trying to keep the documents on both of your desktops coordinated, you can go and create a spreadsheet for example, on Google Docs and then you can both access it. You can actually access it at the same time.

You could also do the same thing with a Word document. If you are creating a sales letter or a script for a pre-launch video, then two or more people can be working on it. I actually did this recently with the Smarts launch that we did a couple of months ago. We were creating a script for a video. There were about three or four of us working on that script at the exact same time all on Google Docs. It is a very good way to share information, especially information that gets dynamically updated by more than one person.

It could be an FAQ. Maybe you are in the middle of a launch and you are getting lots of orders in. You have a couple of people working customer service. With Google Docs they can share information by basically creating an FAQ on the fly that everyone can access.

Google Docs can be very, very useful during a launch if you have more than one person working on a specific area of your launch, and it's free. It's fantastic.



For Affiliate tracking I use Synergyx by Paul Galloway. It is not the absolute most up-to-date in terms of tons of features, but I've found it to be very rock solid. This is a more expensive solution generally because you're getting a piece of software, but you end up getting Paul, (huge bonus). He'll do some programming for you. He charges extra for the programming, but basically, if you have special things you need to have done, then Paul can help you out.

Paul tends to be very, very busy, so if you need him you often have to get him on for your whole project. You can reach Paul Galloway at www.Synergyx.com Go check it out. Like I said, it's not the best in terms of variety of features, but it is great in terms of tracking and the ability for Paul to be able to do custom programming for you. That's one solution. It's the solution I use. It integrates really well with www.ProFollow.com.

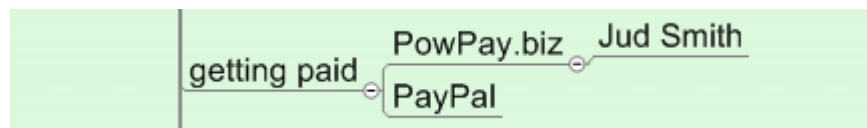
1 Shopping Cart is another one that lots and lots of people use. 1 Shopping Cart actually has the affiliate module built in and the shopping cart built in. It also has e-mail with the autoresponder and list hosting built in. Remember earlier, I had talked about list hosting being the most important decision you have to make.

In my opinion and in my experience, AWeber and www.ProFollow.com are the best solution. I like to use their e-mail service better than I like to use 1 Shopping Cart's. Let's just leave it there. I've been through launches with 1 Shopping Cart where you push the Send button and it takes awhile, up to 24 hours, for the e-mail to go out. They just aren't set up to send e-mail as efficiently and as quickly as AWeber or ProFollow.

Remember, I said this is a big decision for you to make. If you start off with the wrong list hosting service, it is much harder to move your

list to correct the problem after you've been using another company, than it is to start out on a firm foundation. This decision, in my opinion, is a no-brainer. Go with www.ProFollow.com or AWeber. You can still use the e-mail service, the shopping cart and affiliate program from 1Shopping Cart. It can easily be integrated with ProFollow. It's not that difficult to do. Even if you're going with 1 Shopping Cart, I would still go with AWeber or www.ProFollow.com as my list host. There are plenty of other affiliate tracking solutions. These are the two that I'm most familiar with and I've worked with the most.

Getting paid after you make the order, making sure when people actually want to give you money, the money actually ends up in your bank account, can be difficult. You would think that this is automatic, but it can be tricky. It needs to be planned for.



There are two things you need to do here. The first one is you need to get a merchant account. A merchant account is what allows you to take credit cards directly from your web site. It actually gets more complicated. You need a merchant account and you need a gateway (I use www.Authorize.net). And of course you need a web site. In between your merchant account and your web site is this payment gateway. There are a few different ones but I use www.Authorize.net.

Generally, once you get set up with the merchant account, they are going to tell you where to go for the gateway. The one I would go with is www.PowPay.biz. The reason I would go with this one is it is run by my friend Jud Smith. I know Jud very well. These guys are basically in the product launch business. They understand internet marketing and they understand product launches.

Again, this is actually an affiliate link, so if you join through them, I'll get a few pennies. Once you start running credit card charges through your web site and you do a product launch, I'll get a few pennies. This is really a miniscule amount, but I became an affiliate

because now that I'm set up with Jud, anyone who goes through that link, www.PowPay.biz, basically goes straight to Jud's desk. It doesn't go to some lower level person.

Jud is the VP of Risk Management there at Power Pay. That's the name of his company – Power Pay. So if you go with them and you apply, Power Pay doesn't even take applications from the general public. But if you go through www.PowPay.biz, then you'll see an application. It just takes a few minutes to fill out. That application will land on Jud Smith's desk. Like I said, Judd understand internet marketing. You'll often see him out at live events. You'll see him at the Big Seminar; you'll see him at the Underground.

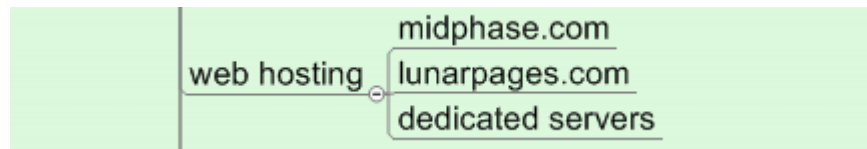
He knows the business we're in. He knows what we're about and he understands product launches. I've run millions of dollars through the merchant accounts there in a very, very short amount of time and it's not a problem.

Even if you don't go with them, I have an interview that I did with Jud. This is an interview you must listen to because it will teach you how to work with merchant accounts. How you work with merchant accounts is critical because when you do a big launch, you suddenly bring a ton of money through your merchant account. Other merchant account providers can see that as a risk and a big problem. You could end up getting either frozen, or some of your money held back, or worst case scenario, your merchant account shut down.

So listen to the interview. It will be on the page here on Module Two. I've included the MP3 of this interview. It is very, very powerful and it's not a big pitch for Power Pay. It is not a pitch. You will learn stuff that has never been disclosed before about how to work with a merchant account so you don't get in trouble with them.

PayPal is another merchant. You are probably going to want to accept charges through PayPal. If you are offline, maybe you don't, but if you're doing business online you are going to use PayPal. Just like the discussion of social media forums, you want to get set up right away with PayPal. If you're not set up, get set up right away because the longer you've been there, the better.

PayPal tends to work really well with product launches. You can run insane amounts of money through PayPal and they don't tend to get too nervous. If you go from zero to a million dollars or zero to a few hundred thousand overnight, it is going to set off some warning signs. You'll probably get a call from them, but in general they are pretty good to work with for product launches.

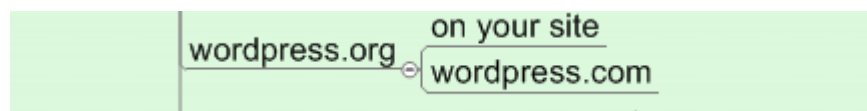


The next thing you need is web hosting. If you are just starting out, either one of these would be good, MidPhase or Lunarpages. You can get set up for around eight to ten dollars a month. It is really inexpensive. Both of them have what we call cPanel which is basically a control panel. It makes getting web tasks done much easier than other hosts that do not have a cpanel. Those are two that I have used and continue to use.

If you are going to do a big launch, you are not going to want to use these eight dollar accounts. It doesn't work if you're going to do a massive launch and bring in large amounts of traffic. If you have JV partners and they're going to be sending all kinds of traffic to your website, you're going to want to go with a "dedicated server."

I don't want to talk about this in any more detail. If you're at the stage where you are preparing for a large launch you probably already have a pretty good idea about servers and your needs there. We can talk more about that a little bit later. Right now I'm not going to give any recommendations for dedicated machines.

If you are just starting out, this is the way to go. The cPanel is rather nice because it makes getting web tasks done very simple and easy, including setting up blogs. It is literally a couple minute process. Those are your basic web hosting tools.



In terms of blogs, my favorite blogs are WordPress. WordPress is free software. There are many benefits to having a WordPress blog. There is a very active and enthusiastic community of WordPress users and they are always developing new capabilities and new features. For blog software I would definitely go with Word Press.

You can go to www.WordPress.org and download their software for free. It's a very easy installation. If you are a complete technophobe, you can usually find someone on RentACoder or Elance or Craigslist who can install your blog for you. You should be able to get the job done for around \$20 or \$30. For a very small amount of money, you can actually get a blog; (the software is free,) installed on your site.

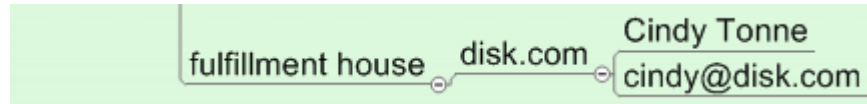
www.WordPress.org is where you go to get the software if you are going to put it on your site. Let's say you have a site about growing big tomatoes and your address was www.GrowingBigTomatoes.com. If you went to www.WordPress.org, got the software and had it installed on your site or install it yourself on your site, then your blog would be www.GrowingBigTomatoes.com/blog. It would be (hosted) right on your site. I like that because you control your own destiny. You don't have to worry about what anyone else says or does. You own that site and no one can take it away from you.

Another solution which is even simpler than that is to go to www.WordPress.com. Click on 'Sign up now' and you put in your username, password, your e-mail address and not a heck of a lot more. It is basically going to set up a blog. Using this method to sign up for a blog, your blog is actually hosted on their site.

If you put in a username of growingbigtomatoes then the blog would be GrowingBigTomatoes.WordPress.com. It resides on their server. Ultimately, even though you have a username and password, it is ultimately under their control. I like to control things myself. That is why I like to put it on my domain. If you did this though, you could literally be set up with your own blog completely free at no cost within minutes.

If you are a complete technophobe or a complete newbie, this would be a great way to go. Just go to www.WordPress.com. If you start a

blog here, later you can always have that blog moved to your site.. Have no worries. You're not closing any doors. This is a good way to get set up immediately with a blog.



Finally, you will need to have a fulfillment house. If you are shipping physical information products, physical CDs, DVDs, or books, and you are going to start out real small, then you could create this material yourself. You can duplicate it yourself in a number of different ways. The simplest way to get this done, if you are just selling a few DVDs or CDs, is to actually burn them on your machine and then mail them out. It's not a problem.

