

## Module 3: Pre-Launch

### Driving Your Market Into A Frenzy

#### Video 1: First things first... IMPORTANT stuff to remember as you start your launch



Hey, folks, this is Jeff Walker and welcome to Module Three. In this module we are going to talk about pre-launch. This is where things start to get very, very exciting. In the first one we talked about overall strategy and tactics and I tried to indoctrinate you into my mindset. This is really a very different way of marketing. It takes a bit to wrap your brain around it. I think if you adopt this new mindset, that it will change everything for you.

It has certainly changed everything for me and many of my clients. It is amazing the amount of money we are able to extract out of businesses with tiny lists and tiny traffic. If you actually happen to

have a decent amount of traffic or a list or a way of getting either of those, then the profits you can generate are just insane.

In the first module we talked about our overall strategy and tactics. The second one we talked about our pre-pre-launch. Now we are going to move into pre-launch. This is really the heart and soul. We are going to take two modules to cover the pre-launch and then in our fifth module we are going to get to the launch.

If you get the pre-launch right, then the launch is where you are just maximizing and squeezing every last dollar out of it. First, I want to start off here with some very important stuff. First of all, this is very, very powerful stuff. I think I have stressed this so far, but if I haven't, I'm really teaching this stuff so you can use it to be a force of good.

If you use it to sell junk or to sell garbage, it will work for that. The thing is, frankly, if you sell a bunch of junk and put it in a lot of people's hands, you are going to lose in the long run. If you put junk into tons and tons of people's hands, you can fool them once, but you can't fool them twice.

Use this, sell a whole bunch of stuff, and do a great job. Put out a great product and over deliver and you are going to create raving fans. The conversation that you are going to create with them is going to create raving fans. They are going to buy from you again and again and again. That is really what we're talking about.

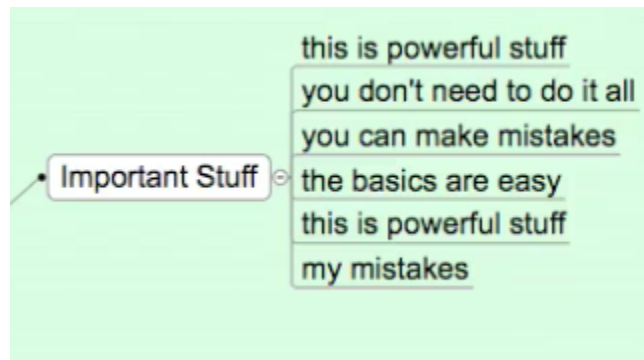
We're talking about building a relationship with them and having a conversation and that will continue long after the sale. You can continue making additional sales as long as you deliver. I would highly suggest that you over deliver. This is very powerful stuff.

Another thing about this, is that you've seen there are many different pieces here. A lot of times, especially when I show you some of the mental triggers and all the different things you can do, it can feel overwhelming. You do not need to do all of this. This system is so very powerful that if you only take 10% or 20% of what I'm teaching you and put it to work, you can have incredibly powerful results.

If you currently have a business already and you are already cranking along, just drop one or two of these things in. I've gotten all kinds of results from people that have already just taken the stuff in

Module One and Module Two and dropped it into their business, and have had huge results.

If you've gotten great results already, please send them in to me. I want to hear about them. I want to get those results. I feed on that kind of stuff. Thank you so much if you've already sent me stuff. Just keep on sending it. I've only shared a small portion of this and people are already getting great results. You don't need to do it all. If you do 10% or 20% of it, you are going to do really well.



This is really powerful. I talked about this last week on the Q&A call, that you can make mistakes. You can make all kinds of mistakes, and again, the model is so powerful, it is unreal what you can do with it. Believe me; every single time I do a launch, I make mistakes. I see things that I could have done better, I could have done differently, I forgot to do, that I ran out of time to do. I've never done a launch and done everything right. I've made all kinds of errors.

In fact, I'm going to share one with you right now. When I launched Product Launch Formula 2.0 a few weeks ago, we launched the product and then we had to pull it off the market. About a week later we did a little mini re-launch. Here's Jeff Walker, Mr. Pro, who has done dozens and dozens of launches, who gets paid hundreds of thousands of dollars by clients to do launches, and you would think I'd get everything right.

You would think I've got everything nailed. You would think I've got it wired; that I'm invincible and that I don't screw up. Well, you know what I did? Here, let me show you what I did. Here is an example. This is my AWeber account. This is my mailing list for my Product Launch Formula partners. These are my JV partners who are the lifeblood of my business that promote for me and make all kinds of sales for me.

Managing List: **plf-partners** [\(Add New\)](#) Change List: plf-partners

**Broadcast Messages:**  
 Send a regular email newsletter or other one time message to your list using broadcasts. Click "test" to send a sample newsletter to yourself prior to sending to your subscriber list. Once finalized, click "Queue Now" to have your message delivered on your specified send date. Split test broadcasts are available for lists with more than 100 active subscribers.

[Create Broadcast Message](#)

**Pending Broadcasts:**

Send Date	Type	# Att.	Click Tracking	View	Subject	Spam?	Test	Copy	Actions
04/02/08 11:00 AM	Text	0	off	All Leads	JVs: push send, get money	0	Test	Copy	<input type="button" value="Delete"/> <input type="button" value="Queue Now"/>

One of the things I'm going to be showing you is how I motivate these partners to mail. One of the ways I motivate them is to send them e-mail that gets them all pumped up to e-mail for me. It tells them they are going to make a lot of money and it tells them how to make money. I give them e-mail copy that they can take and go ahead and publish. They can cut and paste this stuff.

We were going to launch at noon Eastern. We were going to go live with this re-launch. I queued up this e-mail and this is the day we re-launched. It was on April 2<sup>nd</sup>. We were going to re-launch at noon Eastern Time. I queued up this e-mail to go out at 11:00 a.m. Eastern Time.

I wrote this fancy e-mail which I'm actually pretty proud of. I love the subject line. The subject line says, "JVs:" I do that so they know it's for JV's, because they're all on my regular list too. They watch what I do and they want to learn from what I do. I always have the prefix that tells them this is a JV e-mail for them.

The subject line is, "JVs: Push Send, Get Money." Frankly, I thought that was a really clever subject line. I was really in love with that subject line. This was the e-mail that was going out to my partners right before we were to go live and it was to make sure that they sent their e-mail. This was all about getting the big push from JV partners.

Well, there was only one problem with this e-mail. If you don't use AWeber you probably don't recognize this. If you use AWeber then you know what's going on. I actually never hit the button to actually send the e-mail. Do you see what I'm saying? I wrote this e-mail. I had it all ready to go. I had a big checklist of things to do that

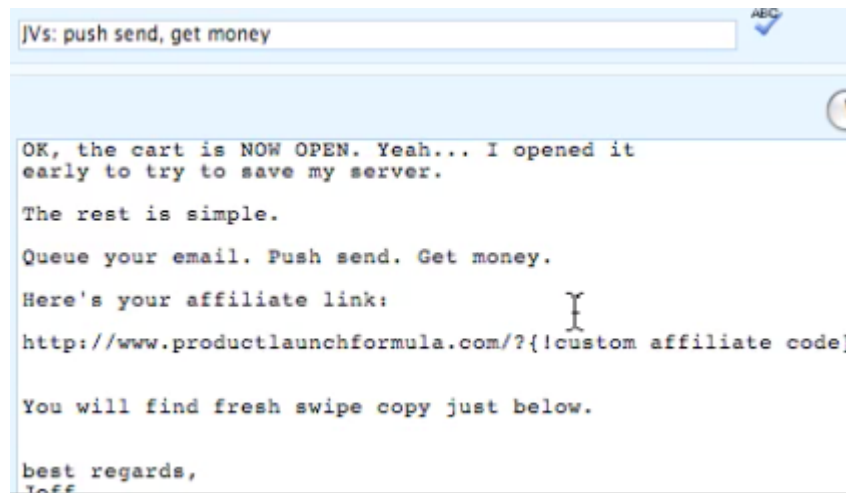
morning and I forgot to e-mail my partners. I didn't e-mail my partners!

This is a colossal screw up. I'm depending on my partners to promote for me. They are what drive my entire launch. I wrote a great e-mail for them. I got it all queued up the night before and it is all ready to go. Then in all the excitement of launch morning, I never hit the send button. I screwed up totally.

Fortunately for me, the launch went off just fine and we made a whole lot of sales, and on this re-launch we also made lots and lots of sales. That's because I had done the steps beforehand. I had e-mailed the partners the day before and the day before that. We got the partners all excited so I could afford to screw up.

I just want to point out to you how no one gets everything right. There are a lot of pieces to this. It can feel complicated. It can look complicated, but you can screw stuff up left and right, which I did. I'm not perfect and I screwed up big time.

Let's take you inside and we'll show you what this e-mail looks like so you can see one of these motivational e-mails. Here again, I was queued up to go at 11:00 a.m. This is what the e-mail was supposed to say. Actually what I did, was I opened up the shopping cart an hour early because I didn't want everyone mailing at the same time and taking down the server, so I thought I'd be sneaky and open up things a little early.



This is what the e-mail said. It was very short and very concise because in understanding my partners, they are very busy. When

they get this thing, hopefully before they get this, I already have them amped up to mail for me.

This message is mostly about, “Yeah, we opened up a little early and I’ve got some swipe copy for you.” This is the whole length of the e-mail. It is just super quick. “The cart is now open. Yeah, I opened it early to try to save my server. The rest is simple. Queue your e-mail, push send, get money. Here is your affiliate link.” I gave them the link.

This isn't what the link looked like. We had their link stored in AWeber so when they got this e-mail, it actually gave them their final link. They could just cut and paste that right into their e-mail.

It said, “You’ll find fresh swipe copy just below. Best regards, Jeff.” So it was super simple. Basically, we had opened the cart early, and then they just needed to “queue your mail, push send and get money”. It would have been a beautiful e-mail. Unfortunately I never mailed the darn thing.

Below I gave them fresh swipe copy so they wouldn’t even have to write copy. We’ll go through this, but I gave them a whole bunch of subject lines. Here’s the copy I gave them and that’s the end of it.

I’m just trying to make the point that you don’t have to be perfect. I’m certainly not perfect and it’s been working pretty well for me.

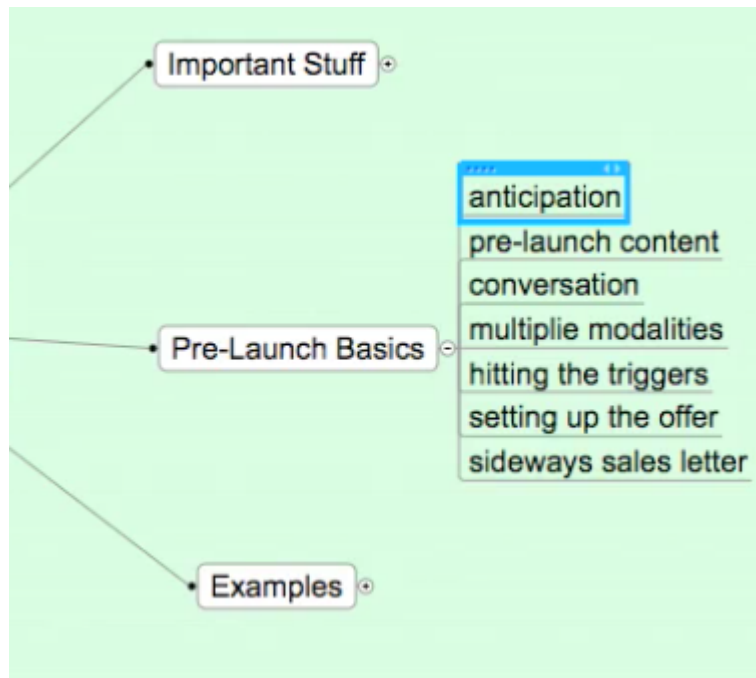
Getting back to the mind map, you can make mistakes. The basics, the absolute basic stuff, that you have to get right is really pretty darn easy. In this module I am going to be going through and showing you examples. In fact, we are going to be very example rich. I’m going to err on the side of showing you a bunch of examples in Module Three. I’ll jump right into the examples and get you rolling.

Remember that even though I had made many mistakes, the whole system is still very powerful.

Okay, let’s get moving. Now we are going to go through some of the pre-launch basics. Over here is stuff we’ve covered to some extent already. We’ll be breaking into that just to go back over it and remind you of it, but we’re going to get to the pre-launch basics and I’m going to just jump right into examples.

I think in this module I'm going to give you a bunch of examples and walk you through how I've done things and how some of my students have done things, as well. I think that is going to show you, get you indoctrinated right into this quickly, so that you can get cranking. Probably next week we'll show you some of the finer points and cover some content creation.

Right now I just want to show you some of the examples, both stuff I've done and stuff some of my students have done. We have lots of cool stuff.



First of all, with the pre-launch basics, throughout this pre-launch one of the things you want to do is create anticipation that something is coming. This is a real key. Some people even call this anticipation marketing. I think it's a lot bigger than that. There is a lot more to it than that, but anticipation is a big piece of what we're doing here.

A lot of what we do is about pre-launch content. Some of the big launches I've been doing lately in the internet marketing space, have now very much become about the pre-launch content. We continually raise the bar. In my opinion, in order to make a really big splash in the internet marketing space, you have to put out better and better pre-launch content.

I think if you look at some of the content we've put out in the last few launches I've been involved in, like my Product Launch Formula 2.0

and the Smarts launch and some others, including the Membership Site Boot Camp launch and Frank Kern with his Mass Control launch, we've put out some really good information and some good quality teaching as part of our pre-launch content.

If you are in some other markets, you probably don't need to go as over the top with content, as we do in this market. Frankly, internet marketing is very, very competitive and people keep on raising the bar. If you are selling something about learning guitar, you probably don't need to be so over the top, but you can never really go wrong giving good pre-launch content.

The idea is that it's very much about authority and proving that you have the goods. We'll show you how we do this with pre-launch content. Pretty much, it is about creating a conversation. We've already talked about this a few times, but people are much more interested in a conversation than they are a monologue.

A lot of times you are creating the illusion of a conversation, but sometimes it is very much, a conversation. The other key thing to the conversation is that you are finding out what the market wants and what their objections are. You are just creating what they want. In the pre-launch it is all about answering the objections.

If you don't know what their objections are, it is hard to answer them. You find out what their objections are with a conversation.

Another big key is multiple modalities. That means we like to hit people not just with e-mail, but e-mail and PDFs and videos and audios and blog posts. You don't have to do all of this. Like I said, you can keep this very, very simple. In general, if you do more than just e-mail, then you will do better.

We are going to be covering all the mental triggers. There are lots of mental triggers. We are not going to be covering all of them, but we are going to be hitting most of them. I'm going to be explaining when and how to hit the various triggers because there are certain triggers you want to hit at certain times in your pre-launch. Again, this doesn't have to be perfect, but I have some general rules of thumb that are easy to follow.

