



JEFF WALKER'S PRODUCT LAUNCH FORMULA 2.0

SWIPE COPY FOR MODULE 3

Launch for Mortgage Web Success:

May 9th - main list

You might have noticed that I use the Internet a lot - just look at all the emails that I send you!

The thing that you might not know about me is that until a couple of years ago, my staff wouldn't let me near a computer. They thought I would break it if I even looked at it wrong.

I am still not a propeller head by any means... but I have found the right experts, and they have helped me put together a web site that has literally exploded my bottom line.

The simple truth is this - the Internet is the greatest business-building invention EVER. But you have to use it the right way, or else it just becomes a huge black hole that you pour money into.

Like I said, I am lucky that I found the right people to work with... and after I beat them over the head to get all my marketing methods automated, I have turned my web site into a finely honed machine that helps me do one thing - close more loans with less effort.

So why am I telling you this?

Well... this is something of an "open secret"... I have been working on a way for you to have the exact same system that I am using.

In fact, I have been working on this for almost two years. I even started a waiting list, and some folks have been on that list for a VERY long time.

Well, the wait is ALMOST over. It looks like we are only a few short weeks away from releasing this new system that will drive more business your way on an autopilot basis. As my kids would say "24/7".

But before I unleash this thing, I want to do one final check to make sure that this system really has everything that YOU need. So I have this one question for you...

What are the two most important things that you need from your web site?

I really want to know... please press the reply button in your email program right now, type in a quick response, and then press your send button.

With so many readers, I can't guarantee a personal response... but I can guarantee that I will personally read your email. So go ahead and let me know - what are the two most important things you need from your web site?

That's all for now...

Wishing you success,
Brian

P.S. I am dead serious about this - and I really DO value your feedback. I need to know your answer so I make sure my web system is perfect... what are the two most important things you need from your web site? Please reply now...

May 11th

Subject: I am just plain stunned!

<firstname>

A couple of days ago I sent out an email asking about the two most important things you need in a web site... and I just can't believe the response!

The emails came FLOODING into my inbox - and I completely stunned by how many folks took the time to write back to me.

(And by the way, if you haven't written yet, I would still love to hear from you!)

I tell you one thing that is really clear - there are a lot of loan officers out there that are awfully unhappy with their web sites, or who are incredibly frustrated because they can't get a

working web site set up.

You would think with all the millions of web sites out there, it would be a little easier to get a good web site set up! But it just seems like most so called "web designers" or "webmasters" just want to over-charge you for some bloated site that is nothing more than a glorified brochure.

Oh boy, don't get me started on that - I could rant for a good long time, and that isn't why I am writing you...

What my staff and I are working on now is compiling all those emails you sent in - I thought it would be interesting to come up with a list of the top things that your fellow mortgage professionals need in a web site. This is something we can ALL learn from.

Once I get this data put together, I am going to put it into a nice report and distribute it for free.

If you want to get the report when it's ready, just go to this web site and enter your information into the form:

<http://>

I am also starting a Priority Notification List for people who might be interested in my new "autopilot" web system. Once we open this thing up, the number of people we can take will be severely limited (because there is a lot of personal setup time for each site).

The best way to get a chance at one of these sites

is to sneak on the Priority Notification List.
Here is the link again:

<http://>

Wishing you success,
Brian

P.S. I just want to thank you again for all your wonderful responses... and if you haven't sent yours yet, just hit your reply button and type in the two most important things that you need from your web site... do it now.

P.P.S After you do that, then go join the Priority Notification List at this web page:

<http://>

--- end email ---

May 17

Subject: Good news or bad news

first?

Dear <\$firstname\$>

I recently surveyed THOUSANDS of loan officers about their web sites. And then I spent countless hours surfing from site to site looking at many of them, digging under the hood to see what loan officers are REALLY doing with their web sites.

The good news is that the MOST loan officers already have web sites. This is definitely good news - in fact it's downright critical, because statistics recently released by the National Association Of Realtors shows that over 60% of all home purchasers searched online for information.