Once you get into larger quantities and your business grows, you are going to want a fulfillment house. The one I use is www.Disk.com. They will print manuals for you. They will create DVDs. They'll create CDs. They'll create packaging. They will put it in a box for you, label it, and ship it out for you. Their rates in my opinion are very good.

I don't get anything for sending people to www.Disk.com, but I have had good success using them. I've also used other fulfillment houses where I haven't had good results, which can be very painful. My contact there is Cindy Tawny and you can reach her at Cindy@Disk.com. I'm sure she is going to be completely overwhelmed now that I've put this out.

I recently did an interview with Cindy where we talked about fulfillment, how to work with fulfillment houses and possible fulfillment issues. That interview is also a bonus for Module 2. There are two things for you to listen to, the interview with Cindy and also the interview with Judd Smith. You want to listen to both of those.

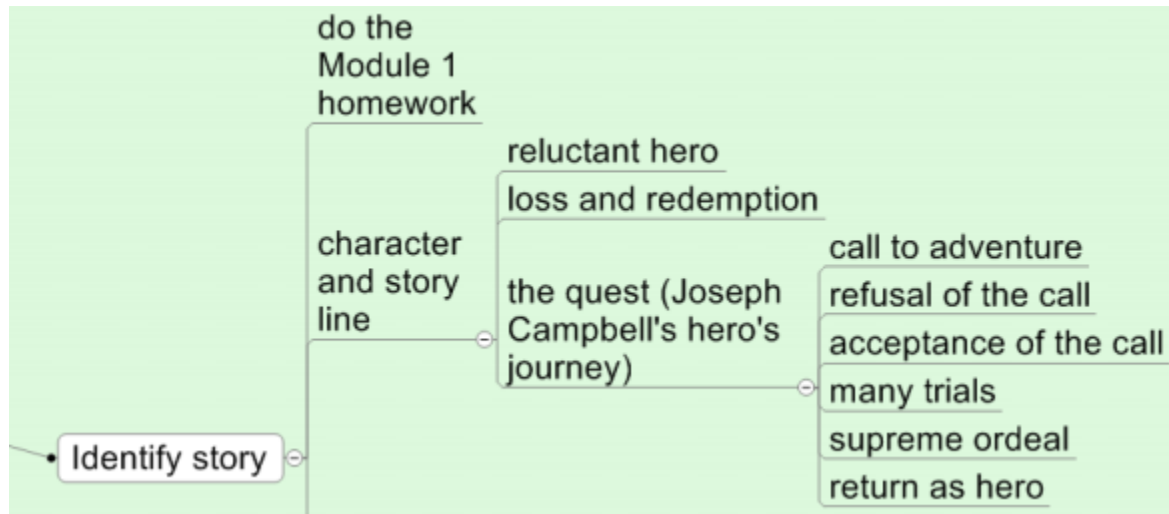
You want to specifically focus on digging the well before you're thirsty. You need to get set up on social media sites. You need to develop a presence in the forums. You want to start this process as early as possible. You don't want to be a week out from the launch

and wondering how you are going to get your merchant account and PayPal set up.

The same principle applies to www.Disk.com, You are going to want to be working with them sooner than later. I'd start working with them two months in advance if you've got enough time. I would certainly start no less than a month in advance from when you want to launch if you're going to selling a big home study course or some other big product.

That's it for the tools section.

Video 6: Identifying Your Launch Story (And Theme)



We are going to talk about identifying your launch story. If you are going to do a real quick launch, like the Tax Sale, you don't have to work on this that hard. If you're going to do a bigger launch, like the internal launch or a JV launch, then really nailing down a story is important. Part of that is all about your product and making it a compelling offer.

The best launches really have a good story. You really should have a good overall character and story to your business outside of just your launches. That's what we're going to work on here.

First of all, I hope you did your Module One homework. We worked extensively through Module one, helping you figure out and create an avatar for your customer and helping to put you in the mindset of that customer. Now we want to talk about character and storyline.

I'm going to show you a few storylines that have worked pretty well for me over and over. One is the idea of the reluctant hero. People love reluctant heroes. They love heroes and when they are reluctant heroes it means that they didn't really set out to be heroes. It's not like they've got some huge ego. Frankly this is very similar to the takeaway sale. There is actually some scarcity at play here.

When someone is reluctant to do something, it just drives us to want them more. We want to know more about them. We want to be with them more. I'm going to show you an example of the reluctant hero in just a second.

Then there is the loss and redemption storyline. This is a classic story where you have something, you've achieved something, then you lose it, and then you get it back again. That is a very, very compelling story that we have seen over and over again in movies. Both of these storylines you see a lot in movies, the reluctant hero and loss and redemption. I'll show you an example of that as well.

First off, I'm just going to throw this out there. Joseph Campbell was a writer and a researcher, and he did a lot of research into many the myths in the world. He analyzed a lot of them. He found a very common theme among so many of the myths throughout the entire world and throughout history.

He wrote several books. One of the books was called The Power of Myth. He boiled it down to what he called the hero's journey. I'm just going to throw this out. I'm not going to give an example for this, but basically this is a story, a plotline that we see over and over and over. It is the call to adventure and then the refusal of the call, and finally the acceptance of the call. This is the quest.

After you accept the call, there are going to be many trials and tribulations. Then there is a supreme ordeal and then you return from your quest as a hero. A classic example is Star Wars. It follows this plotline to a tee. Science fiction movies, adventure movies, Western movies, they all follow this same plotline. It's amazing; the call to adventure, the refusal, the acceptance, all kinds of trials, a big, huge, supreme ordeal, and then the return as the hero. Even if you look at Harry Potter, it is very, very similar to this. Over and over, and over again, you see that hero's journey or the quest.

I haven't gone as far as building that entire plotline into a launch, but many themes you see in my launches reflect parts of the hero's journey. Let me show you a reluctant hero story that I used several years ago.

This is a sales letter for my original Product Launch Formula where I very much played the reluctant hero. The reluctant guru is right in the subhead. I'm not making any bones about it. (not hiding it at all) I have used the reluctant guru quite a bit, even back in my trading stuff, back as far as 2001 or 2000. I used this whole reluctant guru plotline because it works really well.

The Reluctant Guru

I will admit it. I like to rub shoulders with the elite of the marketing world. I find it invigorating to be around the movers and shakers. To brainstorm and mastermind with them.

But I also like to keep things quiet, which is why I live way out in the Colorado mountains. Heck, the nearest highway overpass is 60 miles away.

When I want some serious business interaction, I pick up the phone and mastermind with some of the most brilliant entrepreneurs around. Or I head out to a seminar.

But I don't answer to anyone. I don't take clients. One friend calls me the reluctant guru. I don't want a bunch of demands on my time.

When the word about just a few of my successful launches started circulating among the online marketing guru world, I didn't mind one bit. It is nice having Kern and Reese and Yanik calling you up to talk about marketing.

In fact, my infiltration into that world was no accident. It was the ONLY reason that I even created my sixinseven.com web site. I knew I needed a calling card.

(IE, I "launched" a site just to make mastermind connections - not ALL launches are about money.)

However, I never tried to build that site up. I never created a product for it... because I really wasn't looking to be famous.

In the sales letter, I wrote,, "I admit it. I like to rub shoulders with the elite of the marketing world, yada, yada, but I also like to keep things quiet, which is why I live out in the Colorado Mountains. Heck, the nearest highway overpass is 60 miles away. When I want some serious business interaction, I use the phone. But I don't answer the phone. I don't take clients.

“One friend calls me the reluctant guru. I don’t want a bunch of demands on my time. When word about a few of my successful launches started circulating among the online marketing world, I didn’t mind one bit. It is nice having Kern, Reese and Yanik calling you up to talk about marketing.”

You see, I wanted to have my cake and eat it too. I wanted to hang out with Reese and Kern, but I didn't want to create a mass following. I guess I am a RELUCTANT GURU. I mean, it is really nice to be recognized in your field, but I would rather be out riding my mountain bike or paddling my kayak down a wilderness river. Or hanging out with my family. Or playing tennis with my buddies every Friday afternoon.

I went on, “You see I wanted to have my cake and eat it, too. I wanted to hang out with Reese and Kern, but I didn’t want to create a mass following. I guess I am a reluctant guru. I mean, it’s really nice to be recognized in your field, but I’d rather be out riding my mountain bike, paddling my kayak down a wilderness river, hanging out with my family, or playing tennis with my buddies every Friday.”

Here I am just talking about the fact that I have these crazy skills that people want to hire me for, but I don’t want to be hired and I just want to sit out and have a good time.

The Grand Plan - Smashed To Pieces

And you know what... my plan worked really well. Until August 17th, 2004.

That is when John Reese launched Traffic Secrets and sold \$1.08 million dollars of product in a single day. And while that shocked a lot of people, it didn't shock me - John was using my launch techniques, and I know how powerful they are.

But it was what John did next to set into play a "chain reaction" that really shook my world.

You see, a day or two after his big event, John published his "Million Dollar Day" report. And in that report John gave me a large amount of credit for his huge sales day.

Now I know John was just trying to be nice and shine the spotlight my way, but that's when things really changed in my sleepy little office. And this really wasn't a

I continued, "The grand plan smashed to pieces. You know what? My plan worked really well until August 17th, 2004. That's when John Reese launched Traffic Secrets and sold 1.08 million dollars of product in a single day. While that shocked a lot of people, it didn't shock me. John was using my product launch techniques. I know how powerful they are.

"But it was what John did next that set into play a chain reaction that really rocked my world. You see, a day or two after the event, John published his Million Dollar Day report. In that report John gave me a large amount of credit for his huge sales day."

It was nice of John to publish it, but now, I explained, "I know John was just trying to be nice and shine the spotlight my way, but that's when things really changed in my sleepy, little office. This really wasn't a change I was looking for. The phone rang off the hook. Everyone wanted to get a hold of me. I'm embarrassed to admit it, but I didn't answer even one of those calls. I never returned a single voicemail."

Later, I explain, I am just being a nice guy. “I regret that to this day. If you were one of those people that called, then I just want to say, ‘I’m sorry.’”