Also, it's about setting up the offer. One of the things we'll talk about is how you go from talking initially in your launch about your story, to

your overall hook, to their pain, and to how you are connecting with them. You tell your overall story about a need, or a want that they have, and a problem that they have.

Then as you get closer to the launch, you start to talk more about the resolution of that issue or that problem. Then, as you get right into the end of the pre-launch, you start talking about your offer and how your offer is going to solve that problem. Typically, if we are talking about a bigger launch like an internal launch or a big JV launch, maybe it goes for about three weeks, maybe it goes two weeks. The shortest it should go for is ten days.

Let's say it is somewhere between ten days and four weeks. The magic spot right now I think is about three weeks. Let's say you have a three week launch. You don't really start to talk about your offer until the last five to seven days before the launch. We'll go into that more.

Let's talk about the sideways sales letter, again. I know we've covered it before but the concept is very important to understand. Instead of a big, long, vertical sales letter that sits on someone's browser and is 20, 30, or 40 pages long, we're going to take that sales letter and turn it on its side. Instead of taking 30 pages to give them a sales letter, we are going to take 20 or 30 days.

We are going to tell our story throughout that timeframe. We'll still probably end up having a long sales letter, but by the time they get to that sales letter, they will have essentially already been sold.



Before we jump into some of the examples, I'd like to go back and review some of the triggers for you. Remember, we are going to be very story based. We spent a lot of time working on your story. We went through that exercise in Module One, then I showed you how to take that exercise in Module One and turn it into your story with a simple cut and paste method in Module Two.

If you didn't do the homework for Module One and take that and turn it into your story in Module Two, I highly suggest you do that. We are going to be using those stories extensively. Then we make it event based. We've been talking about that from the start.

If we can, we like to build a community or a feeling of community. This isn't always possible, but if people see themselves in a community, they'll act in accordance with the way they think that community acts. If you can create a community and then create a

community that acts by buying your product then you are way ahead of the game.

Next is social proof. We are going to pound this really hard because social proof is very important. It is the idea that if everyone else is doing something, then you are going to be inclined to do it as well. We are going to show how to use this within the context of your launch.

Scarcity is very, very powerful. These two work together, social proof and scarcity. You'll see how we do that.

I just mentioned authority. Authority is very, very powerful. Authority is the idea, that of having some outward authority that can be conferred on us by any number of ways. Authority can be inferred by other experts that have authority, or by outside agencies or organizations. Authority can be acquired by showing that you have a great grasp of your subject. Expertise builds authority.

Anticipation is what this is all about. We are creating anticipation by gradually revealing more and more of our story as we go forward, especially if we create a compelling story. We've already talked about how to create a compelling story. If we have a compelling story, part of that story moves them to identify with that story. It is leading to the resolution of some of their issue, some need they have, some want they have, this is what builds anticipation.

Let's talk about having a common enemy. There is a saying that says that politics make strange bedfellows, and so does war. What people can do in the name of a common enemy is amazing. If you can create a common enemy for your prospects, then you can get them motivated against that common enemy. Often that motivation is a great way to build influence.

Next let's talk about the idea of actual proof as opposed to social proof. This is about showing that you have proved you can do something, and that what you are selling can likewise do for them.

Controversy stirs interest. It fans the flame of interest. Obviously I am moving through these quickly because this is a review.

The next trigger is commitment and consistency. If we can get your prospects to make a small commitment then it is easy to get them to move to a larger commitment.

The next trigger is Interaction and conversation. I just mentioned this in the last section. This is the important stuff. When we get the conversation going it is a lot more interesting than a monologue.

The next trigger is reciprocity. This is the idea that if you give something to someone then they are going to want to give something back. Often, this is where you give them great content and establish authority and proof. Since you are giving to people, they feel like they want to give something back to you.

The next trigger is surprise, unexpectedness and novelty. This is the best way you capture someone's attention. If you can come out and surprise your list and capture their attention, that can be used as the first step of your launch. This is a great way to initially draw them in.

The next trigger is likeability. People like to buy from and be influenced by people they like. If you can share some of yourself throughout your launch and be a likable person, that helps you establish influence.

The next trigger is credibility This sort of goes with authority. You can establish this in any number of ways. A launch gives you time to tell your story and establish credibility by showing proof that you know what you are talking about.

The next trigger is celebrity and being interesting. This sort of goes a little bit with likeability although not necessarily. Certainly being interesting and being something of a celebrity does not hurt at all.

The next trigger is character. This goes along with story and being an interesting character. Again, celebrity helps here.

Always giving the reason why in the context of your actions throughout a launch. This is very, very powerful.

Competition is something that I'll actually show you how to develop, especially with JV partners. In some markets the partners are actually pretty competitive with each other and you can use that to help drive your joint venture sales.

The takeaway sale is sort of a bit of a play on a scarcity. You never want to be in the position where you are begging people for the sale because that is not an attractive position. People are not attracted to that. People are attracted to winners and they are attracted to people that are in great demand. The more in demand you are the less that you “need” people, but rather people need you. The idea here is that people don’t like needy people. The less needful you are the more scarce you are, the more they want you.

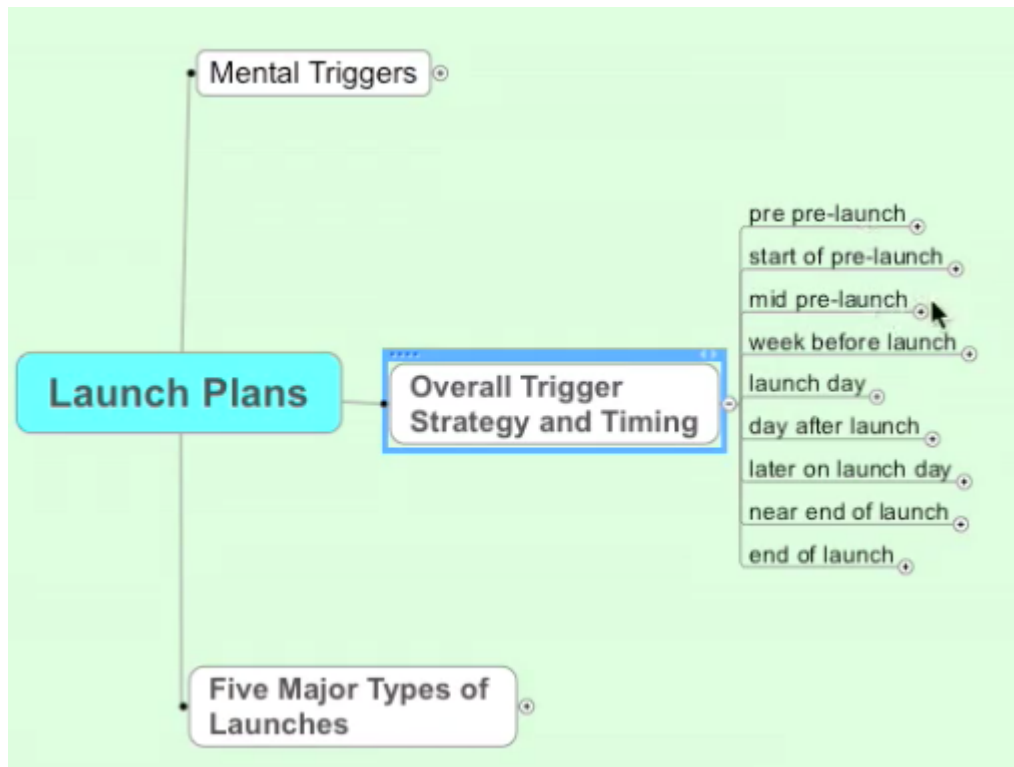
Keep things simple. A lot of times people have a tendency to make things overly complex. They make ideas overly complex, they make offers overly complex, or they get too complicated with their story. You have to focus on what people want. The things that people want are generally pretty darn simple. It makes your ideas have greater impact and be a lot more memorable.

Again, concreteness is the same thing. Your ideas, the more concrete they are, the less abstract, the easier they are to grasp, the simpler they are, and the more memorable they are.

Also, appeal to peoples emotions. When you appeal to people’s emotions and you appeal to people’s aspirations, it is always very powerful

I haven’t talked about anchoring and transferring yet. That is pretty advanced stuff. Soon you’ll see as I give you examples and we go over that. But for now, this was just a little review of mental triggers. Now, we are going to start getting into some of these pre-launches and show you how they are put together.

## Video 2: Trigger Timing - How and When To Hit Those Mental Triggers For Maximum Impact



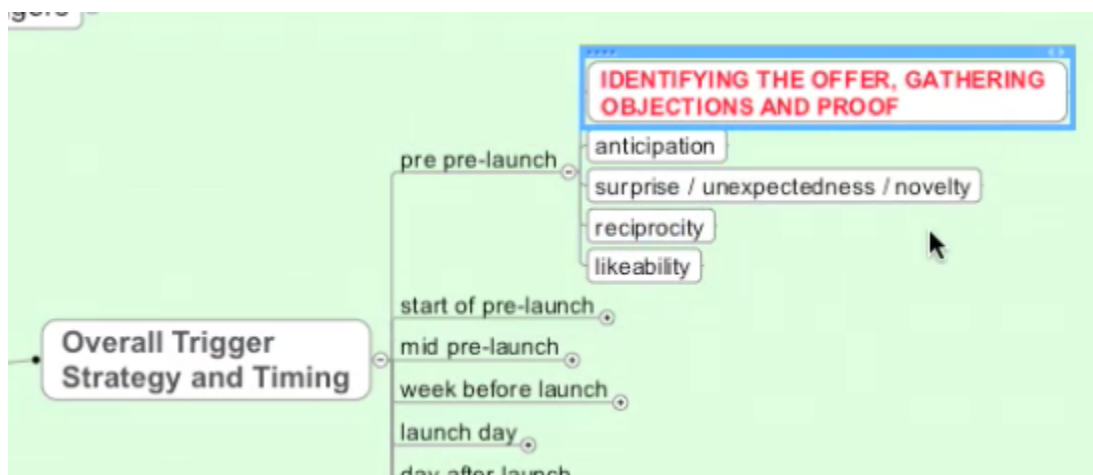
I want to walk you through some of the overall, big picture launch planning. We're going to go through the five major types of launches. In fact, I'm going to spring another one on you. I don't know if I'll get to all of them in this module, but we are going to go through the major types of launches. I'm going to show you examples. I'm also going to show you some hypothetical launch plans, in terms of timing as you go into it.

Right now I want to focus on this overall trigger strategy and the timing of how you hit those triggers. What I'm about to show you, you can apply to any type of launch no matter how long, whether it is a

one week launch or it is a big mega five or six week launch. You still will hit the same types of triggers.

The exact timing of when you hit them will vary, but you are still going to hit the same type of triggers in the pre-pre-launch and the same type of triggers in the very start of the pre-launch and also in the mid pre-launch. If you are doing a ten day launch, the mid pre-launch is going to come at about five days. If you are doing a six week launch, it is going to come at the three week mark, but it doesn't matter because you are still going to be aiming at the same types of triggers.

You will be hitting the same triggers if you are in the middle of your launch and when you are coming down to launch day. The length of the launch doesn't matter, what matters is what stage you are in, in your launch. The triggers will be the same for each stage. Let me just get started and you'll see what I mean.



We covered the pre-pre-launch in Module Two, so this is really a review. In the pre-pre-launch, it is at this point that you are identifying the offer and you are gathering objections. If possible, depending on your situation, you are gathering proof via that testimonial cruncher I showed you.

Also, in your pre-pre-launch you are starting the initial interaction either by doing an initial survey or by sending an e-mail and asking people to write back to you. When that interaction starts, you'll also start to get people popping up that have testimonials and have done well with your stuff. At that point you can turn that into a case study. That is real easy.

If someone comes back and says, “Boy, I love your product about Growing Big Tomatoes. I had the best summer ever last year. These tomatoes were amazing,” or, “Your learning guitar product was amazing. All of a sudden I can play like six songs.”

Then you write back to them and ask them for more details. Congratulate them. If it sounds like a viable case study, then say, “Hey, would you feel like doing a case study? Can we jump on the phone?” Get them on the phone and record it with [www.FreeConference.com](http://www.FreeConference.com). You can get a free conference line. I think they’ll even record it for free. Just get them on the phone, get a recording of that conversation, and you’ve got a case study.

At that point you can use the audio case study or you can take that and turn it into a Camtasia. I’ll cover exactly how to do that a little bit later.

Basically, the pre-pre-launch is about identifying the offer, figuring out what people really want so you can create that offer. Then give them what they want, gather the objections and gather proof. Again, we covered all this stuff last week in Module Two.

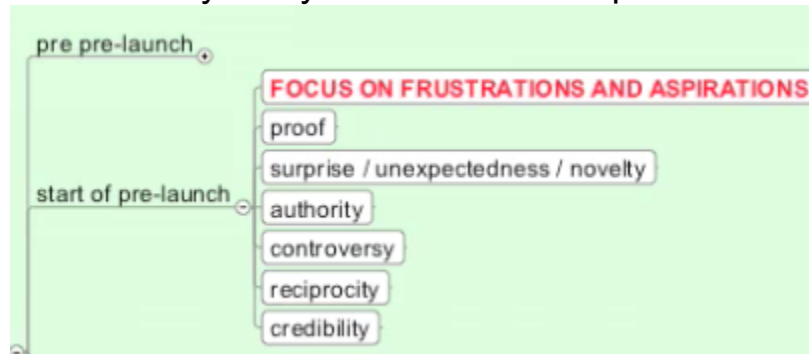
At this point in the pre-pre-launch, you are trying to create some interest, some unexpectedness, and some novelty. Some surprise isn't a bad thing to do. It is more of a teasing and anticipation.

Anticipation is one of the most important triggers at this point. You are building some reciprocity because earlier, you are asking their opinion. Asking their opinion and paying attention to their opinion actually does create some reciprocity. You are giving them your attention so they are going to want to give back to you.

Likeability is next. At this point, you are still way out from the launch. There is no real hint of a launch. So the next thing you do is that first shot across the bow that something is coming, but you are not pitching them. At this point it is great to be very personable and very likable.

Okay, so that’s the pre-pre-launch. Like I said, that was more or less review. Now right at the start of your pre-launch you want to go back to the story that you created in Module One and Module Two. In this story, in your homework exercise, you wrote down and focused on

what their frustrations were, what their aspirations were, their dreams, and what they really wanted to accomplish.



With the start of your pre-launch, it is important to come out with your best, your strongest piece of content and go for the biggest. Frank Kern calls this the shock and awe. You need to come out with a big bang. It is almost like a movie preview. Just like with a movie preview, they don't show you the five worst jokes in the movie. They show you the five best jokes.

Come out with your best pre-launch content and focus on either their frustrations or their aspirations. You could actually have both. I'll be showing you some of the scripts I use for creating this pre-launch content. At this point, come out with your best content, be it a video, e-mail, a PDF, an audio, or a teleseminar. Just come out with a big bang!