And trust me, that percentage is going to dramatically increase in the coming months and years.

THERE IS BAD NEWS HOWEVER...

And a lot of it!

In fact, I have created a valuable report that reveals 9 crucial components that you MUST HAVE (AND VERY FEW ACTUALLY HAVE) to convert your web site from a profit draining expense into a customizable profit producing automated web system

Get Limited Time Access Here:

<http://>

This report truly reveals why most loan officer's web sites are dead on arrival the day they are launched and how to make sure your site isn't one of them!

I don't want too many hands on this report so, I am limiting access and I may take it down at any time if I see too many downloads.

Frankly, I like the FACT that most loan officers have basic websites that are costly online brochures.

<http://>

I hope you enjoy the report!

Wishing You Success,

Brian

Subject: Mortgage Web Success is now LIVE!

Just a quick note... the Mortgage Web Success system is now live. Get all the details here:

<http://>

Remember, there are BIG incentives for the people who jump onboard quickly... so it is in your best interest to check this out now.

Here is the link again:

<http://>

best regards,
Brian

P.S. This system is going to revolutionize a lot of originator's businesses. Yours might be one of them, but you will need to act quickly. We have lots of special bonuses that will be going away soon.

<http://>

SUBLIST EMAILS:

May 24th

Subject: Do you make these mistakes?

<firstname>

I see it everyday... as I poke around the Internet looking for ways to build my business, I see one mortgage web site after another that makes the same crucial mistakes over and over.

I suppose it isn't surprising... after all, we are loan officers - not technogeeks or propeller heads. We can't be experts on everything, and I suppose that it is only natural that we rely on "webmasters" who seem to know what they are doing.

Nevertheless... all these huge mistakes on all these loan officer web sites amounts to one thing... lost business and a huge WASTE of money.

This is the critical piece - your web site should not COST you one cent.

It should be a PROFIT center that makes you money month after month. It should be a tireless sales machine that brings you qualified business on a non-stop basis.

But instead I see these sites that make the exact same mistakes, over and over. And those mistakes turn these web sites from profit centers to COST centers.

Make no mistake, if you aren't getting consistent new business from your web site, it is costing you money. You are flushing money down the drain.

The contrast couldn't be more vivid. On one hand you have the very few people who "get it". Their web site is bringing them business, even when they are at home spending time with the family. And there are the people who have been led down the wrong path... and they are writing a check every month for a web site that will never produce any business.

Which one are you?

I just finished a short video that outlines these top mistakes that I see over and over on loan officers' web sites. If you want to find out exactly how your web site measures up, be sure to check this video out now (by the way, the video is free).

Here is the link:

<http://>

Wishing you success,
Brian

P.S. Even though this video is free... don't discount the value of it. I have looked at literally thousands of sites - you could say I have done more than a little research on this. And I have taken those lessons, and used them to create a site that has brought in tens of thousands of dollars. Take a look at the video now:

<http://>

TITLE: The Traffic Question...

One question that we have been hearing a lot (both in emails and the comments on this blog) is this:

"What about traffic to my web site?"

In other words, how do you get people to your web site?

This is a great question, and I am really pleased that so many of you are asking it - it shows that we have some really sharp readers. :-)

You see, not to long ago, we were in the "build it and they will come" era.

"Webmasters" were cold-calling businesses, and showing them some fancy looking site and giving them some pie-in-the-sky sales pitch about how they would build some fancy site for them (really just one of those brochure sites), and then they would tell them how many million users there were on the Internet... and if only 1% of those people visited the site, it would mean wealth beyond dreams.

OK, maybe I am exaggerating a bit... but not very much!

With all these questions I have been getting about traffic, it is obvious that we have all gotten a little more sophisticated - or at lease we have been through the wringer a few too many times.