This is the whole idea of the reluctant guru. I was the guru and the guru’s guru that all the big names were coming to, but I really didn’t want to come out. I didn’t want to take on a big clientele. Then further down, I tell the story. In a Joseph Campbell way of thinking, this is the call to adventure here. When John released this report, all of a sudden people started calling me. That was the call to adventure. Here was my refusal of the call when I didn’t answer any of the voicemails. I didn’t pick up the phone. I just hid out.

Then I answered the call. “A few months later my buddy Yanik Silver asked me to speak at his Underground Seminar and I said, ‘Yes.’” I think we probably lose the parallel to Joseph Campbell’s theme a little bit, but basically then I accepted and I decided to go ahead and publish. Now I am the reluctant guru.

That was basically my story where I start to explain that I’m the guru’s guru, I explained how I was exposed, how I really didn’t want to do it, and then in the end I decided I was finally going to come out with this product because these guys really egged me into doing it.

That is a little bit of the reluctant guru and a little bit of that hero’s journey.

Now I want to cover the loss and redemption story line. The following is about the sales letter I used for my Product Launch Live Workshop. In it I started off reprising a little bit of the same story that I did in the last sales letter, talking about how I started off, how John Reese did the million dollar day, which is sort of this theme that I’m repeating.

It tells a little about the event and then, how and why I became the go-to launch expert. I’ve become the guru to gurus. Basically I’m setting up for “the fall”, the loss piece. “Here’s a fact I’ve observed over and over. When you master the skill of doing product launches, you become the master of your own fate.” I’m just setting up this loss that I’m about to share with them. “You can write your destiny.”

Then I tell them how I've been in business for ten years. I had built a successful business by 2005 where I was fat, dumb and happy. Now here is the loss piece. "Then in early 2005 I got a phone call learning that my primary business had been taken from me. I have to tread lightly here due to legal agreements, but that's the sum total of it. What had been a healthy and very profitable business was gone. Poof! Nothing left."

This was the loss and redemption, where you have something and you lose it, and then you get it back. It's quite a journey to take people through when you're telling a story. I'm telling them I had a successful business and then with one phone call it was gone.

"When I answered the phone, I had a strong, viable, long-running business. When I got off the phone I didn't have a business. This may sound hard to believe, but it's true. One more thing, this was absolutely not related to any regulatory issues. It was a purely internal matter within the business. What do you think I did when I got off that fateful phone call? I laughed.

"That's right. It might be hard for you to believe, but I remember it like it was yesterday. Seriously, after I hung up the phone, I laughed." As an aside, this is very true. I was actually sitting in the same chair I'm in now, at the same desk I am now, with the same phone that's sitting a foot away from me. I can remember it like it was yesterday. This really did happen.

"Here's the reason I laughed. I knew I had the skills and knowledge to create something bigger, better, more perfectly suited to my goals and lifestyle. I knew I could do it fast."

Now if you were mixing in the hero's journey piece, you'd go on and on about your trials and tribulations and how hard it was to get back, but for me that really wasn't part of the story. The next part of my story was that I took my techniques and I used them for myself. It was sort of like, "Physician heal thy self." If you can really do it, then go out and do it. So that is what I did.

I'm tell them that I had some emotional trauma, but I never worried what I would do because I had the Product Launch Formula. "It didn't take long. You probably know all about Product Launch Formula. You probably have an inkling that it has done pretty well. Just how well might shock you. I went from zero to a seven figure business in just a few months. As they say, the proof is in the pudding. Product Launch Formula is just one spoke of a business that allowed me to make a million dollars in the first 12 months.

"The business didn't exist until October 21st, 2005. I didn't start working on it until the summer of 2005. At that point, I didn't have a product. I didn't have a list. I had very little name recognition in the internet marketing world." Basically, this is a little bit of the loss and redemption.

Earlier, I explained that I had a successful business, I lost it, and then I turned around and hit a homerun. People love to see someone who was down for a bit, turn around and come back, and come back strong. That's the loss and redemption story.

This might seem a little theoretical and not very concrete. Let's take a look at how to create your story. This is actually much, much easier than you would think. If you thought that stuff was too deep and esoteric, then I think you are going to like this next part.

I've just boiled this down to some very simple steps. If you go back and take a look at the homework you did in Module One, this is the way you create your story. Start off saying, "I'm a lot like you," or, "I think you are a lot like me," or, "I think we're a lot alike." Then you name the frustration. You should have written down the frustrations in the Module One homework. Then you talk about your aspiration or your dream.

Next, talk about how you found the solution to this frustration that was going to let you achieve this aspiration. Then you tell them how you decided to share the solution.

Again, this probably sounds theoretical as well, but what I'm going to do is take a look at some of the hot seats. I'm going to show you how

to use this formula, this very, very simple formula, to create your stories.

Here we go. Here is one of the case studies. This is the survey that Neal filled out.

I'm a lot like you

Aspiration or dream: Travel the world and visit exotic, glamorous places. Get away from their rut. Travel safely and securely without the risk. New life experience.

Common frustration: Stuck in a rut, life is boring, feel like there are no prospects for them where they are right now and want to get away for a while. To do something exciting and different before they have to get serious about life; marriage, kids, mortgage, etc

How you found the solution: Online course will give people who know nothing about the cruise line industry the opportunity to become qualified, which will help them get a job on a cruise ship quicker and easier and help them to get a job that enables them to get paid to travel the world and enjoy new and exciting life experiences.

And you decided to share the solution: First online course of it's kind in the world not taught by any other school or college. Recognized qualification, will get a real certificate on completion: instant impact with their resume/job application/interviews. Will have a thorough understanding of the cruise line industry before they board the ship.

neil - cruise ship jobs

His niche is providing information tools and resources and support for people who want to get jobs on cruise ships. He is basically selling an 18-module online course that teaches people how to get a job and work on a cruise ships. The course is delivered online. Students can learn at their own pace. Yada, yada, yada...

It looks like a very extensive course. His prospects are in their early 20's to early 30's, both male and female. They have a pretty decent income. They like travel, adventure, and meeting new friends. They don't like commitment and they don't want to be tied down to a career or a house. They finished school or college, but they aren't sure what they want to do with their lives. They probably have a dead end job. They want some excitement and they want to get away from the rut. They want to get out of their hometown. They feel like they need to get away while they are still young with no tie-downs.

This is a great description. Neal did a fantastic job. What do they really want? They want to have an amazing life experience that they can look back on with fond memories, traveling to glamorous destinations, meeting new people and having fun.

The hot points are that they are stuck in a rut, life is boring, feel like they don't have any real prospects, they want to do something exciting before they get serious about marriage, kids, and a mortgage.

Their top fears and frustrations are that they're worried about having regrets when they're older. Their top wants and desires are to travel the world and visit exotic, glamorous places.

So that gives us lots of great information. Let's go back to our mind map. Let's fill in the blanks on this one. A lot of times you start with a common frustration and sometimes you start with the aspiration or dream. You can swap those around.

That's their aspiration. The frustration would be that they are in a rut. They are stuck in a rut. Life is boring. There are no prospects.

Then you talk about how you found the solution. The solution of course is how you found the cruise line industry and how you found work in the cruise line industry. Of course you've decided to share.

Let's just walk right through how you can share the solution that you found. "You know, I think I'm a lot like you. When I got out of college, I really had this sense of adventure. I wanted to travel the world and visit exotic, glamorous places. I just did not want to get stuck in a rut.

I did not want to be another person with a corporate job with a mortgage and a spouse and 2.1 kids. I was really after some new life experiences. But, as I got out of college it seemed like every path I looked down just led me right into that same old rut, that same boring path that everyone seemed to be taking.

“I just decided that was not for me. I just kept on looking around trying to find some way I could actually support myself and make a living while I was traveling, something where I could avoid the corporate world where I’d just get stuck in a rut. After searching and searching, I actually found the one industry that had it all going on.

“The cruise line industry basically has openings all the time where they are looking for skilled people. They pay you well and you get to see the world. The only problem I had was, ‘How do you break in to that industry?’ It is competitive. I’m not the only one, you’re not the only one, looking for this type of a position where you can travel and still make good money.

“So the one thing I’ve always been has a researcher. I’ve been able to research stuff and dig deep down into a subject and find solutions. I decided to take those skills and put them to use in looking at the cruise line industry. What I found was that if you knew the right tricks, if you knew how to put it together, you could almost turn it into a formula and get the job that you wanted on a cruise ship.

“You could be working on a cruise ship for a cruise line traveling the world, getting paid well, and having a wild adventure instead of sitting back at your desk in corporate America, bored to tears, hanging on for your next vacation.

“What I decided to do after I had gotten experience in the cruise industry was to sit down and come up with a formula. I decided to create this course so I could actually show other people. Frankly, like I said, I think we are a lot alike. I had this huge passion to travel. I know there are lots of other people that have that passion to travel. I just thought that if I could share this with them, then I could help them find their passion.

“What I did was I sat down and created, what turned out to be, the first online course of its kind in the world that is not taught by some school or college. This is real world stuff. This isn't like ivory tower college stuff where they just give you a bunch of theory. This is real world nuts and bolts that is actually going to help you land a job on a cruise ship.

“You get recognized qualification. You are going to get a real certificate of completion that you can send in with your resume or application. This has instant impact on your goal or quest to get a job on a cruise ship. Take this certificate and put it on your resume or job application, and it is going to open doors for you. You are basically going to walk out of this with a thorough understanding of the cruise line industry before you even get on a ship. That is why they are going to want to hire you.”

That's the basic story. As you can see, all I did was take what Neal had written. I put it in a sequence and tied it together.

Let's do another one. This is an interesting one from Steven. His market is electronics for bicyclists and motorcyclists; GPS, electronic training devices etc....

Stephen - cycling electronics

I'm a lot like you

Aspiration or dream: Will lives for the weekend when he can get on the open road and ride his bike. But he's a competitive racer and he wants to be in the best possible physical condition. This is a strategy for more than just winning bike races, because when we wins a race, or at least places well in the finish, its proof that he's not over the hill at 48. He also takes pride in being in better physical shape than many men 20 years younger. Winning also makes him more confident in his work and his family life because it makes him feel good about himself.