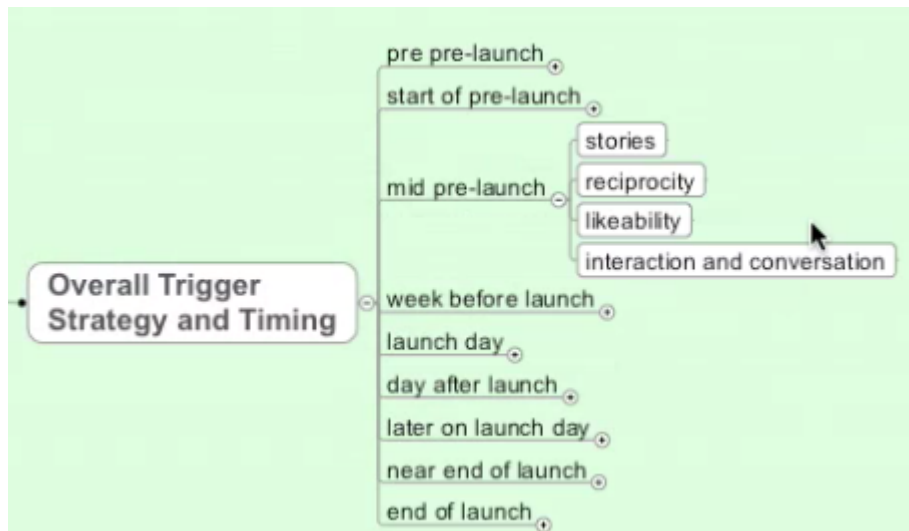
You basically have one chance to make this first impression. Generally you really want to focus on proof here, proof of your results, proof that whatever you have to give them will actually do what you are promising.

At this point, some surprise, some novelty, some controversy is a great thing. If you don't have it, that's fine, but this is a great place to start off with controversy. Along with proof you are going to focus on authority. You are credible and you have the authority. You are doing that by showing them some content.

A few years ago when I was doing some launches, I really wasn't focusing that much on content. To tell you the truth, in a lot of niches you don't really need to give a ton of content. You don't need to give this fantastic pre-launch content like we're doing. But, you'll be better off if you do.

It is amazing how easy it is to impress a lot of people. If you come out with a Camtasia video, an audio, a PDF report, or do a teleseminar, that establishes your authority and your credibility. Hopefully you can show some real good proof at that point.

In addition, since you are giving great content at this point, you are automatically developing reciprocity. That is really what you focus on. You want to come out of the gate with a big bang right at the beginning of your pre-launch.



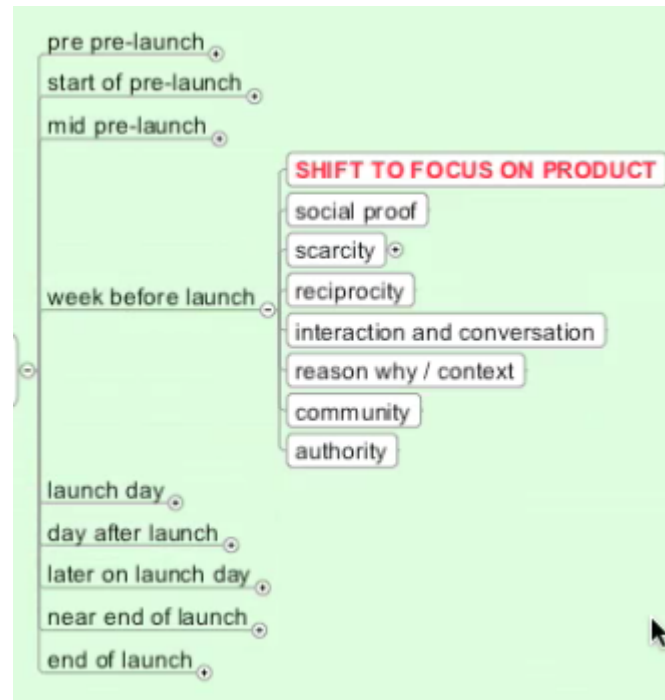
After a little bit or after your initial piece of content, you start shifting to the middle of your pre-launch period. Again, depending on the length of your launch, this could happen within six or seven days of the start of your pre-launch or it could be two or three weeks. For a quick launch, there is almost no mid pre-launch, but it could just be in the first couple of days.

At this point you are really starting to share your story and the storyline that you've developed. That was developed in your first two modules, so now you are really starting to develop that story. You are giving more pre-launch content. You are developing reciprocity. You are continuing to be likable And you are giving great content.

You are starting to create interaction and conversation. A great place to do that is with your blog by posting your content to your blog or posting links to your content on your blog. I've had lots of questions about what blog to use. My favorite is Word Press. That is what I would use if I were you. I would go to [www.WordPress.org](http://www.WordPress.org) and it is

free. You can download it for free and it installs very easily. Click a few buttons and it installs on your web site.

If you can't do that there are loads of people who will install it for you very inexpensively if you go to [www.RentACoder.com](http://www.RentACoder.com) or [www.eLance.com](http://www.eLance.com) or even [www.Craigslist.com](http://www.Craigslist.com). At any one of these sites you can get some freelancer. It will probably cost you \$20 to get Word Press installed. So [www.WordPress.org](http://www.WordPress.org) is my blog of choice.



That is the mid pre-launch. Then right when you are starting to close in on your launch, this might be the week before your launch, if it is a bigger launch; at this point you really shift your focus to your product. Earlier in the process, you are teasing anticipation, then you are coming out with both guns blazing with some great content, but you are not really talking about your offer. You are not even really talking about having something in the works. You are not even mentioning that this is a pre-launch.

For heaven's sakes, if you are at the beginning of your pre-launch, don't even use the word "launch." Don't talk about your launch. Don't say that we have some pre-launch content. You are just delivering some great material. You are just coming out with this pre-launch content that focuses on their frustrations and aspirations. They don't even know there is a product coming for the most part. In most markets they are not even going to know there is a product coming.

They just know that you are telling them this story of how you are a lot like them. You had these frustrations and then you figured something out. Go take a look at this content because it is really great. I'm being a great guy. I'm giving you this fantastic content.

Once you get within the last five to seven days before your launch, all of a sudden it is like, "Well, you know, we've been on this journey together for the last couple of weeks and I've been sending you all this great stuff. Guess what? I've got something coming. I've been telling you about how I was able to find the solution and I've been sharing some of that solution with you. What I've done is I've decided to actually share it with you and I've put together a big product."

The thing that is going to happen at this point as you shift to the product and you start to explain your offer and your product, people are going to start to ask you questions. In those questions are going to be the objections. Of course, you already know what a lot of the objections are going to be because in your pre-pre-launch you identified them. Actually, throughout the beginning of your pre-launch you actually identified them as well.

Hopefully as you move through your mid pre-launch, the content you were putting out answered some of those objections. Here, once you start really talking about your product, then you really start to shift into answering objections. At this point you are also working on social proof. You are telling people about how much interest you have, about all the interaction, all the blog posts, all the e-mails you are getting.

You also start moving into scarcity because as you shift the focus to your offer, especially those last few days before the launch, then you start to build up scarcity. We'll talk about exactly how to do that as we go through. For all of this stuff we are going to be giving you examples on exactly how to do this.

Now let's talk a bit about social proof and scarcity. As you develop the offer, or as you reveal the offer, you are also revealing the limit. Generally we want to limit the offer in some fashion. It is either going to be quantity based or time based. If they don't act within that time or within that quantity, then they'll get fewer bonuses, or the price will go up, or they won't be able to get it, because the product will go off the market. We'll cover all of this.

As you continue all the way through here, you are giving, giving, giving, giving and great content. You are building reciprocity. Right at the end, generally there are lots of questions about the product. That is where you are really building up the interaction and the conversation.

At this point, you are talking about scarcity and social proof. You have to cover the reason why, especially for scarcity. You need to cover the “reason why” for the scarcity.

Through all this interaction, generally the interaction really takes a spike in the last few days before the launch and that’s where you start to build the community. Of course, all the way through here you are exhibiting authority. You continue to show authority by showing how much great content you have and how you really know the market. You know what you’re doing.

Even if you aren’t an expert, if this is some little niche and you are going into a little niche, if you have tapped into experts to create the pre-launch content, it is still establishing the authority for you.

Now we come down to this point. Do you see how you are really moving through these? At the beginning you are just focusing, then you have a big bang, then you are discussing their frustrations and aspirations. At that point it is all about proof and it is all about authority.

Then as you move further through it, you start to create interaction. Then really towards the end is where you start pounding on the social proof and scarcity, as you start talking about your product.



Now on launch day, generally what happens on launch day is that you are going to send out a very, very short e-mail that says, “We are

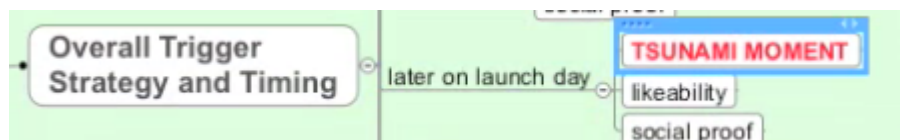
now live. Go order now.” Later in that day you will generally come back with an e-mail. The message of that e-mail will generally be about how well the launch is going and it will give social proof. You talk about how many orders are coming in and how crazy things are.

Social proof and scarcity often go together. If there is a limited number available, or if there are limited fast mover bonuses, then as those bonuses start to get eaten up and as you start to come closer to your deadlines or your quantity limits, that in and of itself is social proof.

If you say, “We’ve got 500 available and, boy, we’ve already sold 392 of them,” just the fact that you’ve sold 392 is social proof. Social proof and scarcity are intertwined. They feed on each other. The more scarcity you have, the more it builds social proof.

As you build that social proof, it builds scarcity, because you are getting closer and closer to a sell out. It all depends exactly how your offer is structured. Some offers are open ended. They don’t have a limited quantity. In general I would prefer to go into a launch with some type of scarcity. I’ll be showing you how to build that into just about any type of launch.

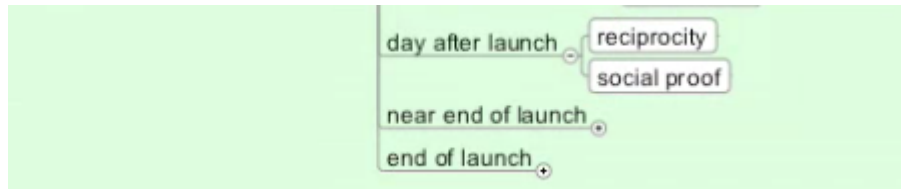
This module is mostly about the pre-launch, but I wanted to give you the overall plans here. The day after the launch is generally when you hit them with more reciprocity and social proof.



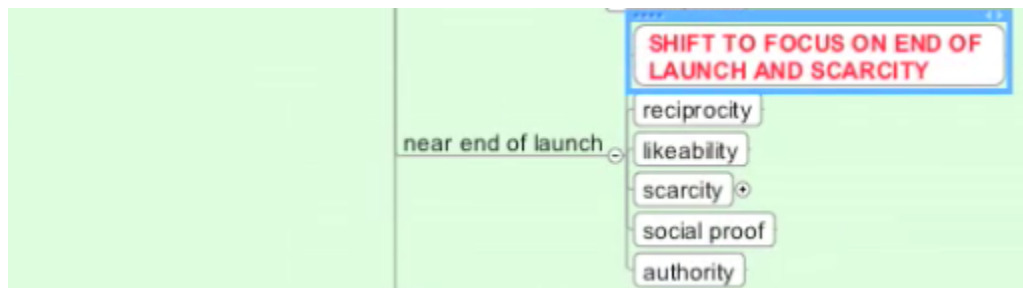
This is the launch day. Like I said, generally you are going to try to mail twice on launch day. This is the tsunami moment. That’s what I call this. That is the idea that you do the launch and a few hours later you send out another e-mail.

The general tone of that e-mail is, “Things are just crazy here. We’re really just trying to keep our head above the water. We are all in this together. Work with me folks. If you are having a hard time getting through to the order page, or if the bonuses are going away, or whatever, we’re doing our best. We are trying to take care of you. Our customer service is really jamming away.”

That is your tsunami moment. It is like we are all getting carried away. You are trying to turn this into this epic day where they feel for you and you are all in this together. I'm going to show you some of the e-mails where I've done that. Again, that is social proof that things are so crazy. Also, there is some likeability here. It is almost like they pity you. You don't want to be in the actual situation where they do feel pity, because that is just bad juju, bad dynamics. If you are fighting through something and you are persevering, then that makes you more likable in general.



The day after the launch you generally hit them with reciprocity and social proof. It is, "Boy, the dust has settled a little bit. We are still selling like gangbusters." In general it is more about reciprocity and social proof. As you get closer to the end of the launch, you really start to shift the focus to the end of the launch.



I typically like seven day launches, I don't like to go much longer than seven days because it is tough to really keep the momentum and the energy going. If you are going for a seven day launch, as you get maybe three days out from the end or two days out from the end, now you really start to focus on talking about the end of the launch.

That really ends up becoming a scarcity message. You are really working on scarcity while you are still working on likeability and social proof and authority.█



Right at the end of the launch, this is a key thing, something bad happens if they don't act. You are trying to be likable here. You don't want to strong arm people at this point. It is like, "Hey, folks. I just wanted to give you a last minute notice because I know some of you guys have held off and you haven't acted yet on this thing. I just want to give you this last minute notice. It's not like I'm trying to force you to do anything. This isn't some big scarcity type of thing, but I just want to let you know that you have to act now if you want to get this special."

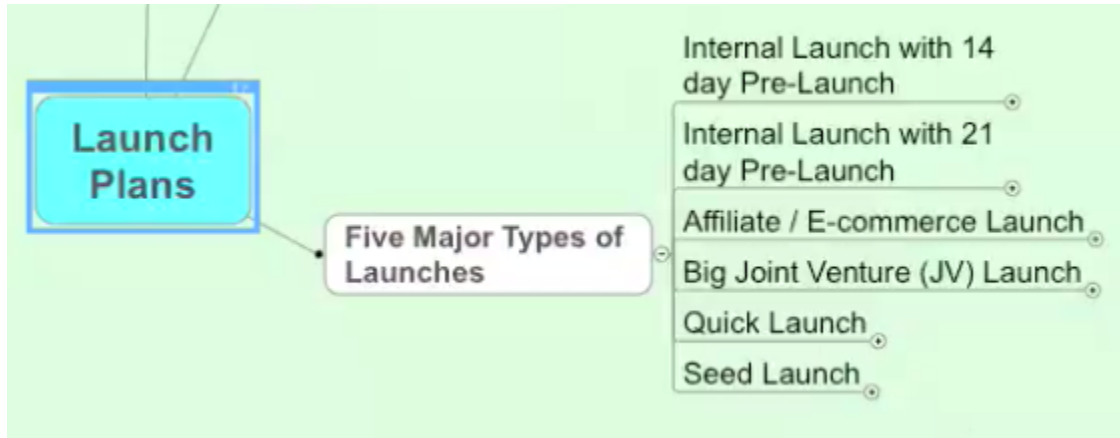
Basically, at the end of the launch, you really want something bad to happen if they don't act. What I mean by that is your bonuses go away, or the price goes up, or the product goes off the market. Any one of these are bad things. That gives them a hard deadline they have to act by.