In any case, this is the deal with traffic (and remember, I am not a propeller head, but I have been studying this stuff non-stop for a couple of years now):

KEY POINT #1: Traffic is important, but conversion is just as important... and maybe more so.

You see, if your site doesn't convert visitors into business, it doesn't matter if you are getting 10,000 visitors to your site every day. It really is that simple.

The better your site converts, the more money you make. And the way our sites are built, when your site delivers a lead... that lead is already pre-sold to a large degree. So you are not only getting more business, you aren't working as hard once you get that business.

Another key thing about conversion - the better your conversion, the more liberties you can take in spending money to get visitors to your site.

You see, a lot of traffic sources are free. However, you can also pay to drive traffic. Well, if your site is converting 5 visitors out of 100 versus your competitors site converting 1 visitor out of 1000, then you can spend more money to drive people to your site.

KEY POINT #2: The best traffic is local.

The traffic that you want at your site is traffic from people that are local to you (in a geographic sense). This is the traffic that is going to turn into business.

It probably won't help you much if someone who lives in Zurich visits your site. :-)

The good news about this is that it is easier to "win" free traffic from the search engines if that traffic is local.

This is a nice paradox - the local traffic is not only easier to get, but it is a lot more valuable.

But most of the "big boy" generic cookie-cutter site providers completely miss this point.

Our sites are built to capture that local traffic. Obviously, I can't give away too much on this... because I guarantee that my competitors are watching me. But this is a key area of traffic that we are going to dominate.

Which leads to another big point...

KEY POINT #3: The traffic game is not static.

This is the deal (and this is probably the SINGLE MOST IMPORTANT thing about traffic)... I wish that the traffic question had one easy answer. Then we could get that solved and move on.

Unfortunately, it isn't that simple.

The search engines are CONSTANTLY changing. Google goes through a major update about 6 to 10 times a year.

They call this the "Google Dance" and that is when they shake up how they list web sites. If you already have a site, you have probably seen this as your "rankings" change over time (usually for the worse).

The truth is that sometimes this makes the game very easy, and sometimes we have to adjust the way we are doing things.

In other words, you can't just sit still.

That is why it is so critically important to have a team onboard that understands this stuff, and is constantly on the lookout to figure out what's working NOW.

I have two people on my team - Joe Garris and Ben Hathaway - who have driven literally MILLIONS of unique visitors to my sites and my clients' sites.

And when I say they are on my team - that is not a euphemism. They literally have ownership in this business. This system is not the "Brian Sacks Web System" - it is a team effort.

I am just one small piece of the puzzle. Ben and Joe are the whiz kids behind the curtain. And they are the ones who are watching Google, and Yahoo, and MSN.

When they notice a change, something new that is working... then they jump on it and adapt our system. And when they are perfected, those changes are instantly rippled throughout the system, so EVERYONE on the system gets the latest "unfair" advantage.

KEY POINT #4: This isn't just a web site.

As I mentioned up in Point #3, the traffic game is always changing.

That makes this piece critical - you aren't just going to get a world-class web system from us, but you will get ongoing training and support.

When Joe and Ben uncover some new traffic secret, you are going to hear about it first.

You see, sometimes the traffic game is really easy. Sometimes the slightest tweak in your web site will bring in a ton of traffic.

These are things you never knew about before (that isn't your fault, of course - you have a business to run, you can't stay on top of all this techno-geek stuff)... but they can drive a lot of traffic to your site.

With our system, we will either take care of that for you... or we will make sure you get the training to take care of it in an efficient and painless matter.

Don't get me wrong - since things are always changing, there AREN'T always these magic bullets out there. But we are always looking for them, and when we find those magic bullets then we will get them in your hands ASAP.

BOTTOM LINE: Traffic is critically important. You need a system that **CONVERTS** that traffic to dollars, you need a system that captures **LOCAL** traffic, and you need the system and **SUPPORT** that will adapt to a constantly changing search engine battlefield.