Common frustration: Also, when things break or don't work the way they're supposed to, especially when they're brand new, is a big pet peeve also. He's also frustrated by unexpected hassles and delays in getting what he wants. Will also is afraid that his life is getting so busy that he eventually won't have enough time to train for his events. Electronics supposed to make things easier are too complex.

How you found the solution: teenagers

And you decided to share the solution: It's going to teach them things about themselves, that they can actually make big improvements in their training and endurance by better understanding what their strengths and weaknesses are. They're going to learn that they can perform a lot better than they thought they ever could. From a service standpoint, they're going to be highly informed about the product before they even receive it and they're going to get unbelievably great customer service every step of the way.

Who is his prospect? He actually gave his prospect a name, so that is really cool. That's a great start. Will is a youthful 48 year old, intelligent, well-educated, and has a good job as a stock broker. He is in good physical shape because he loves bicycle racing, he's married, and has four kids in high school. He is very busy and his life can be stressful.

What does he really want? He lives for the weekend. He's a weekend warrior when he can get on the open road and ride his bike. He's a competitive racer and wants to be in the best possible physical condition.

This is the strategy for more than just winning bike races, because when he wins a race or at least places well in the finish, it is proof that he's not over the hill. This guy wants to be in good physical shape. He takes pride in being in good physical shape. He's in better

shape than people who are 20 years younger. Winning makes him more confident.

The hot points are people who don't follow through on commitments; don't do what they say. When things break or don't work the way they are supposed to, especially when they are brand new, it's a big pet peeve.

Okay, that's good.

The top fear would be getting out of shape and falling apart physically as, much of Will's sense of well being comes from being in great physical condition. Will is also afraid that his life is getting so busy that he eventually won't have time to train for these events.

That's good.

His top wants or desires are that he wants to be happy. He wants to feel good about himself. He wants to be in the best possible shape so he can win races, or at least know he's done well. He wants his wife and kids to be happy. He wants his equipment to work.

What things does your product do or give your prospect? It's going to teach them things about themselves so they can actually make big improvements in their training and endurance by better understanding what their strengths and weaknesses are.

Let's do some cut and paste here. We're going to take what they really want and we'll paste it into the aspirations or dreams. The common frustration, we'll paste that in. I think a real key in this one is going to be that this guy doesn't have much time. Will doesn't have much time, and he wants to improve his performance. He doesn't want to get out of shape, but his life is getting so busy that he's worried about this.

If these electronics can actually help him train in a more efficient manner, that's great. If they are so complicated that he can't use them, then that is not good.

“Electronics are supposed to make things easier. They are not supposed to be too complicated” Steven said that he is going to basically reduce the price for a limited time during the launch and include lots of information based bonuses to tell people how great it is and help people understand how to use it, even before they buy it.

A lot of electronic things are so darn complicated. If you’ve ever played with a GPS, it can be so complicated that it is hard to use. I think the key in this sale is to make it seem easy. The key is have it turn into Will being able to do more training more efficiently with these devices, but he’s not going to be able to do that unless he gets some good training.

Let’s see how you found the solution. Let’s go ahead and paste this in. This isn’t the most powerful piece. That’s not all that great, but we’re going to work with it as we go. Let’s see what we’ve got Here is the solution.

“I think we’re a lot alike. I’ve always been something of an athlete myself. As I got out of college, I kept on competing in different things. Not too long ago I started cycling competitively. I’ll tell you what, I can’t wait for the weekends when I can get out and just tear it up, on my bike. I have this great life. I have a wife. I have kids in high school and I have a challenging job.

“I do okay with the job, but the thing that I really love is staying active and staying in great shape. It’s fun. I get out on these rides and sometimes I’m whipping these guys’ butts that are 20 years younger than me. It’s awesome. Really, it is important for me to stay in shape. It is important to me looking forward, as I get older to stay in shape.

“I’ll tell you what though, lately with the job and the family, it is getting harder and harder to train, and to find the time to train. I love to train. I love to be on my bike, but it’s getting harder and harder to find that time. I look at this electronics revolution that I see everywhere. We all have computers and cell phones and BlackBerries.

“I started to wonder if I took some of that technology and applied it to my training, could I make my training more efficient, so that I wasn’t spending as much time on my bike. I’m training more effectively and

getting the same results. So what I did was I started to look at GPS and these heart rate monitors. I could see that this was a great way to train and that I could be a lot more efficient in my training.

“But I was always frustrated because these electronics were so unbelievably complex that I had to sit down with a manual that is over two inches thick. I’d sit there and have to pour through that manual. By the time I’d figure one thing out, I’d forgotten everything else. I just don’t know why they can’t make these things a little bit easier to use.”

That’s it. Now we’ve basically given the aspiration and the common frustration. And now I just got a brainstorm from here. Who always helps you figure out your problems? It’s always the teenagers. I know that’s the way it works in my house. My kids show me how to use things. Whenever we get one of these super complicated things, my kids are showing me how to use it.

A common frustration was that I’m worried about not having enough time to train. Electronics are supposed to make my life simpler, but they actually make things more complex. The solution I would go for here would be my teenagers. It is sort of along the lines that we just finished talking about how these things are so complicated and I can’t understand why.

“What I decided to do, the last time I got one of those GPS units, or one of those heart rate monitors, is that I did what I always seem to do at my house. I hand it over to one of my teenagers and I let him play with it for an hour. Sure enough, he had the whole entire thing wired and figured out. The funny thing is, he was able to sit down and explain all the different modes and exactly how it worked.

“So I gave him another device and he did the exact same thing. After I spent a little bit of time and he showed me how to do this, it all started to make sense. I started to get fantastic results out of it. I cut 30% off my training time because I was able to train at my target heart rate and get better results out of it.

“What I decided to do is take that three inch manual and turn it from this geek speak and actually sit down, write, and put together a guide showing exactly how to use this without getting all those super

crazy, esoteric screens. I took away the pain of all those things you don't need to know and narrowed it down to the things that are going to get you the quickest results, the fastest, and make you the most efficient in your training.

“This is what I decided to do. I actually went to the manufacturer and I was able to work out a deal where I can actually offer you this product for less money than it should cost,” because you are going to launch with a discount. “I’ve actually put together this great deal. I’ve also taken the guide I’ve written and through the miracle of the internet I can get this to you immediately through a download, a digital download, a PDF document that you can print out on your own computer.

“I’m going to give this to you as part of our one week special when we launch this thing. You are not only going to get \$75 off this GPS heart rate monitor, but you are also going to get my guide that shows you in ten minutes how to learn 90% of the functions and take you from absolute utter confusion looking at this thing, to being able to actually work all the functions that you need”

I think that is the story I would go with. You tap into their aspirations and their dreams. Then you talk about the common frustrations. A) You don't have enough time. B) Even if you could get the tools that could help you become more efficient and save time, they are still too difficult to learn to use.

Magically, you've found a solution. Now you've put together the entire solution so they can get a great break on the price, plus they have this information so that they can use it quickly, easily, and efficiently.

This next one is a good one. The niche or market is prospective students for culinary schools.

I'm a lot like you

Aspiration or dream: They want to work in a kitchen, creating beautiful presentations for others to enjoy. They want to be involved in the romance they feel is part of the chef's world. Fine dining, interesting people, beautiful surroundings.

Common frustration: They feel stuck where they are...they want to be in the center of the food industry, they watch the food shows and yearn to somehow be involved. They worry about the money it will take, their friends and family tell them it's silly to be a chef. Unsure if they're good enough...unsure if they will graduate, not sure which school is right for them, will they get a job, are they reaching too high? Should they spend all that money for school?

How you found the solution: It's a love story between two people who found each other late in life (early 40's) after individual relationships that fell apart, who then learned of a shared passion for cooking, travel, New York, and who bailed out of Arthur Andersen together just months before Enron hit, to chase a shared dream of becoming chefs. They took 2.5 years out of their lives to suddenly not have to work anymore after 20 years of working (you aren't working if you love what you do). they would call me in the middle of the day at my office and tell me they are at a Greenwich Village cafe enjoying coffee and scones and I would hate them.

And you decided to share the solution: Experience...they will walk vicariously through the entire process of deciding to attend a culinary school, choosing and applying to a school, attending a school, graduating, going to France, dealing with coworkers in a kitchen (large egos), making friends in the industry, meeting great sous chefs, a story about Princess Grace of Monaco and the Shaw of Iran on the celebrations of the 1,000th birthday of Iran, what it's like to live and work in Manhattan (Mecca for a would-be chef) and why they should or shouldn't be chefs. It will also make them seriously ask themselves - why do I really want to be a chef. They may decide it's not for them after going through this product - which is OK - because there are definitely drop outs in culinary schools.

Taylor - Culinary School

It's an information product that is basically CDs, transcripts, and a directory. It looks like it is going to show people about going to culinary school. Prospects are young male or females. It could actually be any age who plans on going to culinary school. Basically, they are wondering if it is right for them. They are not sure which schools best and what the costs are. They aren't sure about the work opportunities afterwards and they are not sure if this is the answer to their dreams. But they know that they want to work in restaurants as chefs. They want to own their own restaurant.

So what are their hot points? Now this is some juicy stuff. They are unsure if they are good enough, unsure if they'll graduate, not sure which school is right for them, and they are not sure if they will get a

job. Are they reaching too high? Should they spend all that money for school? I don't know much about culinary school, but it sounds like it is expensive. I can imagine it is expensive.

What are their top fears and frustrations? They feel stuck where they are. They want to be in the center of the food industry. They watch the food shows and yearn to somehow be involved. They worry about the money it will take. Their friends and their family tell them it's silly to be a chef. They want to work in a kitchen. They want to create beautiful presentations for others. They want to be involved in the romance that they feel is part of the chef's world; fine dining, interesting people, and beautiful surroundings.

What things does your product do or give your prospect? Experience; they will vicariously walk through the entire process of deciding to attend school, choosing and applying to school, attending school, graduating, going to France, dealing with co-workers in the kitchen, making friends in the industry, meeting great chefs, and what it's like to be among the high and the mighty and live in the fancy places. They will experience vicariously why or why they shouldn't be chefs.