This really is similar to the bonuses going away, but another thing you could do is portions of the product might be removed from the offer. It's a fine line between that and having bonuses go away. Either one, the bottom line is they don't get as much stuff. In one scarcity play, if they don't act they'll get the same stuff but the price will go up. In the other scarcity play, they are just not going to be able to get the thing anymore. It is going to go off the market.

At the end of the launch you definitely want something bad to happen. That sets up your whole scarcity play. That is just the overall picture of the launch and how it goes. Like I said, it doesn't really matter if it is a two week launch or a six week launch. This is the general timeline and the timing of where you are going to hit the triggers as you go through it.

## Video 3: Day-By-Day Launch Plans

The previous video was about the overview of triggers, strategy, and timing. We just went through the basics about timing and when to drop those triggers into the sequence. I want to move on and get a little more specific and give you some examples.



We're going to discuss five major types of launches, the internal launch, the affiliate ecommerce launch, the big JV launch, the quick launch and the seed launch. I want to talk about the internal launch. I'm going to show you two different examples, one for a 14-day pre-launch and one for a 21-day pre-launch.

This is a basic schedule. I want to be very clear on the fact that that I just basically made this stuff up. I've done a lot of launches so I have a lot of experience. I can conceptualize these things in my brain. Often I will come up with a broad schedule. When I go into a launch, I try to identify the major pieces of pre-launch content and I'll identify the launch day.

Then I back out and see whether we want to have a 14 days pre-launch, or a 21 days pre-launch, or just 12 days in pre-launch. I will take a look at how much time we need for pre-launch based on the overall story and how much pre-launch content we are going to give..

I might say, "Well, it looks like we're going to target 'X' date," November 17<sup>th</sup> Truthfully, it's probably not going to be November 17<sup>th</sup> because late November is one of the times I avoid. Let's just say I'm going to target October 1<sup>st</sup> as a launch day. If I'm going to

target October 1<sup>st</sup> then if it is a 14 day pre-launch I back it out from there. I'll back it out to when the pre-pre-launch starts.

I'll put together a rough schedule of what we're going to do when. If it is October 1<sup>st</sup>, if it is going to be a one week launch, that would take us from October 1<sup>st</sup> to October 7<sup>th</sup>. I just sketch it in. In a minute I'll show you an example of a plan where I've sketched it in.

This is basically what it would look like.



When I say 14 days, that is the actual pre-launch from the real pre-launch, the release of the first piece of content until launch day. As you already know, I tend to like seven day launches. If you are doing a seven day launch that means that it is going to be 21 days from when you first go into pre-launch until you end the launch.

Of course, as we've already talked about, there is also the pre-pre-launch. In our example, a launch with a 14 day pre-launch ends up being a heck of a lot longer than 14 days as you can see in the schedule. I'm really starting the pre-launch here on day 14. I'm giving myself 14 days in the pre-pre-launch.

That is the stuff we covered in the last module. The first shot across the bow is day one. We might come back on day seven, but it could be day four through seven. Our next action would be an email that says, "Thanks for so much input. It is great to hear from you guys. Yada, yada."

Day 14 is when the pre-launch starts. I talked about that in the overview.. You come out swinging. You come out with both guns blazing. You come out with your best pre-launch content right off the bat hitting the biggest hook, the biggest frustration and/or the biggest aspiration in your market.

I typically follow up two days after that, maybe one day, two days, or even three days after that first piece of content and follow up. You would be talking about how much people loved the content. That is really what you are doing at that point.

Maybe a couple of days later, maybe four days after you release that first piece of content, you come out with your second piece of pre-launch content. Then there is another follow up, similar to the first one. It is just a follow up to talk about how much people love the content and about the great interaction you are getting. It is a social proof message and a conversation message.

On day 21, now you are a week into your pre-launch. You come out with more pre-launch content. On day 21 you really start to pick up momentum here. We took a few days in between each e-mail, but now we are very close to launch. At day 22 you are about six days out from launch day. In that range, that five to seven days out from launch, is where you start shifting to focusing on the offer. You start to reveal that there is something coming and you start to reveal more and more about the offer.

Really what you are doing during this time is sort of fleshing out the offer. By three or four days before launch you want them to have a pretty clear idea on what they are going to get. You could even move this out to a couple of days before the launch. Basically, in those five to seven days before the launch you start to tell them about the product, so that in two to four days before the launch they really have a pretty good idea what the offer is going to be.

Throughout this last week you want to be answering objections, basically knocking off objections one per day. I'll do that either via e-mail or even better is with a blog post. Generally I will use a short e-mail which sends people to a blog post that will answer an objection.

On day 26 we are just a couple of days out from launch. You are answering objections, clarifying the offer, and answering any questions that are coming in. If you are going to reveal the price ahead of the launch, this is the time when you would reveal the price. This is done typically 24 to 48 hours ahead of time.

My rule of thumb here is if the price is going to be a negative shock, then you want to reveal the price upfront and justify that price. In other words, maybe your price is going to be \$300 and they might get to the sales letter expecting it was going to be \$100, , then you want to reveal and justify your pricing before they get to the sales letter. By upfront I mean you should reveal the price about 24 to 48 hours ahead of your actual launch.

If you've built it up so they are going into this thing thinking the price is going to be \$5,000 and it is only going to be \$1,000, I call that a positive price shock. Then I want to wait until they hit the sales letter and surprise them on the sales letter and make it more of an impulse purchase.

Again, if the price is going to be a negative shock, then I reveal that 24 to 48 hours before the launch. If it is going to be a positive shock for the reader, then I reveal it on the sales letter.

The day before the launch, you are basically giving them instructions. You've gone beyond the sale. You aren't trying to sell them anymore. It is at this point you are assuming they are going to buy and you almost take on this persona in your copy that tends to be an authority play.

Its like, "Okay, folks, by now you know we are going to be releasing tomorrow. I know you are excited. We've gotten 17,000 people on this list that are excited to get the product. Everyone is going to be trying to hit the page tomorrow. It could be a little crazy as everyone tries to order at the same time, so this is what I want you to do. I want you to be ready to go. I'm going to send you the link about 15

minutes ahead of the launch, and I want you to be ready to go, ready to click that link and go through and buy.”

You just give them some final instructions and tell them what they need to do the next day. On launch day, you want to mail them just before the launch minute. I like to mail them anywhere between 30 to 60 minutes before the launch. I give them the link so they are already primed to go at the very moment of the launch.

Then you want to come back and e-mail them a second time later in that day as well. You generally want to mail twice on launch day. The second e-mail is that tsunami moment that I talked about. That is where things are going crazy, “We’re getting swept away, and we’re doing our best to keep up. Just hang in there and try to work with me people. I’m having a hard time. I’m barely keeping up. I’m getting swept away. We’re all getting swept away. This is the most momentous moment for all of us. It is just plain crazy, but we are all going to get through this.”

So that’s your second e-mail. It is a tsunami e-mail. Often things will go wrong. Something somewhere in the launch will go wrong. You sent a bad link or your server crashed or your shopping cart won’t work or something has probably gone wrong. You can use that in your tsunami moment.

I want to be really clear here that I feel very strongly that you want to tell the truth. There is just no reason to make something up. There is a rumor going around that says, it is a smart thing to say that your server crashed, to the point where some people are even saying that you intentionally take your server down so you can send out an email that says the server crashed.

That is sheer lunacy. You do not want to do that. Take it from me. I know it from personal experience now that I did have a server crash, it is horrible. When people want to pay you money, when they go to your web site, the last thing you want is for your site to be down.

I’ll say this since my server crashed on me during my launch, it is not a very professional thing for them to come and have the server be down. It happens. Servers can go down or you’ll have technical problems at the worst possible moment, but you don’t want it to happen. It is bad news. It will be a customer service nightmare.

People think they are ordering but they are not sure if they ordered. They are not sure if their order went through. If your page is up for some amount of time and you have traffic hitting that page, those people are sitting on your page and they've loaded up your sales page. They don't know your server is down. They enter all their information and they enter their credit card information, then they hit the enter button and they get a 'server not found,' error message.

At that point they don't know if their order went through or not. Instantly, you are going to be getting all kinds of calls and e-mails to your support desk and it gets just plain crazy. It is not a good thing. For many reasons, you do not want your server to go down. You don't want to be in a position of turning people away who want to give you money.

That being said, if something goes wrong, you can almost always turn it around and use it to your advantage. If your server actually does go down, or you sent the wrong link, or people from AOL couldn't get through, or you forgot to put your bonuses on the page, or you took your bonus page down too early, or you only e-mailed one of your lists and not the other lists, no matter what it is, there is almost always a way to turn it to your advantage.

I believe this with my entire being. Any time I see something screwing up, I made a mistake or we had a technical problem, I instantly try to think of how I can turn it to my advantage. The reality is, these launches are all about being very personal and developing a personal connection with your prospects and your clients. That is what the conversation is about. That is what revealing something about your story and what is going on in your life is all about.

When they have a connection to you that makes you likable, that is a key trigger. The reality is people don't want to buy from some big corporation, some big anonymous corporate voice. You will see that my copy is never in the corporate voice. They want to buy from people. They know people make mistakes. They know that people are more human. They feel more connected to you when you make mistakes or when you have trials and tribulations.

If you take those problems and you tell people about them, it is a very powerful way to connect with them. When you connect with them, when you influence people, is when you make sales.

I've gone on and on here a little bit, but basically the bottom line is usually somewhere in a launch something goes wrong. If it is going to go wrong, it is usually on launch day. That is the spark for your tsunami moment. Do not go and make stuff up. Don't make up that your server crashed, if your server didn't crash. Don't make up that your e-mail didn't go out, if your e-mail worked fine.. Don't make up that you sent the wrong link.

That is just being lazy to use one of those excuses. It is just plain old lazy. If you take a look around you on launch day, there is always something to mail about.

For example, a few months ago when we launched the StomperNet Smarts Program, I was very, very heavily involved. I ran that entire launch from start to finish. When it launched we had tons of sales coming in. I think we had a million dollars in sales by about four and a half or five and a half hours, I can't remember exactly.

We had hundreds of thousands of dollars in orders within just the first two or three minutes. It was insane. They actually had five load balanced servers, and they held up. About a couple of minutes before the launch, the load balancing kicked in, and it was beyond what one server could handle. All of a sudden we were into multiple servers. But the servers held up just fine. We didn't have any problems.

We turned around and sent out an e-mail that said, "The servers did not crash. Orders are coming in and everything is fine." It was a bit of a joke because so many times you see these e-mails going out from people that say that their server crashed. Personally, I have been through it. My server crashed. I don't know how many times the other people have had servers actually crash. But, I know that some of them are just making it up. It's a lie. Like I said, I do not believe you have to lie.

Since those types of e-mails had gone out a lot, we thought it would be fun to send out an e-mail that the server didn't crash. That was our second e-mail of the day. It was a bit tongue in cheek. It was simply, "We've got our act together. The server didn't crash."

Anyways, I've gone on and on here. That is basically what you want to do on launch day. You want to send out that second e-mail.

Usually the day after the launch you definitely want to follow up. This is a social proof type of e-mail. It is basically talking about how your product is just flying off the shelf. Things are going great. If it is a digital product, possibly you are already starting to get feedback from people about how great it is. It is a very short e-mail that really is just a reminder. It is something to get in their inbox that says, “Yep, we’re still taking orders.”

The second day after a launch, so this is day 30 if 28 was the launch day, is typically a lull day. You had a huge day on launch day. It was exciting. You came back with a social proof message. This can be a tough day to find something to say, so I will often hold back some amount or piece of content. It’s not pre-launch content, but instead of releasing it during your pre-launch, you hold back a little bit of content and you release it on this day.

Or you could tell a story about someone who bought from you or send them a testimonial, some story that is launch related. I really like to hold back and release a piece of content on this day.

This is day four here, day 31, so the fourth day of the launch. You would typically send an with-mail a reminder of the previous day’s content, and something along the same line, a testimonial or something.

There is something we do called the “Walker W”. Mike Filsaime made up the name. I’ll show you a graph of the Walker W. Basically you see a big spike on launch day and that is the left side of the W. At the end of the launch is the right side of the W. The little peak in the middle of the W is often on this fourth day. On that day you might release an extra bonus that you’ve held back so you sweeten the offer. Another nice thing you can do here is release a payment plan.

Maybe you came out of the gate without a payment plan or maybe a two pay or a three pay. Maybe here all of a sudden you come back with a four payment plan, or a more generous payment plan, or an additional bonus item. Of course, it goes without saying that if you are going to add an additional bonus item, then everyone who bought beforehand will get it as well.

You add something in here to juice the sales in the middle of the launch. This is typically when things are slowing down. In a big JV launch, you might come out with an additional JV contest to really get

your partners to promote on that day. We're mainly talking about a pre-launch here so we'll cover that later on.

This is the inside peak of the Walker W. If you can come up with something, especially an extra bonus or a payment plan, something along those lines, it can really juice your sales right in the middle. This is typically where things are slowing down, the third and fourth day.

When you get into the fifth day of the launch, this is when you write,, "Boy, I can't believe it. We've already been live for three days. I hate to say it but we are looking at the end of this launch. It is only about 48 hours away." Like what I talked about earlier, something bad always happens at the end of the launch.

So at this point it is more like, "Folks, I can't believe it. It is coming up so soon. It seems like just yesterday when we launched, but it has actually been four days. Boy, you know what? We're within 48 hours of having to close this thing down. I don't want to put any pressure on you but this bonus is going away or the product is going off the market or we're going to have to raise our price..." or whatever the bad thing is, is now only 48 hours away.

This is the first mention of scarcity. You've mentioned it further earlier, but this is the first real mention of scarcity or of the deadline at the end of the launch.

On your sixth day of the launch, you come back with your 24 hour notice. "Hey, folks, there are only 24 hours until we're going to shut the doors and you're going to miss out."

Then on the last day of the launch, I like this e-mail to go out very early. I'll send it out at maybe six in the morning, certainly by eight in the morning Eastern Time U.S. I'll get this e-mail out. It goes out early. I'm typically closing the launch down. It can vary. It can close down at noon or it can close down at midnight, but I'm getting this e-mail out early. It is a very short e-mail.

It's, "Okay, you guys waited to the last second. Now you have to act. We are just a few hours away and this thing is going away."

This is your typical internal launch. I'm going to show you an example in just a minute, but first I'm going to show you a 21-day launch.