To your profits,
Brian

P.S. We have two very cool traffic techniques that are working right now to get search engines to list new sites **VERY** quickly. We will cover that in one of our first follow-up sessions after we launch the system.

P.P.S. I know people are wondering about what this will cost. There has been a lot of speculation on the blog and in emails I am getting. Let me say

that it will NOT be \$399 a month, and it will NOT \$299 a month (these are some of the numbers that have been getting thrown around in comments we are getting). Don't worry - it will be FAR less than that. I will be addressing this question soon...

TITLE: What Does It Cost?

OK, after the "Traffic Question", it seems like the #1 question on everyone's mind is the "Price Question".

In other words... what is this new mortgage web system going to cost?

That seems like a fair enough question...

BUT IT'S THE WRONG QUESTION !!!!!

Now I don't want to be too hard on you here - I know that you probably have a web site right now that is nothing more than a cost center. Every month you have to write a check for it.

You probably had the web site built just in case any clients asked you if you had a web site - you figured no one would take you seriously if you don't have a site.

However, that site is NOT bringing dollars into your business - it is SUCKING DOLLARS out of your business, and out of your wallet.

Well, that is where everyone is all turned around. The real question you should be asking is:

"How much money is this site going to make me?"

You see, a properly designed web site will pull new leads and loans into your business. It will not COST you anything. In fact, it will more than pay for itself... and it will GROW YOUR BOTTOM LINE!

Not only that, but a properly designed site will also TRACK that business that is it generating for you. Your site shouldn't be a black hole that leaves you wondering if it is doing any good - it should provide the tracking so you know exactly how well your marketing and advertising is working.

Black holes are bad - solid measurable results are good.

Do you see where I am going here?

For the last couple of weeks I have been trying to change the way you look at the Internet. It truly is a loan officers dream tool - but not if you use it incorrectly.

It should be a huge profit-producing source of business. It should pay for itself. It shouldn't be an expense.

Think of it this way... if you could purchase a tool for \$1,000.00 a month that generated \$5,000.00 in profit every month, would you buy it?

Of course you would. In fact, you would probably try to find a way to buy ten of them.

Well, a system from Mortgage Web Success is not going to cost anywhere near \$1,000.00 a month. And it will pull profits into your business like nothing you have ever seen before.

To your success,
Brian

P.S. One thing I forgot to mention - if you want more than one site... it's included in the standard package. In fact, you could have 5 sites - all at no extra charge.

P.P.S. I know many of you are anxious to get started. Well, we are ALMOST ready to release the system - we just have a few final tweaks getting our support staff up-to-speed. I can't commit to a release date yet - but keep next Tuesday clear on your schedule. :-)

P.P.P.S. We have been asked about how many will be available, and whether we are going to limit the number we are going to sell. I will be addressing this question soon. All I can say right now is you want to be among the first 100 to grab one of these systems. That means you should act quickly once we launch since there are more than 30,000 people on my email list.

<firstname>

OK, things are really starting to happen fast... we are launching Mortgage Web Success tomorrow (Wednesday) and we are busy putting the finishing touches in place.

Actually, the system is complete and ready

to go, we are just working on getting everything in order so we can handle the huge rush once we launch.

(When I say "we" I mean the whole Mortgage Web Success team - Joe, Ben, myself... plus the customer service team.)

In any case, we have been getting a huge number of questions and comments on our blog (which is great!), that is exactly why we put the blog in place.

You see, in the last few weeks we have published a huge amount of information... with only one goal. We want to make sure you understand what you need to be successful in promoting your business on the Internet... and we want to answer all your questions about our Mortgage Web Success system.

Now as we get closer we are just trying to stay on top of this quick-moving situation.

Joe and I have prepared another video for you that shows some more features of the MWS system. This thing is soooo feature-packed and soooo easy to use, I am simply stunned every time I sign onto the system.

You can see the new video here:

<http://www>.

On another note, later today we are going to announce the winner of our MWS contest - you can read the all the contest entries here:

<http://www>.