Basically, what this product is going to do is a lot. It tells them about the whole process of going to school, but not only going to school, but about actually working in the industry. It gives them a lot of insight about whether they might want to do that or not. This could potentially save someone, again I don't know what culinary schools tuitions are, but this could cost them tens of thousands of dollars. It could save them that kind of money if they decide it is not for them, or save them from going to the wrong school. There's a lot of juice here.

Given your story and the rest of your homework, what do you think your launch story should be so far? This is where Taylor made a mistake here. It's a love story between two people who found each other late in life.

Taylor's story is the story of the creators of the product. Remember the story should be about the prospect. You can work this in, but the idea is that they're doing this so they can open up their pastry web

site. Your story can be worked in, but that's not the main hook of the story going forward or the main hook that we want to come out with.

Let's do our little cut and paste thing here. Aspirations or dreams? Are you guys starting to see how easy this is? We just cut and paste. You guys already did the hard work coming up with the frustration and their hot points. We're going to throw these in as well.

We can use some of their story here. Then they can decide to share the solution. I'm going to cut and paste this whole thing. We won't use all of it for the solution but, I think we have it all set to go.

This is by the couple. I think we'll start with, "I think we're a lot like you. You are probably in the same spot we were in several years ago. We always wanted to work in a kitchen and create beautiful presentations for others to enjoy. We wanted to be involved in that romantic chef's world of fine dining, interesting people, and beautiful surroundings. We always felt this call to the kitchen and the idea of being chefs was a dream of ours for years.

"We always felt stuck. We always looked at the food industry. We watched the food shows. We looked at these restaurants. We'd read these menus and would just yearn to somehow be involved. We knew that the route really was going to a culinary school, applying, going through the process, getting into one of these culinary schools, going through and getting the training.

"We were worried about the money it would take. I mean, these schools aren't cheap. We were worried about making a wrong decision. Of course, our friends and our family told us it was silly to even think about going to culinary school and becoming a chef. To tell you the truth, we weren't sure if we were good enough. We weren't sure if we were good enough to graduate. We didn't know what school to go to or how to go about picking a school.

"We didn't know what kinds of jobs we could actually get coming out of culinary school. It's almost embarrassing to admit it, but we were just wondering if we were reaching too high. Should we spend all that money for school? I'll tell you what we did. Late in life, in our early 40s, after both of us were coming off of bad relationships that fell

apart, we learned of a shared passion we had for cooking, travel, New York City...” We probably don’t need to put Enron in here, (lol).

“We just decided it was time to chase our shared dreams of becoming chefs. We took two and a half years out of our lives. Suddenly, we weren’t working any more. I’ll tell you what, if you’re doing stuff you love, you are not working. We went to culinary school. We picked a school. It worked out well for us.

“I’ll tell you what, we would call our friends in the middle of the day in Greenwich Village Café where we’re enjoying coffee and scones. We’re living a life we couldn’t have dreamed of a few years ago. But this is the deal. There was a lot of pain to get to this point.

“We have now met so many people that have gone through this path. They have either picked the wrong culinary school or didn’t know what they were getting into. They didn’t know how to set themselves up so when they got out of school they were set up to get the kind of job they were looking for, in the type of restaurant they were looking for.

“What we have decided to do is share some of the experience from those two and a half years that we took out of our lives. We’ve put together a full end-to-end home study course that is going to walk you vicariously through the process. We are going to help you decide what culinary school to go to.

“We are going to show you how to go about picking the school, applying to the school, what you need to know when you are attending the school and graduating from the school. We’ll take you to France to study with great chefs. We’ll show you how to deal with co-workers and kitchens, how to make friends in the industry. That is really what is going to accelerate your path through the industry.

“We are going to take you through our path. It’s been a wild ride. We’ve met some great chefs. We’ve got stories about Princess Grace of Monaco and the Shah of Iran. Yada, yada, yada.”

Basically you can sort of build a story. You can see where we’re going. It’s the same old formula. You share your aspiration. You

share the common frustration. We actually did work in the story of this couple, and then we went right in to deciding to share the solution because it was a hard-won experience on our part, and we are ready to share the experience with you.

The next one is a good one. This is the craft market, with a specific focus on people who want to make money with their crafts. People who want to know how to start a craft business.

The image shows a presentation slide with a light green background. On the left side, there is a callout box with a white background and a black border, containing the text "Chuck - crafts" with a small circle to its right. The main content of the slide is organized into sections separated by horizontal lines. The first section is titled "I'm a lot like you" and lists aspirations and dreams for crafters. The second section is titled "Common frustration:" and lists various challenges crafters face. The third section is titled "How you found the solution:" and describes the speaker's personal experience and offer.

I'm a lot like you

Aspiration or dream: * To be able to make a living doing something they love (crafting) * Becoming the next Martha Stewart * Working from their homes to spend more time with the family * Fame and fortune Are interested in starting a craft business, but many are looking for a part-time enterprise or are just now exploring the possibility * Spend as little time as possible on the business side of the business - they just want to sell their crafts *

Common frustration: * They will spend a ton of money to start up a business and they will fail * Nobody will want the crafts that they are making * There is too much competition for their types of crafts * Rules and regulations for starting and running a legal business * Pricing for profitability Figuring out a way to sell on the Internet so it's not all craft shows or trying to get into shops * * Marketing and selling are a foreign language * There is so much competition out there that it's tough to stand out in the crowd * Getting enough customers and prospects to keep the revenue flowing *

How you found the solution:

And you decided to share the solution: "I know I've been a bit absent over the past six months, but now I want to re-launch the site with your input... Tell me what you want to know about starting your own craft business and I'm going to craft the site and materials to your wants and needs."

Here is their offer. I'm looking to re-launch my craft business site and to warm up the list. Currently I have over 18,000 names on the list

and they are not very responsive. I want to re-engage the list and get them ready for a bigger launch in the near future. I'm going to offer my current product set at a steep discount.

That's great. They are thinking strategically. That is really cool, so come out with an offer at a deep discount; get the list buzzing, get them engaged, and then come back with a big launch.

Who is your prospect? Our prospect is predominantly female, ranging in age from 18 to 50. They have been interested in crafts for a very long time. It could be any type of craft. They find a lot of their information on the internet, but they are timid about creating web sites and communicating via e-mail. They are interested in starting a craft business, but these are not business savvy people. So, many people are looking for part-time and are currently just exploring the possibility..

They don't know a lot about marketing or how to increase sales of their product. They are not sure which crafts will get the maximum sales. They are a bit leery about security on the internet and they don't like spam. They like a good story. Our list is not particularly responsive at this point And I need to warm up the list.

What does the prospect really want? Our prospect wants good solid information about starting and running a successful business, doing something they really love. But they are not business people, they are craft people. They know how to do crafts. They don't know how to make money.

They don't know how to set up a business. They want to spend as little time as possible on the business side of the business. They just want to sell their stuff. In fact, they probably just want to make their crafts and get money. They would just as soon not sell at all. If they could just create the craft and stick them on a shelf and get paid, that would be the ideal, I imagine. They are fairly naïve about business. They really want someone to hold their hand.

Okay, this is a great description. Marketing and selling are a foreign language. These are their hot points. They just don't know how to market or sell. They think there is so much competition out there that

it is tough to stand out from the crowd. They are concerned about getting enough prospects and customers to keep the revenue flowing; about pricing and remaining competitive so they can be profitable; about figuring out a way to sell online, so they don't have to keep on going to craft shows or trying to get into shops. They are concerned about basic how-to-create a web site stuff.

Their top fears and frustration is that they'll spend a ton of money to start up a business and they will fail. So this is what they are worried about. They are worried that they are going to go and spend a lot of money and they'll fail; that nobody really wants the stuff they are making, that there is too much competition, and they are worried about rules and regulations for starting and running a business. They are also worried about pricing.

Their top wants and desires are to make a living doing something they love; becoming the next Martha Stewart; working from their homes to spend more time with their family; and fame and fortune.

What are the things your product does? It gives them good solid marketing advice. It gets them to think about their business in terms of revenue and expenses. And you need more expected benefits. This is good text for re-engaging, re-energizing, reconnecting with the list.

I know I've been absent over the last six months. It's probably good to give a reason why. Why have you been absent? Why haven't you been publishing? But now I want to re-launch the site with your input. Tell me what you want to know about starting your own craft business, blah, blah, blah. Basically, I think you need to get them excited.

Okay, it's time for the old cut and paste here. What are their aspirations? What are their wants and desires?. We're going to grab a little bit more from here and include it as well. What are their common frustrations? This isn't very much aspiration, but I'm going to put it up there as well. What are their common frustrations? I think this is probably going to be a big one. They don't know how to market. There is too much competition. There are lots of good frustrations in there.

How do you find the solution? I didn't see anything in here about how you found the solution, so we're going to have to go with that on the fly. How you decided to share the solution. This is a bit thin as well. We're just going to have to wing those final two. I think there are enough frustrations here where we might be okay.

I think this is something like, "Boy, if you're a craft person like me, then I think we are probably a lot alike. I've gone from craft to craft to craft. I've enjoyed pretty much all different types of crafts and I've done just about all of them throughout my life. In fact, a lot of times my family and my neighbors, they accuse me that I'm going to become like the next Martha Stewart or something.

"To tell you the truth, the ability to do this and actually maybe make some money so I can stay home with my family, spend more time with my family and more time on my crafts, well that would be wonderful." There's your aspiration.

"But to tell you the truth, I'm not a business person at all. I don't have a ton of money to sink into starting up a business. Who knows, I don't even know if it's going to be successful. I don't want to spend all my life savings on this. Even though my friends and my family love my stuff, I'm not sure if people are really going to want to pay for my crafts. There is so much competition. There are so many talented people out there. Then there are all the legalities. I don't know anything about putting a business together or how to price my stuff or how to market the stuff.

"Marketing and selling – that is a completely foreign language to me. I'm not a sales person. I'm a craft person like you. How do I stand out from the crowd? How do I put a web site together? One thing I know is I don't want to be traveling ten, twelve, fifteen, twenty weeks a year going to these craft shows. Sure I like a craft show as much as the next person, but I don't want to spend all my time on the road. I'd love to have a web site where I could just sell my stuff. I would do this in a heartbeat because I just love my crafts so much, if I knew that I could be successful and I knew I could get enough customers and prospects to keep the revenue flowing."