Internal Launch with 21 day Pre-Launch	Day 1: pre pre-launch starts
	Day 7: second pre pre-launch tease
	Day 14: prelaunch starts - release pre-launch content
	Day 16: follow up on first pre-launch content release
	Day 19: release second piece of pre-launch content
	Day 20: follow up on second pre-launch content
	Day 23: release more pre-launch content
	Day 24: follow up on third piece of pre-launch content
	Day 26: release more pre-launch content
	Day 27: follow up on third piece of pre-launch content
	Day 29: shift to focusing on the offer
	Day 30: shift to focusing on the offer
	Day 31: shift to focusing on the offer, reveal full offer
	Day 32: email list - answer objections, possibly release last of prelaunch content
	Day 33: email list - answer objections, clarify offer, possibly reveal price
	Day 34: email list final instructions, possibly reveal price, reveal fast-mover bonuses
	Day 35: LAUNCH DAY - mail just before launch minute, then mail second time later in the day
	Day 36: email list - social proof
	Day 37: lull day - good day to release content or story or testimonial
	Day 38: reminder of previous days content
	Day 39: mention impending deadline - scarcity
Day 40: 24 hour notice - scarcity	
Day 41: last second email six hours before you shut down launch - scarcity	

The thing you'll notice about the 21-day launch is that it is basically identical to the 14-day launch. It starts off exactly the same. Here in the pre-pre-launch there is a second tease. It is about a 14-day pre-pre-launch. Really the only difference is at the beginning things are spaced out a little bit more. That's all it is.

Like I said, this stuff is very flexible depending on exactly what you want to do, how much time you have and how much pre-launch content you have. I guess what I'm trying to do when I show you the difference between the 14-day and the 21-day is to compare these two. I can't open them both up on the same screen in this video because the video is not big enough.

Let's take a look at the actual mind map file. If you download the mind map file and if you've downloaded the software, you can open up the mind map file in the mind map reader, or your Mind Manager software. When you do, you'll see both the 14 day launch and the 21

day launch are basically the same. In the 21 day launch, I spaced out the pre-launch content a little bit more and that's about it.

The way a pre-launch works is that you give a bunch of pre-launch content and it will gradually get people very excited about your offer. Even though you aren't telling them about the offer, the pre-launch content will get them increasingly excited.

In the pre-launch you want to really speak about and touch on their aspirations and their frustration. It shows that you are a lot like them, that you understand them, and that you have an answer to their frustration. That is the initial pre-launch. That is all in here. Then when you get to within about a week of the launch, about four or five to seven days before the launch you shift focus to the offer.

If you compare the 21-day and the 14-day, once you get within this last week it is identical. It is absolutely identical. The only difference is how you space out the content. If you wanted to do a 10-day launch, it would be the same thing. If you did a 10-day launch then you'd probably wait until you got within five days or four days to talk about the offer. The last four or five days of the 10 day launch will be just the same as these longer launches.

You would do maybe five days of pre-launch content and you'd probably compress them together. You would probably have them one after another. You would release your first piece of pre-launch content, then two days later you release another piece, then another day later another piece, then another day later another piece and then you are in to this last week.

What I'm trying to get across to you is this is not rocket science. You don't have to get stressed out about the exact details or the exact schedule. You can make it a 10-day, or a 14-day, or a 21-day launch., They all work based on the same basic principles. You are going to see this as I show you the examples.

You could make it a 35-day pre-launch instead of a 21-day pre-launch and all that would mean is you would spread out your pre-launch over a longer time. You would probably have more pre-launch content. Then you would get down to that last five to seven days and you'd shift the focus to the offer.

One thing I want to talk about in general with timing is that you don't want to be locked in by an external event. This is very, very important. I'll give you an example. You might plan it for your 30<sup>th</sup> birthday. In fact, I think one of the examples I'm going to show you is a 30<sup>th</sup> birthday launch.

If you are really locked in that you have to launch on your birthday then you are setting yourself up for problems. It is not only because it's your birthday. If you have any specific date, if you are launching because you are going on vacation on June 14<sup>th</sup>, you know you have to launch on June 7<sup>th</sup>. If your vacation is locked in and you can't move it then you have problems.

Any external date, if you are giving a seminar and you want to launch it from the seminar, again, there can be problems. Let's say you are at the beginning of your launch and say you want to go in to pre-launch to set up your launch date for your birthday. If you don't get your pre-launch content done, all of a sudden you may be releasing your pre-launch content late. Instead of the 14<sup>th</sup> it is going on the 20<sup>th</sup>. Your launch is all messed up if you can't move out your launch day.

If you look back at the really big, major, major launches, especially like the ones we see in the internet marketing world, almost every single one of those has been moved out. I could go right down the list and almost every one, in fact, every one I've worked on we've ended up moving out the launch date.

That might be because you aren't getting pre-launch content done or you don't have partners or they are slow coming on board. Maybe you are a week or ten days out from launch and there is no real excitement yet. You haven't gotten the market really stirred up yet. You don't see the right comments coming in on the blog yet. There is just no juice going on yet. Then you might end up moving out the launch day.

Be very careful about having external dates. Here's one – you might want to launch in December. You are going to aim at December 10<sup>th</sup> because that way you figure a seven day launch gets you out at December 17<sup>th</sup> and you are done before Christmas. If all of a sudden, you get delayed by a week or ten days, now you are looking

at launching on December 17<sup>th</sup>. This would put you the end of your launch on December 24<sup>th</sup>. Christmas is December 25<sup>th</sup>. You are probably going to compromise the end of your launch by having it that close to Christmas.

You are going to be faced with a decision. If you can't hit that December 10<sup>th</sup> launch date, you might have to wait until January. Just be careful with your scheduling, that you aren't locked in to external dates. If you are, you need to have some flexibility to maybe extend the launch after those external dates or be able to move those external dates.

One time I was doing a launch with Rich Schefren. He had a live event planned. We were kicking around the idea of launching it right from the event. He would do a live video feed from the event and launch the thing there. There are a lot of appealing things about that. In terms of turning your launch into an event, well, that was an event. Doing a live video stream would have been really cool. It would have been precedent setting. We liked a lot about it.

Then we sat and looked at the idea and we said, "Boy, if we're not ready to go, and if we do all our planning around that event, we can't change that event. That event is locked in for such and such a date. We've got 300 people showing up for this event. It is not like we can say, 'Oops, the launch isn't ready, move the event out.'"

What we ended up doing is not basing the launch around that event. We did base the pre-launch around that event and used the event as part of our pre-launch, but we avoided actually using the event for the launch. We would have been locked in and would have no flexibility. As it turned out, it was two or three weeks after the event that we ended up launching. That is just an example.

Do not get locked in or try to avoid getting locked in by an external event because you need flexibility as you go into this process.

## Video 4: Step-By-Step Through An Actual Internal Launch, Part 1

Internal Launch with 21 day Pre-Launch	<u>Day 1: pre pre-launch starts</u>
	<u>Day 7: second pre pre-launch tease</u>
	<u>Day 14: prelaunch starts - release pre-launch content</u>
	<u>Day 16: follow up on first pre-launch content release</u>
	<u>Day 19: release second piece of pre-launch content</u>
	<u>Day 20: follow up on second pre-launch content</u>
	<u>Day 23: release more pre-launch content</u>
	<u>Day 24: follow up on third piece of pre-launch content</u>
	<u>Day 26: release more pre-launch content</u>
	<u>Day 27: follow up on third piece of pre-launch content</u>
	<u>Day 29: shift to focusing on the offer</u>
	<u>Day 30: shift to focusing on the offer</u>
	<u>Day 31: shift to focusing on the offer, reveal full offer</u>
	<u>Day 32: email list - answer objections, possibly release last of prelaunch content</u>
	<u>Day 33: email list - answer objections, clarify offer, possibly reveal price</u>
	<u>Day 34: email list final instructions, possibly reveal price, reveal fast-mover bonuses</u>
	<u>Day 35: LAUNCH DAY - mail just before launch minute, then mail second time later in the day</u>
	<u>Day 36: email list - social proof</u>
	<u>Day 37: lull day - good day to release content or story or testimonial</u>
	<u>Day 38: reminder of previous days content</u>
	<u>Day 39: mention impending deadline - scarcity</u>
<u>Day 40: 24 hour notice - scarcity</u>	
<u>Day 41: last second email six hours before you shut down launch - scarcity</u>	

Now I am going to walk you through an internal launch. This is close to the 21-day launch although I think it was little bit longer. This was a launch that I did for one of my earliest clients, a guy who has become a good friend of mine, Brian Sacks.

His market was loan officers, people that you would go to for a mortgage loan for a home that you were purchasing. This launch was for a web-based service. It was for loan officers who were looking for a web presence, a web site. This would give them a nice integrated web site and they could sign up and get all the tools built right in.

We are going to walk through this step by step. First I'm going to show you a basic plan that I put together. Brian had a team of three, four, or five people. They were bringing me in to consult and put the

entire launch together. I put this plan together, so we could all get on the same page.

## Mortgage Web Success Launch

Version 2.2, last revised 05/30

Changes from version 2.1 are highlighted in RED!

### --Launch Timeline--

May 9th - Initial email - main list... something is coming. Survey on what they need in a website. Squeeze them on the thank you page to get on the sublist.

May 11th - Email main list - thanks for so much great feedback. Look for our summary of the feedback from your fellow loan officers soon. Send them to a squeeze page to get on the report on the top ways that loan officers are using their web sites.

May 15th - Post card sending to squeeze page to get report on the top ways that loan officers are using their web sites.

May 17th - Email main list - Report is now available... send them to a squeeze page.

May 17th - mail sublist, point them to the report. Send them to blog for comments.

May 24<sup>th</sup> – release camtasia, announce to sublist. Camtasia videos should demonstrate system and answer objections. However, I think we should probably also be answering objections in text form, probably via a blog.

May 29<sup>th</sup> – blog post, traffic objection – email sublist

May 30<sup>th</sup> – release camtasia, announce to sublist (possibly to main list as well). Camtasia videos should demonstrate system and answer objections. However, I

May 30<sup>th</sup> – release camtasia, announce to sublist (possibly to main list as well). Camtasia videos should demonstrate system and answer objections. However, I think we should probably also be answering objections in text form, probably via a blog.

June 1<sup>st</sup> – postcard/fax - it's almost time, get on sublist

June 2<sup>nd</sup> – start contest... post contest announcement and rules to blog. Email to sublist about the contest.

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June 4<sup>th</sup> – email sublist, ground rules for the launch (scarcity email). Update on contest.

June 5<sup>th</sup> - email sublist - tomorrow is the day, answer objection. Send them to a camtasia? Announce contest winners on blog.

June 6<sup>th</sup> - email sublist 11am - "almost time" email

**June 6<sup>th</sup> - launch at noon - "it's live" email to all lists OR do we want to launch with a teleseminar?**

June 6<sup>th</sup> - fax blast at noon - "it's live"

June 6<sup>th</sup> - email sublist in the evening - "tsunami" email

June 7<sup>th</sup> - email sublist on status

June 8<sup>th</sup> - email sublist

June 9<sup>th</sup> - email sublist

June 11<sup>th</sup> - email sublist

June 12<sup>th</sup> - email all lists - 24 hour notice

June 12<sup>th</sup> - fax blast - 24 hour notice

As you can see this is a very simple Word document. Nowadays, when I do these, I'll use Google Documents. You can set up a document there at <http://Docs.Google.com>. You can get either spreadsheets or word processing files. We will actually work on sales letters, copy, scripts and more right there in Google Docs. A lot of times when I am working with clients, (which is pretty darn rare), but when I work with clients and even on my own launches, we'll use Google Docs.

That way we can have multiple people editing a document or proofreading a document at the same time. It can be really powerful.

This particular document was before Google Docs really became popular so I put together this word processing document. I just created it in Microsoft Word and then I would send it out periodically through the launch every few days. You can see this is version 2.2. Google Docs is a lot cooler than this.

Anyway, you can see it is really simple. Our initial shot across the bow was on May 9<sup>th</sup>. That's when we sent out the survey to the list. Then we walked forward to a launch on June 6<sup>th</sup>. If you do the math,

it was about a 28 day launch from our first e-mail to launch day. We went with a seven day launch, so it was a fairly lengthy launch, but it was also fairly typical.

If you look and compare this to the rough plans I put together for you for the internal launch, you can see it starts fairly slowly. Here, we are taking several days apart, a week between mailings. But once we get into it, we closed really strong and sent out a heck of a lot of e-mails just before we went live, right through to the end.

Down below here you can see I put together a big broad brush to-do list that we had to nail down. I'm going to walk you through some of the copy that we used for this launch.

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*1. Get Brian/Joe setup to record Camtasia.*

*2. Script and record Camtasia clips (Brian, Joe, Jeff)*

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*3. Get sales letter done. (Brian and Jeff)*

*4. Setup launch blog.*

*5. Setup and test shopping cart (Joe and Ben?)*

Sounds like this is already in place. If so, just need to double-check everything ahead of the launch.

*6. Setup affiliate promotion*

We will not be using affiliates for this launch.

*7. Create mailings to main list (Jeff, Brian)*

Per launch schedule.

This is the first e-mail we sent out. This went out to the main list. This is your typical shot across the bow where we are just letting them know something's coming. You have to remember this is written for loan officers. They are not necessarily internet business savvy. I'm

sure they are online like everyone is these days. I'm sure they have e-mail. I'm sure they are used to using web sites.

#### 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?

If they have a web site, it is probably a primitive web site that is not working all that well and most likely they don't have a web site at all. Remember, this is going to a list of people. It is Brian Sacks' list and he is seen as a marketing person that teaches loan officers how to market their businesses better.

"You might have noticed that I use the internet a lot. Just look at all the e-mails I send you." This is just a way of breaking the ice so to speak.

"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." This is touching the

frustration that a lot of people reading this would have, that they are not super tech savvy.

Right off the bat, Brian is disarming potential objection for them. Before we even get into this, before they even know something is coming, he's saying, "Hey, I'm not some tech wizard. A couple of years ago my staff wouldn't even let me near a computer."

Then he continues along the same lines. "I'm still not a propeller head by any means, but I found the right experts and they helped me put together a web site that has literally exploded my bottom line."

Now he is tapping into a frustration and an aspiration. These loan officers are basically looking for ways to generate more leads in their business. They know that the internet is good for business, but for most of them there is a huge barrier to entry, or intimidation in terms of starting off in business online.

Right off the bat we are tapping into this. Yes, the internet can be good for your business and yes, even though I'm (I being Brian, the person writing this) not tech savvy, I've still been able to figure this out and it is really building my business.

More along the same lines, "The simple truth is that the internet is the greatest business building invention ever, but you have to use it the right way."

We are setting a bunch of hooks here. Again, he's lucky to find the right people. "Why am I telling you this?" This is like the "what's in it for me," "what's in it for you, the reader?" "I have an open secret. In fact I've been working on this for almost two years." This is the whole anticipation play.