In addition, be sure to see our past videos and updates here:

That's it for now... remember, we are launching at noon eastern time on Wednesday, June 7th.

To your success,
Brian Sacks

P.S. If at all possible, be ready to go right at noon eastern time on Wednesday - there are going to be important reasons to be among the first 100 who sign up for a MWS system.

Subject: Important instructions for launch day...

<firstname>

OK, we have less than 24 hours until Mortgage Web Success goes live. Here are the exact details:

Launch Date and Time:

Wednesday, June 7th at noon eastern U.S. time

(that's 11:00am Central, 10:00am Mountain, and 9:00am Pacific)

Tomorrow morning (Wednesday) we will be sending you the link where you can go get all the final details right at Launch Minute.

Now I don't want to sound overly dramatic, but it is probably a very good idea to be sitting at your computer and ready to go right when we launch.

The reason why is that you will want to be among the first 100 people that snaps up one of our Mortgage Web Success systems. There is a reason for this...

We are going to have our customer service team standing by, ready to get your new system all set up and ready to pull new prospects into your business.

HOWEVER, during this launch time our resources are going to be a bit stretched. Because of this, we can only guarantee that we will be able to do our usual "Rapid Setup" for the first 100 people who sign up for a new system.

Now I want to be clear here - I am not necessarily saying that we will pull the sign up page down and stop taking new clients after the first 100. But that is a distinct possibility.

In addition, since we want to get those first 100 systems online as soon as possible, we have a very exciting bonus plan for those first 100 people that jump onboard and sign up for a system.

Oh... one other thing: we are going to have a rock-solid guarantee for the system - it just about amounts to a "try before you buy" type of proposition. So it is definitely in your best interest to sign up early and get in among the first 100 people that will be putting the MWS system to work for their business.

Remember, watch your inbox for on Wednesday morning for the special link to sign up for Mortgage Web Success.

OR... if you prefer, you can just keep on eye our blog for the announcement:

[http://](#)

And speaking of our blog... we now have a winner to our contest. You can see who the winner is (perhaps it's YOU!). Go take a look now:

[http:// link to blog entry with contest winner](#)

That's it for now... be sure to watch for our email tomorrow.

best regards,
Brian

-- begin email --

Subject: 34 minutes to go...

Well, it is just about launch time for Mortgage Web Success.

I basically stayed up all night writing a letter for you that explains everything you are going to get as part of the Mortgage Web Success system.

Well, I actually did sleep from about 4:00am to 6:30am...

but it felt like I was up all night. :-)

It took a lot longer to write this letter than I thought it would - primarily because there is so darn much in the system.

And I have to warn you... I ended up with a really long letter.

Please forgive me for the length. I know that a lot of you already know that you want to order the course immediately... if that is your situation, then just skip to the bottom, fill out the form, and place your order.

On the other hand, I know that some of you really want to see everything that is included in the system. If that's you, then I think I have done a pretty good job of explaining all the various components of the system.

If you fall in this latter category, there is one thing I want to stress... I'm sure we're not going to sell out the first 100 systems in the first hour or two, so don't feel too pressured when you are reading the letter.

Take your time and go through the entire letter. In fact, I suggest that you print it out - it will be a lot easier to read that way. Check out everything you get in the system before you make your decision.

INSTRUCTIONS:

Barring any last minute technical difficulties, we plan to release the system at ***EXACTLY*** 12:00pm eastern time.

I will be sending out a direct link to the letter later on, but the best way to get to it this afternoon is to go to our Countdown page.

If you refresh that page after 12:00 pm eastern, it will

direct you to the proper page where you can see my letter and order your system.

This is the link to the countdown page:

<http://www....>

Remember, you have to REFRESH that page after 12:00pm eastern to get to Mortgage Web Success.

best regards,
Brian

-- end email --

Subject: Mortgage Web Success is now LIVE!

