



## JEFF WALKER'S PRODUCT LAUNCH FORMULA 2.0

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

#### **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 40<sup>th</sup> 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](http://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](http://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](http://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](http://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 12<sup>th</sup>. 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 12<sup>th</sup>. Then on February 15<sup>th</sup>, 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 21<sup>st</sup>. February 28<sup>th</sup> 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 7<sup>th</sup>. 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 28<sup>th</sup> we officially went into pre-launch.

I went and saw my eye doctor on the 7<sup>th</sup> 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 24<sup>th</sup>. I'm telling people I have the sales letter still to work on, on March 24<sup>th</sup>. At that point I went radio silent until after the launch, March 28<sup>th</sup>. 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 28<sup>th</sup> 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 takes 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 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.