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...

Once you start talking about how long you've been working on something that automatically sets people's anticipation meter running. We try to dig into that a little bit more. "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.'"

We are just trying to build some anticipation here that this thing is coming, we've been working on it a long time, and it is going to do great things for your business. "But before I unleash this thing," a little bit more anticipation play. The more you talk about the fact that something is coming, but something that they can't have yet, that is where you start to set the anticipation triggers.

"I want to do one final check to make sure the system is everything that you need." You always want to be writing about your prospects. This is where you want to ask, "I have this one question for you. What are the two most important things that you need from your web site?"

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...

Here we go, this is magic copy. Of course I wrote all this stuff, so I think it is magic. "I really want to know. Please press the Reply button in your e-mail program right now. Type in a quick response and then press your Send button." If you take this copy and you use it in your e-mail, it will work. This is powerful copy – that paragraph right there.

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

There are a few things going on here. One is you don't want people to write in their questions and then get upset with you because you don't respond back. If you have a larger list you are going to get hundreds of responses. For the most part it is very difficult to respond to all of them. You are just setting that expectation.

Also, you are setting in the back of their mind that there are a ton of people reading this thing. Down the road, when it gets to be launch time and there is a limited number available, you have already set it in the back of their mind that there are a lot of people reading this.

Some of this stuff is fairly subtle, but when you add it all together it gets to be very powerful. Then you just reiterate here the P.S. I love using the P.S. to reiterate things like this.

“P.S. I’m dead serious about this. I really do value your feedback. I need to know your answer so I can make sure my web system is perfect. What are the two most important things you need from your web site?”

If you just take and copy this copy right here, this will work no matter what market you are in, no matter what you’re launching. Obviously you have to change this a little bit, and you are probably not going to be asking about the two most important things you need from a web site. It could be the two most important things you need to know to play guitar or whatever. Basically, you can use this copy and it will work really well for you.

Let’s move on to the next thing we sent.

That was the May 9<sup>th</sup> shot across the bow. Then we came back on May 11<sup>th</sup>. Of course, we are going to report back on all the responses we got. Subject line: “I’m 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

You are basically reporting back, "A couple of days ago I sent out an e-mail asking about the two most important things. The e-mails came flooding into my inbox. I am completely stunned by how many folks took the time to write back to me."

This is basically a social proof type of thing and it is also showing interaction. It is creating interaction. It is showing that you are actually reading this stuff, that you are excited about it, and that you want to hear from them. It is a movement in the whole direction of interaction and social proof.

Of course, you encourage some more interaction. "By the way, if you haven't written yet, I would still love to hear from you." We continue on, "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 up."

This is just tapping into that frustration, sticking a knife in and agitating that frustration that so many people have. Either their web site is not doing anything or they can't get a web site rolling.

We continue to agitate the frustration here. "You would think that with all the millions of web sites out there it would be a little easier to get a good web site up, but it just seems like most 'so called' web designers or webmasters just want to overcharge you for some bloated site that is nothing more than a glorified brochure."

This is the 'us against them' type of thing. It is the common enemy. So many people are frustrated because there are these web designers and webmasters out there who just come in and overcharge you and talk in high tech geek speak that these loan officers can't understand. This is using a common enemy. That is a very, very powerful technique.

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.

You just continue to agitate that frustration. "Oh boy, don't even get me started. I could rant for a long time and that isn't why I am writing to you." That is agitating the problem, agitating the frustration. We even used the word 'frustrated' up here, so we are tapping into a major frustration that we know they have.

Of course, how do we know that frustration? Because, we just asked them. They just wrote back to us and told us what their big frustration was.

We continue on. “What my staff and I are working on now is compiling all the e-mails that 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 that we can all learn from.”

This is basically setting up pre-launch content and setting up a special report that we are putting together. “Once I put this data together, I’m going to put it in a nice report and distribute it for free. If you want to get this report when it is ready, just go to this web site and enter your information into the form.”

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:

This is sending them to an opt-in for a sub-list. It is to get the PDF once it is released, but it is an opt-in for the sub-list. Here we tell them so. “I’m 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 set-up time for each site.”

We are already starting to tease scarcity here and we are still a month out from the launch. We are teasing scarcity. We are showing that there are a lot of people interested and we are showing social proof because of all the e-mails that are flooding in.

You are starting to see how scarcity and social proof go hand in hand. When there is social proof that there is a lot of demand for something that makes the scarcity a much more viable and real threat.

We give them another link for the priority notification list. This is the way I typically like to write e-mails. Basically I take them down and then I give them a link, a short amount of text, and another link, then a P.S. and another link. I like to give them three links. Sometimes, if I can find a way to do it within the first 30 to 40 words, I'll do a link, then I'll do some longer copy, and then another link, and then possibly even another link.

I always like to use at least three links. In general, where we sort of take them down through the story, through the set-up, give them a link, come back with maybe 40 words, then another link, the salutation, the P.S. that sends them to another link.

Instead of having a hard P.S. right off the bat that pitches them, this is a kinder, gentler, warm and fuzzy P.S. "I want to thank you again. If you haven't sent your questions in yet, just hit your Reply button. Type in the two most important things..." This is a warm and fuzzy interaction relationship type of thing. Then we come back with the final pitch.

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://

I

Often, you will see me do this with the P.S. where I'll do a warm and fuzzy and one with a call to action. I found it to be very, very effective.

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## FREE Report Reveals...

### "The 9 Critical Components You MUST HAVE To Convert Your Web Site From A Profit Draining Expense Into A Customizable Profit Producing Automated Web System"

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.

And let me tell you I learned a lot. And most of it is NOT good. From this research, I have created a valuable report and several videos that I have decided to give to you for free. The report and videos reveal 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!

These secret discoveries are so important that we are strictly limiting access to this information so please do not share this with your friends, co-workers or peers. Frankly, we like the FACT that most loan officers have basic websites that are costly online brochures.

Simply Fill In Your First Name & Primary Email Address In  
The Form Below To Receive This Controversial Free Report

Your First Name:

Your Primary Email:

Let's move along. Here is the landing page, the squeeze page that we send people to so we can get them on the sub-list. Remember that last e-mail had three different calls to go sign up for the priority notification list and to get the report. We just drop them here, to this landing page. "Free report reveals the nine critical components you must have to convert your web site from a profit draining expense into a customizable profit producing automated web system."

This is a pretty standard squeeze page where we just take them to the PDF. Remember, the e-mail is talking about the survey we did, so of course, we take them right back to talking about the survey. Then we make the promise of the report. We basically take them right down and get their name and e-mail address and try to get them to opt in to the sub-list.

You can see in the schedule we were actually sending out postcards because Brian had postal mailing addresses for a large number of

people on his list. He was sending postcards. That postcard was offering that free report and sending people to the squeeze page to get their report. The return on investment for those postcards was extremely high.

Basically, it was a postcard that offered the free report, sent people to the squeeze page. At the squeeze page, if people opted in they got on the sub-list to get the report and stay on the launch list. It was very, very effective.

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

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 really online~~

We came back May 17<sup>th</sup> with another e-mail to the main list. The subject line is, "Good news or bad news first?" I don't really like that subject line even though I wrote this. Looking at it now, I probably would put, "Do you want the good news or the bad news?" or, "Which do you want, the good news or the bad news?"

I would try to put the word 'you' in there. It probably wouldn't make a huge amount of difference, but, "Do you want the good news or bad news first?" or, "Do you want the good news or bad news?" Either one of those works.

Anyways, "I recently surveyed thousands of loan officers about their web sites. 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." You are just showing the continued conversation, talking about how you read the results and then took the time to surf through the sites.

"The good news is that most loan officers already have web sites. That is definitely good news. In fact, it is downright critical because statistics recently released by the National Association of Realtors shows that over 60% of all home purchasers searched online for

information.” This is authority. You are using outside authority, the National Association of Realtors.

Certainly, everyone reading this, all the loan officers, they know who the National Association of Realtors is. It is a big fancy organization that carries a lot of authority with it. By quoting an authoritative body like this, it brings authority to you, your e-mail and eventually to your launch.

“...over 60% of all home purchasers...” This isn't like they provided this stat for you. This is just a general stat that you are able to quote but it still brings you authority.

“Trust me that percentage is going to dramatically increase in the coming months and years. There is bad news however. In fact, I've created a valuable report that reveals nine crucial elements that you must have to convert your web site from a profit draining expense into a customized profit producing automated web system.”

If you remember back to the squeeze page, this copy right here is the headline on that squeeze page. Of course, this is sending them back to the squeeze page. This isn't sending them to the report. It is sending them to the squeeze page. This is going to the main list.

We tease it to get a little bit more. “This real truth reveals why most loan officers' web sites are dead on arrival the day they are launched; and how to make sure your site isn't one of them.” This is just going back to the basic frustration that you've identified and that these guys and girls either can't get a web site up or they are getting a web site up and it is just not getting any traction or traffic.

“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 web sites that are costly online brochures.”

If I was writing this today I would take this and I would throw in another sentence or something to make it a little clearer. In other words, the implication here is, “I like the fact that most loan officers don't have good sites because it makes it easier for me to do business.” I would spell that out with another sentence if I was writing it again today. It is always easy to look back and see where you would make changes.

This is the third e-mail we sent to the main list. This is sending them to a squeeze page to get this free report.

That last e-mail basically went to the main list telling them that the report is available and sent them to a squeeze page. I already showed you that squeeze page e-mail. Now I want to show you this special report. This is the Word document version I have. It doesn't have a lot of fancy formatting, but you'll be able to see the text here.

## **Why Most Loan Officer's Web Sites Are Dead On Arrival The Day They Are Launched... And How To Make Sure Yours Isn't One Of Them!**

|  
Hi... Brian Sacks Here.

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.

And let me tell you I learned a lot. And most of it is NOT good. But you know me... I am a cheerful guy, so let's start with...

### ***The Good News...***

Based on my survey (and from talking to many of my students) I can say this... 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% \_\_\_\_\_

I'm not going to go through and read this entire thing. We'll just step through it really quickly. First of all, you like to echo a lot of the text throughout the launch like we did with some of the themes, like this dead on arrival, the day they are launched, talking about these web sites that just aren't doing anything. Back here we talk about the survey. Again, we are emphasizing the conversation and how we

really are paying attention to them and really are reading what they have.

### Bad News Item #1 – Boring Brochures

This reiterates that last e-mail saying, “Yep, people have web sites.” Here is that stat by the National Association of Realtors, establishing the authority. We are just going to walk through all these bad news items. Bad news #1, bad news #2, bad news #3, all the way through.

You’ll see here that we are either going to hit objections or frustrations as we go through here. We are talking about the boring brochure sites. You could say this is a frustration that these people who already have web sites know they are just not doing anything for them. It is a boring brochure. It is also where we are educating them on what type of sites they don’t want. We are educating them on what they shouldn’t have, what they don’t want.

Of course our product provides the opposite. Our site is not about boring brochures.

### Bad News Item #2 – Out Of Site, Out Of Mind...

Bad news item #2 This is the idea that we are educating them that they have to capture contact information. Most of these people probably have static web sites that aren’t squeezing people, that aren’t gathering information. We are basically educating them on why they need this. Of course, our system offers this.

### Bad News Item #3 – Zero Follow Up...

Here is another one where we are educating them. Our system offers autoresponders. A lot of these people don’t even know what autoresponders are, so we have to educate them that this is something they need. It is almost a sure thing that their site doesn’t do that. They are not collecting information and they are not following up. Of course, our system provides them with the autoresponder sequences already pre-built.

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#### Bad News Item #4 – Show Me The Proof...

Here we are continuing to educate them. Bad news item #4 is they have to gather testimonials and proof. Of course, the system we have offers that. Basically what we are doing is educating them on all the things they need on their web site.

They are sitting there thinking, “Boy, I don’t have that, I don’t have that, I don’t have that.” If they have a web site, they are thinking that they don’t have any of these things. If they don’t have a web site, they are thinking, “Boy, I don’t know how to put those things together.” We are educating them on all the things they need and these just happen to be all the things that our system gives them.

#### Bad News Item #5 – Cobwebs Drive Visitors Away Faster Than Ice Melts In The Desert...

Bad news item #5, again we are educating them on another thing that they need in their web site.

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#### Bad News Item #6 – Where Is The Sizzle?

Item #6, once again, we are just educating them on how to be the perfect buyers for our product.

#### Bad News Item #7 – You Don’t Know What’s Working!!

Bad news item #7, once again, now we are talking about ad tracking. It is almost a sure thing that their web site doesn’t have ad tracking. Obviously if you are listening to this, you know how important ad tracking is, but your typical loan officer probably hasn’t even thought about this. We are just continuing to educate them on what they need.

## Bad News Item #8 – No Broadcasts, No Instant Cash Flow

Bad news item #8, again we are talking about e-mail. You can have the autoresponders, you can have broadcast. These are the things that once again, we are just teaching them to be consumers of our product.

## Bad News Item #9 – “Deer In The Headlights Syndrome”

Bad news item #9 really goes back to #1, repeating that you have to gather contact information and follow up with people.

We basically went through nine items. We are touching on some of the frustrations, but we are mostly educating them on how to be good web site buyers. Of course, it just happens that the product we are supplying answers all of those items.

## Would You Rather Work Hard Or Make More Money?

This is a great subhead. “Would you rather work hard or make more money?” That is not a very tough decision. Would you rather work hard or make more money? This is basically educating them. This goes back to the frustration and the aspiration. The frustration is these people know business is being done online, but they either have a web site up that is not doing anything for them, or they can't figure out how to get a web site up.

Now we are giving the promise here. The promise is you can have a web site and it is going to make your life easier. It is going to generate more business for you and it is going to do it in an automated fashion.

## Your Two Choices...

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I think by now you are pretty clear on the system that you need. And if your current web site doesn't address all those items above, you are pouring money down the drain.

That big fat check you are writing for your web site isn't making you money. it is COSTING you money.

It isn't saving you time, it is costing you time.

But if you are anything like me, then the thought of creating a new web site is just about like pulling teeth.

But just in case you are a "do-it-yourself" type of person with a certain propeller head tendency, let's look at what you need to do

**First**, you need to create some rock-solid content that will impress your visitors. We are talking about articles and special reports – quality stuff that will impress your visitors enough so they are willing to give you their email address.

**Second**, you need to setup a system for people to leave their email address and name. The technical term for this is a "mail form". This requires some software and some programming... simple programming for a propeller-head, but the type of stuff that melts my brain if I even think about it. The software isn't terribly expensive, but figure a

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Now we take them down and they have two choices. Either struggle or go with my system. We go down here and reiterate, and we're sort of hitting in a slightly different fashion. These are all those points we talked about up above in the bad news items. Now we are telling them what they need. Step by step, in each one of these, our system gives it to them.