So that is a pretty easy one to do on aspirations, the connections, and the common frustrations. The tricky part with this one is going to be switching into the solution. I think it would work best if it was a third party. In fact, if Chuck, the publisher, is the solution provider, you might even want to have the part I spoke about, the aspirations and the frustrations, come from a third party, maybe one of your current students.

They could say, "One day I was out surfing around the web and I came across Chuck's web site. I instantly knew that Chuck was one of us, because I could see that he loved crafts just as much as us. The big difference with Chuck is that he actually has this business background and he knows all about business.

"He knows about creating a legal business and how to start and run your business. He knows about how to get your pricing right, how to build web sites, and how to get people to come to your web sites. So I invested in his program. I had no clue about business, but all of a sudden, I have been able to put up a business. I have my own web site and I'm making sales."

I think that is one of the shifts. This way you are using a third party as the person who is doing the connecting. They found you as the solution. This is a little different from the ones we've done before. At this point you can shift into the idea that because you've been absent, you can give the reason why you've been absent.

You haven't published for six months because you had some issues with your family or you did some traveling or you got involved in other things that you lost your focus like all of us do from time to time, or whatever. Now to make up for it you decided to do this incredibly silly deal and allow people to get stuff at half off or some amazing savings, because you realize that you have been able to make an impact on so many people. You are really sorry that you lost this focus because now you're not making an impact.

Now you want to get it rolling again. You thought the best way to do that, to get people excited, was to give a great big discount. This is an easy one in terms of hitting the aspirations, their dreams, their

common frustrations, because Chuck, you've obviously got a good feel for your market.

Now the switch.., I'm not sure if you sell it under your name or under a pseudonym. but if it is under a pseudonym, then it is a little easier to make the switch.

It could be like, "I've had these aspirations. I had these frustrations. Then I decided enough is enough and I went off and I found someone that taught me all the secrets to business," or, "I found someone who became my mentor and showed me how to put up web sites," or, "I just got sick of this. I've always been a big researcher so I spent six months researching stuff and I came up with all these solutions. From working with a whole bunch of people, we kept on refining it. It has gotten better and better."

So those are a couple of different ways you could go. Now we are moving on to Ed. His market is Medical Interns. Let's give this a shot.

Ed - medical interns

I'm a lot like you

Aspiration or dream: To look good... on "rounds", when doing presentations, on exams, and in emergencies - To continue to be successful - To be the best of his internship class - the best presentations, the best evaluations, and the fastest at making the right decisions - To finally reach the world's expectations of what "being a doctor" means to his wealth... he wants to lead the lifestyle that is expected of high-income earners - He has been successful all of his life - the top in everything - but now, for the first time, finds himself in real danger of failure.

Common frustration: Fear of failure, fear of causing harm, and fear of being alone on call - these are by far the top 3 fears. being humiliated in front of peers, and looking bad.

Frustrations include: - the amount of work necessary outside of work - preparing for presentations - calls in the middle of the night - others' perceptions of their income level

How you found the solution:

And you decided to share the solution: I know that this is really going to help people. My own story is a great example of down-and-out to wildly successful. And there were two times that I almost left training - and these products/services are built around what got me out of those situations. I have been giving talks on the subject for several years and only last year started informally polling people about the very questions asked above - fears, wants, frustrations, etc. I know I'm on to something.

“You know, I think I’m a lot like you. I was in the same place you are not too long ago. I had gone through school. I had spent my entire life going to school it seemed like. I would run up these large debts, but I’d always done really, really well at everything I tried. Unfortunately law school was long and expensive, so I have these huge debts. I was an intern with basically no money. For the first time in my life, this was a challenge that really wasn’t very well defined. I was sort of thrown to the wolves.

“I had to figure out a lot of things, because, to be honest, I had a tremendous fear of failure. All through school it was real clear what I had to do to be successful. But now that I became an intern, all of a sudden, now I had to worry about all kinds of things like presentations, paperwork, and doing better than my peers.

“Some of these guys, I think they’d like nothing more than to see me humiliated in front of them, the staff, and everyone. All of a sudden,

I'm out there, on call, all alone, what do I do? The Hippocratic Oath states that I'm not supposed to hurt anyone, I'm not supposed to cause any harm, and I definitely don't want to cause harm. Where do I start?

"I was basically where you are now. I had all these fears. I had great success in my scholastic career and med school, but then, all of a sudden, I was making hardly any money with a crushing debt burden and I really had to perform. It was all pretty murky. I didn't know exactly what or how to perform to do my best."

At this point now, you have to explain to them, Ed, how you figured this out, how you found the solution. I don't know how you found it, but obviously you did. So now tell them your story about how you found the solution.

Then go into, "I found the solution through years of study, through finding this mentor, through studying 12 other successful people, and distilling down what they had done. I found the solution by making every mistake in the book." You were so stubborn and hardheaded; you just fought your way through it. You figured a few things out. However you found the solution.

Then I think we can move this stuff, because this isn't how you found the solution. This is more why you decided to share the solution. We're going to move that around. Then, go through the fears, and frustrations, then go through the aspirations and finally figuring it out, by hook or by crook, or whatever your story was, then switch into why you decided to share the solution.

The solution is simply, "After fighting through this and getting this hard-won knowledge, I sat back and realized that there is a much greater need among the interns out there to have this information. It is one thing for me to have tremendous luck or figure out the solution. and to write down all these notes, to go from down and out and just about to quit two different times to being, frankly, very successful.

"It is one thing for me to do it, but really the reason I got into medicine was to help people. I thought, sure I can help people with their health, but I should also help people with their knowledge. I should

share this information that I have. What I decided to do is I've put together this course." At that point you just start spelling out all your benefits. It is that simple.

This is a really easy story right here. You basically had a very similar aspiration. You had similar experiences. You had common frustrations. Actually, you are going to have to put in your story of how you found the solution. Then after you found the solution, you decided to share it just because that's what you've been trained to do which is to help people. That is about it for this one right here.

Okay, so there are five examples for you. You've seen how it was basically almost a cut and paste process.. If you did the homework from Module One, then you can see it is basically almost a fill in the blank process to create your story. Obviously there is some rounding off of the rough edges.

There is some tweaking and working with it, but it is just not that hard. Go back, if you haven't done it yet, go back to Module One and do that homework. If you have done it, then take that homework and cut and paste and you can start to create your story. That is what I want you to do right now.

Take that homework from Module One and just drop it in.. Start off with the 'I'm a lot like you', or, 'We're a lot alike,' and then drop in your aspirations and your dreams. These two can switch. Sometimes you can put the common frustration first and the aspiration or the dreams second. Most of the time this is the way it goes, so drop in your aspirations and dreams, common frustrations, how you found the solution and then why and how you decided to share the solution.

You are going to be so far ahead of the game here if you do this. So, I want you to work on your story based on the homework you did in Module One.

List Building Video #1 (screenshots will be added soon!)

This is going to be List Building 101. First of all, let's start off with the most important thing. The size of your list is not the critical piece. It is your relationship with the list. If you have a good relationship with your list, then you will have what I call a hyper-list.

I've seen people with a list of 1,000 people outperform people with lists of 20,000 or 30,000 people. You can take those numbers and scale them any way you want. A good list of 10,000 can outperform a list of 100,000 or 200,000; a good list of 100 people can outperform a list of 1,000 people. It is all about your relationship with your list.

Let's take that one step further. If you have that relationship with your list and you get that hyper-list, then all of a sudden you start to see that the hyper-list can actually grow itself. As you build a relationship with it, they'll start to tell other people about it and all of a sudden you will start to grow through word of mouth.

Also, a hyper-list will help you with cash on demand. That's obvious because you can publish any time you want. You can send out a broadcast and literally make money any time you want. That's the cash on demand aspect.

It will also produce partners and affiliates. It will actually help you create content. Your hyper-list will give you product ideas. As you run ideas by them they will give you feedback on those ideas. You'll actually find employees and volunteers to work for you within your list.

List Building Rule #1 is always focusing on list building no matter what. You should always be focused on your list building. Your list building metrics, in other words, your measures of what a subscriber is worth, what your opt-in rate is, how many people are subscribing, what your un-sub rate is, and what your list growth is, those are the most important metrics or measures in your business.

It is almost like that is your dashboard. You are always watching your opt-in rate. You look at how many people visit your site. Of the number of people that visit your site, what percent join your list? That is your opt-in rate. These measures are the most important measures within your business.

You are probably going to end up having lots of lists. People end up with lots and lots of lists, especially if you have a service like www.ProFollow.com or AWeber where you can literally create another list in five minutes. It doesn't cost you any more money.

The way I break down my lists is there are prospects and there are clients. Your client list is worth ten to fifteen times what your prospect list is worth. Those are people who have already bought from you.

Groundwork #1 – Testing

I've done more testing around opt-in rates than any other metric in my business. It is easy to test your opt-ins and to make changes to see what that does to your opt-in rate. Do you get more people opting in or fewer people? Testing can be pretty easy if you have a lot of data to test your opt in rates. In fact, the most important thing is that you have a lot of data. If you only have a small amount of data, it takes you forever to run a test.

Almost always, you are going to have fewer buyers. If you are going to test something like your sales letter, maybe you are going to test the headline in your sales letter and then you are going to have fewer buyers, fewer actions. When someone hits your site, they are either going to leave your site, or they are going to do what you want them to do, or respond to what you are testing for.

When they respond to what you are testing for, that is an action. In other words, if you are testing your sales process, if they buy from you, that's an action. Testing is based on the number of actions you have. Unless you have a decent number of actions, it will take you forever to do a test.

It is a lot easier to get an opt-in generally, than it is to get someone to buy from you, so you have a lot more actions. That means it is a lot

easier to test your opt-in rates and your whole opt-in process than it is to test your actual sales data.

The opt in process is not only easier to test but it is faster, than any other process.. It directly applies to the most important thing in your business which is building your list.

Groundwork #2 – List Hosting.

I'm going to make no bones about this. I've already talked about this in the past. The single best place for list hosting that I would recommend is www.ProFollow.com. I've been through all kinds of different list hosts over the years. I have tested many, many, many different list hosts and many different styles of list hosts. I've even tried hosting on my own machine.