Just a quick note... the Mortgage Web Success system is now live. Get all the details here:

<http://www. url to sales letter>

Remember, those first 100 spots are going to go fast - there are thousands of people on this Priority Notification list, and in 60 minutes I am going to send an announcement to my main list of xx,000 loan officers.

best regards,
Brian

Subject: You've got a second chance...

Tuesday morning at 12:00pm eastern time, we launched Mortgage Web Success... and things just went nuts.

(I would like to use stronger language than that, but I try to keep this email list "G" rated :-)

We had people signing up so fast that I thought our Internet connection was going to melt.

Which means we sold out our first 100 systems WAY faster than I thought we would. That also means that the special bonus for the first 100 people to sign up is now long gone. My apologies if you missed out... I know some folks had unavoidable conflicts and couldn't be waiting at their computer when we went live.

HOWEVER, I have some good news for you. We did some brainstorming Tuesday night, and we came up with an idea. This is the deal - the special teleseminar is sold out... but if you sign up for a Mortgage Web Success system by Friday night at midnight, we will make sure you get the RECORDING of that teleseminar.

I know this isn't quite the same thing as "being there live"... but you will still get to learn these special hidden strategies for getting your new sites found by the search engines nearly

instantly.

But remember, to get this bonus you have to act by Friday at midnight.

To get more details, go here:

[http://www. link to sales letter](http://www.link.to.sales.letter)

best regards,
Brian

Subject: Mortgage Web Success: Thank you!

It is now about 48 hours since we launched Mortgage Web Success. The response so far has been way beyond anything we could have imagined.

Joe, Ben and I would just like to take a moment to stop and say "thanks" to everyone who has jumped onboard - it has been exciting watching all your sites go up, and helping out everyone who wanted some extra help getting their site "just right".

If you HAVEN'T already signed up for your system,

we are nowhere near capacity... but we are not going to compromise our customer support for Mortgage Web Success - if we fall behind, then we will immediately close down the system to new orders.

So if you are "sitting on the fence", then now is the time to act. You do NOT want to get caught on the sidelines when everyone else is generating new loans with their Mortgage Web Success system - especially when it is so completely risk free to give it a try...

You see, during our launch week we are giving a 30 day trial. Try out the system for 30 days, and if you aren't ecstatic we will happily refund ALL your fees, including the setup fee.

And speaking of that setup fee, in our initial launch period that fee has been reduced by MORE than 50%. That launch period ends next Wednesday at the latest... and as I mentioned above, we might even close it down early if we feel our customer service can't keep up with all our new clients.

You can get all the details here:

<http://www>

best regards,
Brian Sacks

PS: I just KNOW we are going to have loan officers closing lots of loans this summer due to their Mortgage Web Success systems. Check it out:

<http://www>

Subject: About your current web site...

I have gotten several emails from people who absolutely LOVE what we are doing with Mortgage Web Success, but they tell me "I already have a web site".

I can understand this sentiment, but this logic is all messed - up for several reasons...

First, when was the last time that you saw a town of any size that only had one McDonald's restaurant in it?

This is the deal - McDonald's knows that when they put a second store into a city, it doesn't cut into the business at the first store... it actually INCREASES it.

It is the same with your "web presence".

There is no reason you shouldn't have more than one web site - the second site will not cut into the effectiveness of your first site... you will just generate more traffic, more leads, and more business.

But there is an even better reason to get a Mortgage Web Success site... and that's because your new site will be a whole lot more effective than your current site - and you can test this out without any risk whatsoever...

Give one of our sites a trial run... and if you aren't convinced that your new Mortgage Web

Success site will more than pay for itself (many times over), then you can simply cancel and get ALL of your cost refunded (and no hard feelings - if we don't earn our keep, then we don't want your money).