In looking at this report, this is some more proof, some more authority building stuff down here, and that's about it. Looking at this report we are actually selling pretty darn hard once we get down here. This isn't a pure content report. Up above it tells them stuff they need in their web site, but it does sell pretty hard and it is evident right from the start that we do have something for sale.

Sometimes when you are in a launch you hold back a little longer that something is coming. This time we really came right out and told

them. Remember, this report was released on May 17<sup>th</sup> which was about eight days after the very first e-mail went out, but we are still about two, almost three weeks away from launch.

This just goes to show you that not every launch is a cookie cutter launch. This one we basically spilled the beans that something's coming when we were several weeks out.

Let's continue to walk forward through this.

## **Video 5: Step-By-Step Through An Actual Internal Launch, Part 2**

We left off on May 17<sup>th</sup> where we released the PDF report. On May 24<sup>th</sup> we followed up with a Camtasia. I don't have that Camtasia to show you, but basically it demonstrated the system. This was a web based system where they could have their own web site. It would give them all these goodies along with the web site like autoresponders, video, audio, tracking and all kinds of other goodies.

We created a Camtasia which is screen capture video. We logged on to the web site and then we went around and showed all the various features and how they worked. It was a pretty simple Camtasia or screen capture video to put together.

Then we sent out an e-mail that sent them to that video. Let me show you that e-mail now. This is the e-mail.

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.

The subject line is, "Do you make these mistakes?" That is a takeoff of a very, very famous direct marketing headline which goes way back. "Do you make these mistakes in English?" It was for something teaching people how to speak in a more authoritative manner or a better manner.

That's my little take-off of a very old school subject line or headline. I used that for my subject. The subject is, "Do you make these mistakes?" Then we go back to the same old theme, "I've been looking around the internet and I've been studying how to use the internet to build my loan officer business." Again, we're tapping into that common frustration.

"We're loan officers; we're not techno geeks or propeller heads. We can't be experts in everything. I suppose that is only natural and why we rely on webmasters. All these huge mistakes are costing us lots of money." Now we are starting to touch on a pretty important theme.

We mentioned this in that PDF report that if you can change this from it being a cost to being a profit center, then you win.

No one likes to add costs into their business, but people love to add profits into their business. Here we are pointing out that your web site shouldn't cost you anything. It should be a profit center. We are turning this sale into a classic, what is called a 'dimes to dollars argument' or 'dimes to dollars sale.' If they spend dimes they'll get back dollars.

Here is some more of the same copy. "We see web sites making all kinds of mistakes and those web sites become cost centers. If you are not getting consistent new business from your web site it is costing you money. You are flushing money down the drain."

Everyone out there that already has a website; it is probably costing them money. They are probably not getting a lot of traffic. They are probably very frustrated about that. We are agitating that frustration. 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 their family. Then 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.

We are just pounding on that frustration. They know that business is being done online. They know it is the future, but they don't know how to do it. If they have a web site up, it is probably not doing much for them and it is probably just costing them money.

We just keep on hammering on that frustration and that aspiration of having a web site that is like an autopilot lead generator. They know that it could exist but they don't have it and they are frustrated.

I'm now telling them that we have a short video. "Go watch the video here." I'm sorry I don't have the video for you to watch, but basically we just took them down the path of what their frustrations are, hitting their frustrations hard right over the head, touching on their aspiration of having a web site that will electronically and automatically generate leads for them even when they are sleeping. Now we are taking them to this video.

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: [I](#)

[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://](#)

Here we are sort of restating the value of the video. We are telling them not to disregard it even though it is free and to go take a look at the video now. This is the basic common theme where I take them to a link, P.S., link. Like I said in that last e-mail, a lot of times I will give two links in the body and then another link in the P.S. for three, but this time I just went with two links.

This is a powerful e-mail. If you just plug in your frustrations in your market and your aspirations and do something very similar to this e-mail, it will work for you. It is a very, very powerfully written e-mail.

Next I want to show you this blog post that we put up.

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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

Of course, one of the big objections we identified was the idea of traffic. We were sure these people would be wondering how they would get traffic to their new web sites. The title of the blog post was "The Traffic Question." This is basic, good old fashioned objection crushing.

We take the objection head-on. "One question that we have been hearing a lot both in e-mails and coming to the blog is this: 'What about traffic to my web site?' In other words, how do you get people to your web site?"

What do we do when we have an objection? We reassure them that they are smart to be thinking about that objection. "This is a great question. I'm really pleased that so many of you are asking it. It shows that we have some really sharp readers."

It goes on, “You see, not long ago we were in the ‘build it and they will come’ era.” Now we are talking about our old common enemy, the webmasters, fancy looking sites, some big sales pitch. These guys have probably heard this exact sales pitch from webmasters.

We go down here and we answer the objections.

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

The way we answer it is first of all we focused on conversion. The idea that you had to convert the traffic that you were getting. We continue with point two.

KEY POINT #2: The best traffic is local.

The idea of local traffic is the best traffic for a typical loan officer. They are going to be closing people in their local area. We were quite sure that the way this system was set up, we could get them local traffic pretty easily.

Point three was the fact that the traffic game was constantly changing.

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

By buying our service they are buying our expertise. We are going to keep up with the changes on the web and continue to keep them at the forefront of getting traffic.

Point four is that we are going to give them ongoing training so they are not just buying some static web site.

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

They are going to keep on getting this training. We basically gave them a bottom line.

Bottom line, “Traffic is important and you need a system that converts. You need a system that gets local traffic and you need a system where you are going to get constant support.” We take this objection head on and answer it and show them how our system and our offer will answer that traffic question.

We give them a P.S. with more traffic techniques we’re going to follow up with.

The next objection we are going to go after is price. People are really wondering about price and they are worried about price, so we are going to start to tease that in this second P.S.

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...

“I know people are wondering what this will cost. There’s been a lot of speculation on the blog and in the e-mails I’m getting. Let me say that it will not be \$399 a month and it will not be \$299 a month. Those are some numbers that have been getting thrown around in the comments we’re getting. Don’t worry, it will be far less than that. I will be addressing this question soon.”

What I’m doing here is called anchoring. We are anchoring a higher price. We are putting that number out there and we are sort of setting their expectation that other people are wondering if it is going to be \$400 a month or if it’s going to be \$300 a month. We want them thinking those kinds of numbers. We are setting those numbers in their brain so when we announce the price and it is \$100 a month, then it is going to seem like a fantastic bargain.

To contrast it, if I had sent this out, and I would never do this, but just think how different it would be if I said, “Let me say that it will not be \$20 a month or \$30 a month,” and then we came back and said that it was \$100 a month.

Instead we're saying that it is not going to be \$400 a month, it is not going to be \$300 a month. Looking at that people are thinking, "Okay, maybe it will be \$200 a month." We are going to come back and give it to them for \$100 a month. What I am doing is foreshadowing this price question which is the next blog post we are going to put out. I am anchoring these higher prices so that when we do drop the \$100 price, it will seem a lot smaller in comparison to these numbers we've thrown out.

On the blog we also did a contest. I'm not going to show you the contest on this one because I have a better contest to show you with a different launch. We did this contest, and then we came back with another blog post on the price question. Let me pull that one up here.

**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:

The title of the blog post was "What Does it Cost?" Once again, we are addressing the objection head-on. "What is this new mortgage web system going to cost you? That's a "fair enough question." But

now we tell them it is the wrong question. We are going to completely reframe this.

I already talked about this earlier in one of the e-mails about taking this from being a cost center and turning it into a profit center. That is our goal in the copy and in this entire launch. I don't want to be too hard on them here. Remember the last blog post we congratulated them on asking a great question. So here where we're telling them it's the wrong question, we don't want to be too harsh on them. We tell them we don't want to be too hard on them.

I know that you probably have a web site right now and it is nothing more than a cost center that every month you have to write a check for it. Here we are agitating that frustration of having a web site that is not doing anything for them.

This is more agitation right here. "You probably had the web site built just in case any clients ask you if you have a web site. You figured no one will take you seriously if you don't have a site. However, the site is not bringing in dollars. It is sucking dollars out of your business." We are just agitating their frustration. You'll see this over and over as we go through this launch.

"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!

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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.

Here we totally reframe it. "Instead of how much is it going to cost, the question is, 'How much is the 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." We're just agitating once again the fact that it is almost sure that their site is not making them money, or that they can't even measure if it is making money.

Here we hit that one again. I got ahead of myself. Their businesses can't even track and, "Your site shouldn't be a black hole that leaves you wondering." That is a frustration for a lot of them. They don't even know if the site is doing any good or not. Black holes are bad. Solid, measurable results are good. That is a really powerful line, the words, "solid, measurable results."

The implication here is that our system offers those solid measurable results. That is a real tangible thing we are promising them here.

Think of it this way... if you could purchase a tool for \$1,000 a month that generated \$5,000 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 \$1000 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

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We've been referencing this launch for the last couple of weeks. "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?" What I am doing here once again is anchoring big numbers. We are just a few days out from the launch and we are going to be selling this thing to them for \$100 a month. Here we are anchoring these big numbers. We are throwing out these numbers of \$1,000 and \$5,000.

When we come in with this \$100 a month, then it is going to seem very small in comparison to these numbers we are putting out there.

Then we tell them, "The System for Mortgage Web Success is not going to cost anywhere near \$1,000.00 a month." One thing that I would do here that I didn't do, is I would definitely put in a comma here and I would put in .00 and I would do the same thing up here. When you put in that .00, it makes it seem bigger. Remember, since we are going to be comparing our price to these numbers, we are anchoring these big numbers.

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?

We want these numbers to seem as big as possible. So put in the comma and put in the period and the cents. It makes those numbers seem bigger and we want these numbers to seem as big as possible so later on when we give them our price and we drop the price on them, it seems much smaller in comparison.

They'll think back. They've heard these numbers, the thousand and the five thousand, and amazing as it seems, putting in the commas and the period and the decimal point makes the numbers seem larger. When you are stating a price that they have to pay, you never put the cents in there. When we charge them \$97, it will be \$97, not \$97.00.

Here, where we are anchoring a higher price, we want it to seem as big as possible.

"The System for Mortgage Web Success is not going to cost anywhere near \$1,000.00 a month." Once again, we are just trying to anchor these high numbers.

Now we get down here and we are stacking the value here. You actually get five sites, not just one site. Here we are just teasing anticipation. "I know some of you are anxious to get started. We are almost ready to release the system. We're just doing a few more final tweaks. I can't commit to a release date, but keep next Tuesday clear on your schedule☺." This is just a pure anticipation play there.

Now we are going to hit scarcity.

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.

“We have been asked how many will be available and whether or not 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 that 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 e-mail list.” This is pure scarcity play.

I carefully did not say it was limited to 100, but I told them they wanted to be among the first 100. That of course is referencing a bonus package, but they don't know that at this point. We are just telling them that they need to be among the first 100 and we have 30,000 people on the list.

This could be more powerful if I put the exact number like 30,206. That is the law of specificity. Something is always more powerful if you are specific in your numbers in these types of numbers. That is a way I could have written this e-mail to make it more powerful, if I had been very specific about the number of subscribers.

Basically, go through here (first P.S) . Frank Kern calls this, “stacking the cool.” It means making the offer better as you get closer to the launch. Here (second P.S), just teasing anticipation and here (final P.S) teasing scarcity.

At this point things really start to accelerate once we get into the last few days before the launch. I'm going to start showing you these e-mails. The launch date did end up slipping a day. Here we are showing the launch on June 6<sup>th</sup> and here we actually end up launching on June 7<sup>th</sup>. You'll actually note that this plan was not perfect. We were pretty close to it, but some of the things varied over exactly what we did.

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<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

Here is the e-mail we sent out to the launch list. This went out early the day before, so this would be early on June 6<sup>th</sup>. "Okay, things are starting to happen really fast. We're launching tomorrow. We are busy putting the finishing touches in place. 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."

It is just amazing how you can tease for social proof and for scarcity with something as simple as that. "We are just crossing our t's and dotting our i's to make sure we can handle the big rush. In any case, we've been getting a lot of good questions and comments." Again, this is just emphasizing the conversation.

Now we are talking about the information we published and we want to answer all their questions. We are just being nice guys. That's a little reciprocity going on.

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.

I

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:

“We are just trying to stay on top of this quick moving situation.” This is almost a pre-tsunami. “We’ve prepared another video for you.” I don’t have that video to show you, but we dropped a video on them at the last second and showed them all the really cool stuff they could get.

We put all the videos and the PDF all on one page so they could go and take a look at it. Now we are telling them when the launch is. Here we go again teasing that scarcity of the first 100.

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.

We haven’t told them what it is. The implication that a lot of them will be drawing is that there are only 100 spots, but we are really talking about a bonus. We are keeping them in the dark. We aren’t giving them the entire story yet.

Then we go from there to the next e-mail. This is just the day before that this is going out. So we sent two e-mails this day, the day before. This is where we are giving them instructions for launch day.

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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...

“With less than 24 hours to go,” we give them the date and the time. We are just being very matter of fact at this point. “We’ll be sending the link tomorrow. We will get you all the final details right at launch minute.”

When you start talking about launch minute, to me that just sort of heightens the anticipation. We are actually counting down to the minute. I love, love, love – you’ll see me use this a lot – “I don’t want to sound overly dramatic, but it is probably a very good idea to be sitting at your computer and be ready to go right when we launch.”

You’ll often see me put out copy like this right before the launch. It is like you are trying to be a nice guy or a nice gal and not put the

pressure on. You don't want to be overly dramatic, but really in effect you are being very dramatic here.

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

Now we are going to give them the reason why about the first 100. "We are going to have our customer service team standing by, ready to get your new system all set up, and ready to pull 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 we will be able to do our usual rapid set-up for the first 100 people who sign up for the system."

You have to remember that people who have gone through this launch are starting to get really excited. They have been anticipating this thing for weeks. They are getting amped up. Certainly the one thing they want is to get started right away. When they buy, they want to get started right away. What we are telling them is if you really want to get going right away, you have to be among the first 100.

This is a little devious. "I want to be clear here. I'm not necessarily saying that we will pull down the sign-up page and stop taking new clients after the first 100, but that is a distinct possibility." Really what I'm doing here is creating scarcity when it doesn't necessarily exist. When I say, "I'm not necessarily saying that I'm going to pull it down," a lot of people are going to read that and think I'm pulling it down after we sell the first 100.

This is a way that you can create a real sense of urgency without necessarily having real hard and fast scarcity.

After that we tell them that we have this guarantee. We don't really go into the guarantee, but we tell them about the guarantee to try before you buy. We reiterate the scarcity. We tell them to watch their inbox. We tell them to also watch the blog. And that is about it for that e-mail.

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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.

Now we have my very famous '34 minutes to go' e-mail. To tell you the truth, I had forgotten that I used it in this launch. I first wrote this e-mail for my trading home study course launch way back in early 2005. Frank Kern used it a month or two later in his Underachiever Mastery launch. This was included in Product Launch Formula 1.0 and it was used in countless launches in all kinds of different markets.