The best in my opinion is www.ProFollow.com. Now, www.ProFollow.com is actually my private label version of www.AWeber.com so if you go to www.ProFollow.com, it is sort of like a super-duper affiliate program. I'll make a small amount of money. I'm not telling you to go there because of that. I'm telling you because in my opinion, they are the best at getting your e-mail delivered and getting it delivered when you want it to be delivered.

If you go with www.ProFollow.com it is basically the same as going with www.AWeber.com. One of the best advantages is they'll do all your support. They are the ones who will be running your lists. They are doing everything for you. The only difference between ProFollow and aWeber is twofold. One, like I said, it is my private label version so I've spent a lot of money to get this set up. I'll make a few dollars in commission if you go there.

The other thing you will get are some bonus training videos. I haven't completed them yet, but I will soon and then you'll get those bonus training videos that show how to do some of the advanced ninja stuff that I figured out how to do there.

You rarely hear me make an endorsement this strong, but this is an unequivocal endorsement of www.ProFollow.com. If you don't want me to get the few dollars in commissions, then go to www.AWeber.com.

This is my super-duper complicated list building formula: traffic plus conversion equals a list. Traffic is visitors coming to your site. Conversion is where you are convincing them to opt in to your list. If you do that, then you have a list.

Basically, list building is working on different ways to get traffic to your site and different ways to increase your conversion. Then you are building your list.

One other thing I want to say about that is when I first started building a list; I was getting one person every few days joining my list. Eventually I got up to one person a day, then three or four people a day, and then eventually I was able to grow that number up to around 24 per day. Then I grew it to 27 opt ins per day. Then I hit the 30s, around 34 people per day. I was pretty happy with that. I never did much better than that 27 to 34 range, where it would fluctuate depending on traffic.

I never could get it much bigger than that. Nevertheless, I grew that list from zero to 80,000 people by doing that. If you put 33 people on your list per day, that is 1,000 people per month, and that's 12,000 people per year. I ran that list for seven or eight years. Bingo! All of a sudden you have 80,000 people.

It was approximately 80,000. You are never sure with a list that big. You are never really sure how many actual people because you have duplicate addresses and you have some addresses that become undeliverable and stuff like that, but it was a big list and that was in a high dollar niche. That was in the investing niche which is a lucrative high dollar niche.

Next is conversion. I'm going to go over some ways to convert people with squeeze pages, with pop-ups, and with subscription boxes.

Squeeze pages are where you have a web page that you send traffic to. You give people an option. They can either give you their name and e-mail address, or they can leave your site. You absolutely focus this entire page on getting the opt-in. You don't give people any

choice to go and look at other links and find out other stuff about you. They only have a choice to subscribe or not.

This is one of the best ways of building a list. You can see a squeeze page that I used for www.ProductLaunchFormula.com. I got that from www.DoubleYourDating.com. I'm going to flip back and forth. It is basically the exact same design. This is a design from www.DoubleYourDating.com. My friend Eben pagan created this page and tested it and tested it and tested it, so I thought I'd try it out and test it, and it worked pretty well for me.

You see that you don't have to be terribly complex. There are the two squeeze pages. This is a pop-up. Every one hates pop-ups. You might hate them, but they are effective. They are what we call DHTML pop-ups or they are unblockable pop-ups. They aren't really pop-ups that open up in a new browser. They actually open up within your browser.

This functionality is actually built right into www.ProFollow.com. If you get www.ProFollow.com you'll get step by step automated process that creates a pop-up for you. All you do is put it on your site. It is all built right into www.ProFollow.com.

Here is one example of a pop-up. Here is another example that is very, very similar. These are very, very effective. Here's another one, a very similar thing, very similar. These are easy pop-ups to put in place and they make a big difference.

Here is a good old subscription box. You can see over here. I'll tell you what; you'll get a lot fewer subscriptions if you use this versus a squeeze page or a pop-up. If you have one of these portal type sites where you are getting tons of people visiting, and all kinds of content on your site, and you don't want to take the chance of using a squeeze page, then this is not as effective, but you'll still get people signing up.

In terms of obtrusiveness, immovable pop-ups are the most obtrusive because they can't do anything unless they subscribe. This is the next most obtrusive. You are going to pop up this box on them. They can either fill out their name and email, or they can click here to

close. This is the least obtrusive, but you are not going to get the kind of sign-ups you do with the other ones.

Here is another form of a subscription box. It is the exact same thing, or very, very similar. Here is another one where it is built into it. This is where you hit a page that will be a long form sales letter, but in the middle of it, there is an opt in form. This is called a Johnson box. You just have this box in the middle of the sales letter. It tells people to go ahead and subscribe here. This is from www.Jamorama.com which is a learn guitar site.

Of course, this is List Building 101 so I'm moving quickly. Those are methods that quickly convert traffic into subscriptions.

Now let's talk about traffic. There are many, many ways to get traffic, but I'm just going to cover three of them here that I use with list building.

As you can see I have natural traffic. Those are people coming from the search engines that find you by doing a search on the search engines, or they are people that follow other links to you. There is pay per click which is where you advertise and pay on a per visitor basis. Then there are joint ventures which is the mother of all list building methods and the quickest way to build a big list.

One way to build traffic is by using natural traffic. Natural search traffic which is from the search engines. You write articles and put them on other sites. You have links and forums and other methods for building natural traffic. Let's just look at a quick diagram here.

Here we have four areas. They all fall in the general area of natural traffic. Of course, this is not an exhaustive list, but this is a starter list for you. There are various links here. You have natural search, which is again, people finding you on the search engines. You also have forums.

You can see that I use natural search. They are going to come into your site usually, not into a squeeze page. The natural search is usually going to drop people onto some other page on your site. Remember, in conversion we talked about three different things. We

talked about pop-ups, we talked about sign-up forms on your site and we talked about squeeze pages.

Generally natural search traffic is going to come into pages that are not squeeze pages. They are usually regular pages that either have sign-up forms or pop-ups. Generally you are going to get links from people. They are not going to want to link into a squeeze page either. They are going to send people to regular pages on your sites, so you are dependent on pop-ups and sign-up forms.

Actually, if they are affiliate links or joint venture links, you can send them to a squeeze page. Forums, like in your signature, you can drop people on to a squeeze page, depending on the forum, and depending on your presence on the forum. Depending on the way things go on that forum you can drop people on a squeeze page, or it might be a softer squeeze page where it doesn't look like one. It is much like that squeeze page I have, but it drops them someplace that says, "To get a free report, sign up here."

If you are posting in forums, if you are going to post a link, you are just generally going to want to send a link to a regular web page. Then you use pop-ups and sign-up forms.

That is natural traffic. Now let's move on. What do you do for natural traffic? One way you get people to opt in is by offering either a report or a video or a mini-course. A mini-course is beautiful, like a five part mini-course on how to play guitar, or a five part mini-course on how to grow tomatoes, or a five part mini-course on how to carve wooden dolls. That is the promise to get their e-mail address.

Then we have DHTML pop-ups. I already talked about those. They are included at www.ProFollow.com. If you are using a different host it probably is not included. Then you can buy pop ups at www.FocusGenerator.com. You can actually buy this software. I don't know how much it costs. I think it is under \$100 for the software. There is other software available. If you have ProFollow or AWeber, it is built right in.

Then there are links in forums, you can always go out and try to find people that put up links to your site. In my opinion, that is more of a

1990s thing in terms of driving traffic. It is always good to have links and pursue links and get links from other sites that help your search engine rankings, but for most sites it doesn't tend to drive a ton of traffic. If you can get a key link on a key site, maybe you put up an article on their site and it gets a lot of traffic, it can send you a lot of traffic that way.

On forums, you can create a presence on various forums; I've already shown you how to do that in some of your homework. You go out and create a presence on the forums and you can occasionally put links back to your site in your messages if it is relevant to your message. If you are teaching people about something, if you are telling people about something on a forum, and there is greater material on your site, then you can refer them back there.

You can also use signatures on most forums. Always check the rules and play within the rules in the forums, because nothing will backfire faster than going out and spamming the forums and just marketing your stuff. You don't want to do that. That is very counterproductive.

Using pay per click, you generally want to send traffic to a squeeze page. This is very much a numbers game. You have to take a look at what a subscriber is worth, and then look at how much it is costing you not just to get the click, but to get the subscriber. If you are using double opt-in which I would recommend for most sites, what does it cost you not just to get someone to your site and to get them to subscribe, but to get someone to double opt in?

If you are getting 70% of your people to double opt-in, then that raises the cost it is going to take. Then there is this thing called the Google slap. That is where Google doesn't really like you sending people to a squeeze page. Generally the way I found to get around that is by having a site that has good content.

The Google slap is that they judge your site, but they judge the quality of your site, not the quality of your page. This changes all the time but at the time of this recording this is my current experience, So if you have a good quality site with good content, then in general, they are not going to slap you. One way to do that is to have a blog and publish regularly to that blog,

Another way you can do this is at the bottom of the page you could put a link to your blog or to some other content. They like that. Worse come to worst, you could put some content down below the fold so there is some content on the page, or you could create a squeeze page with a video. They seem to like that. So those are ways you can get around the Google slap.

Briefly, for people who aren't aware, the Google slap is that Google really doesn't like you sending the traffic just to a pure squeeze page off of your AdWords ad. What they'll do is raise the price that they are charging you. Effectively, they will make you pay more money for the traffic.

This is the way to get around the Google slap. You need to have a good site with good quality content somewhere on the site. It doesn't necessarily have to be on that page. Again, they judge the quality of your site, not just of your page. These things are always changing, but as of right now, that is the way things are working.

The most powerful method for building your list is by using joint ventures. This is the single fastest way to build your business and to build your list. Basically, you are tapping into the people who have lists and you are getting them to promote for you. This is something I learned first from John Reese. If you are looking for traffic, just go find where the traffic is right now.

Traffic is stored in the lists of other people in your market in your niche. If you contact them and you create an incentive for them to send traffic to your site, it is like turning on a faucet. They have their list and they can just flip the switch and send you a ton of traffic. This is the fastest way to grow your list and grow your business.