To get ALL the details on what you get (including our famous 5 minute setup) go here:

<http://>

But don't delay, our one week launch period is almost over... which means the cost will be going up.

best regards,

Brian Sacks

PS: Your web site should NOT be costing you money, it should be a profit center that is pumping money into your business. If it isn't, then go here now:

<http://>

Subject: 24 hour notice... last chance

{!name_fix}

OK, we are getting down to the wire now... in just about 24 hours we are going to close down our Mortgage Web Success launch special.

This is literally your last chance to jump on board and take advantage of the big savings AND the extra bonuses.

And if you act now, you could have a profit producing highly-optimized web site set up in the next hour. Here is the link:

<http://>

Unfortunately, I know there are some people reading this email right now that will procrastinate for one reason or another, and will miss this opportunity to save big and get a bunch of extra bonuses.

But even worse, for every day that they wait to sign up, they will be losing out on the lead-generating, profit-pulling power of the Mortgage Web Success system.

Don't be one of those people... go here now:

<http://>

best regards,
Brian Sacks

PS: Don't forget, we have any amazing guarantee that literally removes ALL the risk from your decision. Getting a new web site set up on this

system is literally a "can't miss" proposition.
Try it for 30 days, if you aren't happy, you get
all your money back.

Here is the link again:

<http://>

PPS: I just had to find some place to squeeze in
some of the wonderful comments that we have been
getting from the people who have already jumped
on board and gotten a Mortgage Web Success
system:

From Joe Blow in Peoria:

- > Thanks a Million!!
- > You were very quick and thorough with response to my
- > request. Please forward my compliments to those you
- > report to.
- > Thank you again.

From Sally in Lincoln, Nebraska:

Subject: Don't get mad at me... 6 hours to go

{!name_fix}

OK, I am only sending you this email for one reason...

I know that if I don't give you a final final FINAL last minute warning, then someone is going to miss the deadline for Mortgage Web Success.

And after they miss the deadline, first they are going to be sad. Then they are going to get mad. And when they get mad, I will probably be the one they get mad at.

So I am just trying to cover my butt here - I figure if I send out one last reminder, then I can point to it and say "I told you so" when some folks get shut out.

So this is the deal... if you want to jump onboard our Launch Special and try out a zero-risk Mortgage Web Success system, you only have a few hours. It all ends at midnight eastern time tonight... Friday, June 16th.

Here is the link, go there and get your system now... or regret it tomorrow:

<http://www>

best regards,
Brian Sacks

PS: In case you don't think I am serious, then go look at the site now... then come back Saturday morning. You will notice a big difference.

Here is the link again, go take a look:

http://

Subject: MWS being pulled off the market...

{!name_fix}

Well, we just had a sudden change of course...

Yesterday I sent you a "24 hours notice" that our "Launch Special" for Mortgage Web Success was ending on Friday at midnight eastern time.

In the few short hours since I sent that email, we have gotten a FLOOD of new members. It looks like you folks procrastinate almost as badly as I do. :-)

In any case, with this huge influx of new orders we have made a somewhat painful decision...

In order to protect the integrity of our customer service and make sure we can completely fulfill all the promises we have made to our current customers, we are going to be pulling Mortgage Web Success OFF THE MARKET.

(It's no secret that we have quickly built a reputation for great customer service - we are NOT going to jeopardize that reputation.)

Now before you panic... this is NOT permanent. We will eventually be opening back up and taking new members. We don't know how long this will apply - my best guess is 30 days - it might be shorter, it might be longer... but 30 days is a good guess.

Since this is a rather drastic action, we have decided to extend the ordering deadline until Sunday at midnight eastern.

So if you act now, you can still get your system (PLUS all the Launch Bonuses, PLUS you will still save \$100 on the setup fee). But you only have until Sunday to get on board.

Here is the link:

<http://>

best regards,
Brian Sacks

PS: I know that sometimes I write in a casual, friendly manner. However, if you wait until Monday and try to sign up then, you will find out I am not always friendly and easy-going. On Monday you will run into a brick wall... you won't be able to get a Mortgage Web Success system. You need to act now:

<http://>