JV Strategy #1

Here are some good joint venture models. You can have your JV partners e-mail to a squeeze page. The squeeze page adds people to your list. Then you send your list to your sales letter and from your

sales process into your launch. You end up paying your partners based on those leads.

If your partners send John Smith to your squeeze page and John Smith opts in on your squeeze page, then you track him. You set a cookie in his browser. Hopefully he joins your list. Then when he ends up buying, the partner that sent him gets a report of who bought your product from the traffic he sent to you. That partner gets paid on a percentage basis.

JV Strategy #2

Here is a very, very similar model, but if you take a look, they are basically identical. The only difference is instead of giving him a part of the sale as a commission, you give them 100% of the commission. This is a radical, aggressive way to build your business. Basically, with most partners, the more money you pay them, the greater percentage that you pay them, the more enthusiastically they are going to promote you.

You can do this if you know in the long run you are going to sell something else to your prospects, the people buying from you. If you have a backend product that you know is going to convert, then you can afford to pay 100% commission. I'm not saying that you have to do this or you need to do this, but I'm just pointing out that the more you pay in commission, the more active and enthusiastic your partners are going to be.

JV Strategy #3

Let's take that to another extreme. What if instead of paying 100% commission, you paid 150% commission. Before you do something crazy like this, you are going to have to know your metrics. What is a new person on your prospect list worth and what is a new person on your buyers list, your client list worth? Once you know those numbers, then you can figure out what kind of commission you can afford to pay.

One thing I want to point out in this model is that the JV partner sends people to your squeeze page. Let's say this person sends 1,000 people to your squeeze page, or let's just say they send 2,000 people to your squeeze page and half of them opt in. Now there are

1,000 people on your list. You have 1,000 people on your list. Then you send them to your sales page, your offer and let's say of those thousand, 20 of them end up buying. If 20 of them buy, and let's say it is a \$100 product, now you've got \$2,000 in sales. At 150% commission then that means you are going to pay \$3,000 to your partner.

To keep our example simple, if it is a digital product, you've done \$2,000 in sales. It hasn't cost you anything really to deliver that. It would cost you some in your merchant fees, but let's keep it simple and forget about merchant fees for right now. You make \$2,000 in sales. You give \$3,000 to your partner. That means you are out \$1,000. But what have you done?

You've added 1,000 people to your list and you've added 20 clients to your client list. In most markets, 1,000 people on your prospect list and 20 people on your client list, especially 20 people who bought at the \$100 price point, is well worth the extra thousand dollars you are going to pay your partner. So you are out \$1,000. You did \$2,000 in sales and you paid your partner \$3,000 so you are out \$1,000, but you've essentially spent \$1,000 to put a thousand people on your list and put 20 clients on your client list.

That is how that math can work. Then if you are selling them something else down the road, you can see how this could work very, very quickly. This is an advanced strategy – not a beginner's strategy.

JV Strategy #4

Here is another joint venture model. This is a great model to use if you don't have a product. Let's say you have some expertise in this domain. You know what you are talking about. You know what's going on and you can convince your partners that you know what's going on. This is where you have your partners send to a squeeze page and then the squeeze page basically tells them that they can get on a teleseminar if they opt in.

This is really great if you are starting from scratch. Basically you just have to find one or more partners that you can convince that you know what is going on. In fact, you could even have the partner interview you. If you wanted to do this on a list by list basis, you can go to the partner and say, "I've got this great area of knowledge. Do you want to interview me?"

This takes a little finagling, but you can talk to them and tell them you are going to do an interview with them, and have them send them send their traffic to your squeeze page. You have them opt in to the teleseminar and then the teleseminar is you asking them stuff. I know this sounds crazy, but that actually works. I've seen it over and over, even in the most competitive of markets.

Basically the pitch would be, "Hey, are you interested in creating some content pretty painlessly? I'll interview you. You just e-mail your list to this squeeze page and I'll take care of everything else. I'll get the bridge line. I'll get it all set up. I'll interview you and then you can have that interview. You can use it for content. You can use it for a bonus, a product, whatever. I'm a great interviewer and you are going to end up with a great product."

If you did that to five, six, or ten to twelve people, pretty quickly, you would have a sizable list. You might even be able to work it so that you both get access to the content. Let's say you set it up with 12 different JV partners.

You say, "I'm going to interview you. You just send them to the squeeze page. I'll take care of everything. We'll put them on my list. I'll do all the follow-up. I'll make sure they get on the call. You'll get the content and the recording, or while we're on the call, we could make a pitch. We could sell your material on the backend. So you are going to get sales, plus you are going to get this recording."

If you went to ten or twelve different people, you'd have ten or twelve different recordings. You want to make it part of the agreement that you get access to the recordings as well. All of a sudden you have a big lengthy home study course and you've built a list. You've used the partners to help you build a list and create the product. In return

you've given them a copy of the recordings and possibly you've sold some of their product for them.

It sounds crazy but you can actually go into a brand new market and create a presence, create a list and create a product all at the same time by doing this. I have seen this done in the most competitive of markets. It really does work.

JV Strategy #5

The next JV strategy is basically very, very similar to #3, without the 150% commission, but where you've put together some type of a PDF report, some type of a video, or something special. The partners might say they want this free content. Partners like to mail for people with free content, especially, if you track the traffic they sent you and then pay them down the road.

That's the golden combination. You give your partners something good to mail to their prospects. If they can mail their list good videos, or good PDFs, or good audios, or good teleseminars, then down the road they are going to end up making some commissions. That is a very, very effective model.

Here you can either squeeze your prospects before they get the report or you can give them the report for free, but, buried within the report are kickback offers. In other words, they are reading and it says, "Okay, this is the cool PDF report, but if you want to get the super-duper cool PDF report, then go to this link." Then that link is basically a squeeze page that puts them on your list.

You'll get much fewer people doing it that second way, but those people will be more highly qualified because they actually did read your report. They are going to be much more highly qualified. A lot of times, partners will be more open to actually mailing someone straight to a report, rather than sending them to a squeeze page for a report.

Finding joint venture partners is going to be a review for you since we already covered some of this. You simply go to Google and type in whatever your keyword phrase is. If it is 'growing tomatoes' you type

in 'growing tomatoes' and here are your potential partners. It is that easy. Your results pages from Google are all potential partners.

The natural search listings are on the left side of your Google results and the pay per click listings are on the right side of the page. Just click through all of these. Now you know the sites that are in your niche. Now it is just a matter of developing a relationship with them.

Here is another way to do it. You go to www.Amazon.com. Every one of these authors wants to sell more books. Authors in particular are very, very happy to get into this model that I told you about. They just wrote a book. They don't know anything about information marketing. You can teach them how you can actually go from just being an author of a book to being the author of a multimedia course. I'm going to interview you and then you can have the audio.

A lot of them have web sites and some of them have lists. Authors work really, really well with that model. I'll tell you what, these guys, you might think because they are an author they are probably a famous person. No they're probably not. They are sitting there at home trying to figure out how to sell more books. You can click through and look at their books. Often there is a web site and often there is a link to the author. You can follow through with them and they will respond because they are hungry to sell more books.

I already talked about this in some of the other homework. Do a search on your key phrase and the word 'forum'. If you do that, then you are going to find the forums. Look on the forums for the people that are active. Follow their links to their web sites. They can be great partners.

Finally, if you do a search on Google of 'growing tomatoes' or whatever your key phrase is plus the word affiliate, you can find the people that have affiliate programs. If they have affiliate programs, they probably are affiliates for other programs. Go through and join their affiliate programs. See what they're promoting, how they're promoting, start selling their stuff. That is a great way to build a relationship if you can actually sell their stuff for them.

The next couple of subjects are going to be review because we already covered a lot of this in Module Two. Approaching potential partners is first of all a numbers game. You want to be persistent. You don't want to be a pest. Being a pest is never good, but be persistent. If you don't hear back, then just follow up.

Expect to land five percent of the people you are going after. That's why I say it is a numbers game. If you approach 50 people, you might get ten people, ten partners. Even if you approach 20 people, what would that give you? That would give you one partner.

I mean, you want more than one, so just work on getting two or three partners. The thing is that success breeds success. As soon as you have one partner or affiliate and they start to have success, then you can take that story of their success and share it with other potential partners. When you bring them in, work with them, do your best to get them some sales, to help them succeed, because success breeds success.

Those people are all probably talking to each other, so if someone does really well with promoting your stuff, he will probably talk to other people and tell other people about that success.

I've already covered this. This is the general order from least preferable to most preferable ways of developing relationship. E-mail is the worst. Phone is better. Direct mail is better. Lumpy mail is just the idea of sticking something in your mail. If the envelope isn't flat, people are curious and they always want to know what's in that mail, so they'll end up opening it up to see what's in there. You could stick a toy in there or some coins or all kinds of different things just to make it lumpy. That is an entire other course that I could do on lumpy mail. FedEx is better than regular mail.

Live events are the king of creating relationships. If you are at a live event, getting an introduction to someone is better than walking up to someone cold.

Then use Product Launch Formula. Use scarcity, social proof, reciprocity, being event based, and use sequences. You are learning about all this stuff. When you can actually use this on your potential

partners to get them involved, on partners that are already set up, you can use it on them to get them activated.

Finally, remember to optimize your opt-in conversion. This is some of the most important work you'll do on your site. Remember that you need to have a good relationship with your list. You should always work on that. Start building natural traffic through search engines, through articles, and through forums using links in your signature. Start using pay per click, like AdWords, but know what your numbers are, know your metrics and what a subscriber is worth, and go out there and find your joint venture partners.

This is all list building, 101, and this is an overview. I'm moving really quickly, but this is how you build a list. This is how I've built lists. My biggest list to date is that 80,000 people. But if you added up all my lists, it amounts to hundreds of thousands of people. This is how I built these lists, using these five bullets.

Finally, remember that it is all about list relationship, your list relationship, and you are always striving to grow a hyper-list. That's it for List Building 101. Go out there and go get them. There is nothing more valuable than having a list.

You won't need to save for your kids' college education if you have a list, so go start building. It all starts with one person. No one starts with a huge list. Everyone starts with one person and builds from there.