I saw it used in the massage therapy market. I saw it used in the learning guitar market. It's been used all over the place in all different kinds of markets. It is a very proven e-mail.

"It is 34 minutes to go..." This is sent out shortly before the launch, ostensibly 34 minutes before the launch. This is what it says, "It is just about launch time for..." whatever you're launching, but in this case 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. I actually did sleep from about 4:00 a.m. to 6:30 a.m., but it felt like I was up all night."

That is just trying to be likable. I'm giving them a little smiley face so we are going for the likeability factor. "It took a lot longer to write this letter than I thought it would primarily because there is so darn much in the system. I have to warn you, I ended up with a really long letter. Please forgive me for the length." This is where it gets really powerful. We are assuming a close here.

"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 order form and place your order." I'm assuming that there are a lot of people. Remember, here I am ostensibly talking to the people that have already made up their mind.

The people that haven't made up their mind that are reading this are going to be very impacted. It is basically, implied social proof. Now I am going to address the people that haven't made up their mind after reading that piece about all the other people that have already made up their mind.

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

the system.” This is just like an ‘aw shucks’ I think I’ve done a pretty good job, I’ve done my best, I’m being a nice guy.

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....>

“If you fall in this category there is one thing I want to stress. I am sure we are not going to sell out the 100 first systems...” Actually I’d rewrite this. “...sell out the first 100 systems...” That reads much, much better if we go like that. Actually here I think it would be a little less cumbersome if we use a contraction.

“I’m sure we’re not...” and here. Look at all this copy editing I’m doing. It just shows you that you can always get better. “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 frenzied when you are reading the letter.”

Again, I’m doing a lot of copy editing here. “Don’t feel too pressured when you’re 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.”

This is real power right here. I am reassuring them that we are probably not going to sell out in the first hour or two. I'm being a nice guy and I'm saying, "I don't want to put too much pressure on you so take your time." But really what this paragraph is doing is putting huge pressure on them because it is telling them that we are going to sell out of this thing quickly.

Even though I'm saying, "Okay, don't worry about it, don't worry about it," they are going to worry about it. This is a powerful paragraph. It is definitely a powerful paragraph.

We go through that. I tell them to print out the letter and take their time and go through it and check out everything you get. Then, I am just giving them instructions. This is powerful here. I am instructing them on what to do.

People will do what you tell them to do. People are walking around waiting to be told what to do and here you are telling them what to do.

"Instructions – barring any last minute technical difficulties, we plan to release the system at exactly 12:00 Eastern Time. I will be sending out a direct link to the letter later on, but the best way to get it is to go to our countdown page." Of course, we had a countdown timer on the page. "Here's the countdown timer. Remember, you have to refresh that page after 12:00 Eastern to get to Mortgage Web Success."

I sure as heck hope that this didn't go out under my name. One thing I did was I told Brian Sacks very clearly to be sure to proofread this because I definitely have been known to make silly mistakes like that. Sending out through my name would definitely be bad. I know for a fact that they didn't.

This is the '34 minutes to go' e-mail. It is very, very powerful. It will work in your market virtually verbatim. If you just take your product and put it in there, there is not too much else to do. You might want to change this from 'first 100 systems' and that's about it. You have a killer e-mail that will work in your launch.

That takes us right up to launch. The e-mail you send right at the launch is very, very simple and self explanatory. Subject line is, "We're now live."

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

This is just a quick note, "We're live. Get the details here." And you send them to the sales letter. This e-mail is super, super short. We reiterate some of the scarcity. There are 100 spots. They are going to go fast. There are thousands on this list. Soon I'm going to send out to the main list.

You just want to get out of your own way here. Send them a super short e-mail that gives them the URL and that is about it.

That is the e-mail we sent to the sub-list.

Here is the e-mail we sent to the main list.

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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://

It is basically the same. We give them another couple of links in here. I don't know what my thinking was at the time. It was probably that the people on the main list that aren't on the sub-list aren't as clued in to everything that is going on so you just give them a little bit more copy and another couple of links.

This is our launch e-mail and then we came back later that day. This is our version of the tsunami e-mail. "You have a second chance," is the subject line.

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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.

"Tuesday morning at 12:00 Eastern Time we launched Mortgage Web Success and things just went nuts. I'd like to use stronger language than that but I try to keep this e-mail list G-rated. We have people signing up so fast that I thought our internet connection was going to melt. We sold out our first 100 systems way faster than I thought we would."

Success breeds success; people like to be associated with winners. You show them that you are a winner and you have a winning offer. They like that and they want to be associated with it. We told them the special bonus is now long gone.

In general you have to be careful because if people know that they missed out on a bonus and they know that if they go and purchase now they are going to be getting less than what they could have gotten, a lot of times they are not going to want to buy. That can actually be a deterrent.

But watch what we do here. “I have some good news for you. We did some brainstorming Tuesday night. We came up with an idea. This is the deal. The special teleseminar sold out, but if you sign up for our Mortgage Web Success system by Friday night at midnight, we will make sure you get the recording of that teleseminar.”

So the big bonus for the first 100 was a teleseminar. Of course, it was also if people would get set up really quickly we can give them the priority set-up, but also that they would get this teleseminar. Now we are coming back and saying that you can't get the teleseminar but you'll get the recording of the teleseminar.

The real trick with a lot of these fast mover bonuses, is that if people miss out on the bonus, they may be less inclined to purchase your product – there can be negative bitter feelings. Often, when we have fast mover bonuses, we will pull them off the sales letter once they are sold out. In this case, offering a recording of a teleseminar gives us a reason to come back, to email, to provide more of a Tsunami moment, build up social proof. We are giving them a reprieve by offering something that they could view as a negative – the removal of the fast mover bonus – and turning it into a positive with the offer of the recording. This provides another incentive to purchase without having them feel as if they missed out on too much.

## Video 6: Step-By-Step Through An Actual Internal Launch, Part 3

We are going to continue to walk through this launch. We follow up the second day after the launch. This is a big thank you. This is the thing I love to do. We are writing ostensibly, the e-mail is directed to the people who bought, but the real message is going to the people who have not bought yet.

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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.

"It is now about 48 hours since we launched. The response has been beyond anything we could have imagined. We want to say thanks to everyone who has jumped aboard. It has been exciting watching all

your sites go up and helping out everyone who wanted some extra help getting their site just right.”

Again, this is a really powerful technique. You are addressing the people who have already bought, the people that have already gotten their sites up. We are 48 hours in and these people already have their sites up and they have them just right. That is powerful.

Put yourself in the position of the person who hasn't bought and is watching this come in. He is thinking about those people who have bought. They already have their sites up and they've heard about how these sites are going to be so great. Wow, everyone else bought just two days ago, and they already have their sites set up.

Maybe these very people have gone to some webmaster or have had some webmaster cold call them and then the webmaster takes months to get their site up. Now, those that haven't purchased yet are hearing about people getting their site up in 48 hours. I mean, that is fantastic.

Now we address directly the people who haven't bought yet. “If you haven't already signed up for your system, we are no where near capacity, but we aren't going to compromise our customer support for Mortgage Web Success. If we fall behind then we will immediately close the system to new orders.”

There is a double message here. We're communicating that boy, we're great guys and we're going to take care of the people, who bought from us, but also, you better think about buying right now or else you might get shut out.

“If you are sitting on the fence, then now is the time to act. You don't want to get caught on the sidelines.” This is powerful copy here. “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.” That is powerful copy.

People do not like to get caught sitting on the sidelines, especially when other people are generating new business here. That is powerful stuff. You can probably drop that into your launch. This copy might not work for a hobby launch all that well, although it very well might. Certainly any type of launch like this it will work.

“You see that during our launch week we are giving away...” Here we talked about it being completely risk free. This is the first time we’ve mentioned our guarantee in the e-mail. Of course it is on the sales letter and we’ve talked about it in the e-mail, but this is the first time we’ve been explicit with the guarantee.

“During our launch you are going to get a 30-day free trial. If you aren’t ecstatic we will happily refund all your fees including the set-up fee. Speaking of that set-up fee, in our initial launch period our fee has been reduced by more than 50%. Launch period ends next Wednesday at the latest.” So now we are starting to talk scarcity. This is our first mention of the launch ending and our first mention of scarcity. Earlier on we were talking about the ‘first 100’ scarcity, and then the ‘buy by Friday’ to get the teleseminar; now we are talking about the end of the launch.

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, Joe Garris, and Ben Hathaway

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>

It continues here, “We might even have to close it down early if we feel our customer service can’t keep up with all the new clients.” Again, we are showing our concern that we are going to be able to service people properly and we might have to shut it down early. That just adds to the scarcity.

“That’s about it. I just know we are going to have loan officers closing lots of loans this summer due to their Mortgage Web Success System.” That is just reiterating the benefit of having this system.

As I mentioned earlier, this is the lull period in terms of timing. When you are in to your second and third day after the launch, you have done your initial launch, your initial tsunami, you came back with social proof the next day. After that, you still have a day or two until you really start to get into the scarcity messages. You have this bit of a lull.

Often I will drop some content or I’ll send an e-mail that sort of feels content rich. That is what this is intended to be. It feels like it sort of has some content to it.

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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.

“I’ve gotten several e-mails from people who absolutely love what we’re doing with Mortgage Web Success, but they tell me that they already have a web site. Of course, that logic is all messed up. When was the last time you saw a town of any size that only had one

McDonald's restaurant in it? This is the deal. McDonalds knows that when you put up a second store in a city, it doesn't cut down on the business at the first store, it actually increases it. It is the same with your web presence."

Basically what we are doing is telling them they should have more than one web site. If they already have one, they can use this as a second web site. "There is no reason why you shouldn't have more than one web site. The second site will not cut into your effectiveness of the first site. You'll just generate more traffic and leads. There is an even better reason to get a Mortgage Web Success site. That is because your new site will be a lot more effective."

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

This is going back to the guarantee. "Give it a trial. If you aren't convinced, you get your money back. You get everything refunded. To get all the details, including the famous five-minute set-up, go here. Don't delay. Our one week period is..." Now we are continuing

to hint. That last e-mail we actually hinted a little bit, but now we are continuing to hint about the one week launch being up.

This reiterates our value proposition in the P.S. that it shouldn't be costing you money. It should be a profit center. This introduces a new idea that up to this point, we really hadn't introduced and that is the fact that even though they already have a current site, having another site is just that much better. "You should have more than one site. Even if you are happy with your site, buy one of our sites."

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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.

Our next e-mail is a standard 24-hour notice, 24 hours to go. This is a very typical subject line here, and very, very typical copy. You can just cut and paste this right into your launch. "We are getting right down to the wire with about 24 hours to go. This is literally your last chance to take advantage of these big savings and the extra bonuses if you act right now you could have your web site in the next hour. Here's the link."

Basically, in this launch we had a series of bonuses that went away throughout the launch, plus we had the price going up at the end of the launch. Remember I said that something bad has to happen at the end of the launch to get people to move. In this case we had bonuses going away and we had the price going up.

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

Fairly short, and we take them to the URL. This is that standard formula I like to use in my e-mails. Write a few fairly short lines and add the URL, take them to URL. Then write a bit more, some more 30 or 40 words then add the URL, take them to the URL again. Then in the P.S., add the URL, take them to the URL again. This is a typical formula for an e-mail.

There is some powerful copy here. “Unfortunately I know that there are some people reading this e-mail right now that will procrastinate for one reason or another and will miss the opportunity to save and get a bunch of extra bonuses.”

What you are doing is stepping them through, stepping them into the future and getting them looking at what they are going to feel like and what it will be like if they mess up and miss. It is not so in your face that you say, “Oh, this is how you’re going to feel if you miss out.” That is just a little too, in your face for e-mail in my opinion.

Here you are talking about some unnamed other people that are reading this e-mail right now, but they’re going to screw up and they are going to miss out. What you are doing is helping to walk that person through what they, themselves would feel like if they missed out. This is powerful scarcity copy right here.

This is some more. We are trying to get them to not wait until that extra day because you always want them to act now instead of waiting. It is always better to have someone act immediately. “Even worse, for every day that they wait, they will be losing out on the lead generating profit pulling power. Don’t be one of these people. Go here now.” Then reiterate the guarantee and add another link.

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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:

Then continue, "P.P.S. I just had to find some place to squeeze in some of the wonderful comments that we've been getting from the people that have already jumped on board and gotten a Mortgage Web Success System."

Remember, I'm writing this copy and then I'm sending it over to Brian to put it in his e-mail program to send out. Brian was the one getting the testimonials. I wasn't getting the testimonials. I put one here for him to replace after I sent him this e-mail. Obviously he is not going to send something from Joe Blow in Peoria. He is going to take a real testimonial and substitute it in here.

Since we were talking back and forth every day, I knew he had real testimonials to put in here. This is simply place holder copy that I put in here, so I knew that he would format it the way I wanted it formatted. So that was your standard 24-hour notice with some real powerful scarcity copy right there.

The next e-mail went out the day that the launch was scheduled to end. This is very typical copy I like to have when we're coming right down to the wire. At this point, you have pretty much beat people over the head. You've given them a 24-hour notice, the day before that you gave them the scarcity notice. For at least, about 48 hours, you have been really playing on the scarcity and hitting it over and over.

People get sick of hearing that even though it is a super powerful message. Many are going to wait until the last second Anyway. You are going to see a huge rush at the end. People will get sick of hearing about this stuff, about the scarcity when you pound it, and pound it, and pound it, even though you need to pound it.

Typically, in my last message on scarcity, I'm very resigned and I'm just really hoping that people don't get mad at me. I'm just doing this to cover my butt, so they don't mad at me. This is typical copy that I'll use on my last day.

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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>

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As I mentioned earlier, I'll send this last one out typically early in the morning on the last day. I'll send it out at 6:00 a.m. The latest would be 8:00 a.m. on the day that you are closing down. In this case, remember, bonuses are going away and price is going up.

Let's look at the copy. Again, this is the sort of covering my butt e-mail. "I'm only sending you this e-mail 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. After they miss the deadline, first they are going to be sad, then they are going to get mad. When they get mad, I will probably be the one they get mad at."

Actually, right here I say that I'm covering my butt. "I'm 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."

Of course, what am I doing here? I'm walking them through this emotional journey of what it's going to be like if they miss the deadline. I'm telling them they are going to get sad and then they are going to get mad. I'm walking them through, stepping them forward, this emotional journey and what it will be like if they mess up and miss this offer.

Then of course, no one likes to be told that, "I told you so." I'm just saying that if you mess up and you miss out, then this is what you are going to hear from me. "I told you so. No one likes to hear that so if you want to avoid that, then go ahead and buy right now."

Then, I spell it out. "This is the deal. If you want to jump on board our launch special and try out the zero risk Mortgage Web Success System, you only have a few hours. It all ends at midnight Eastern tonight."

This is all very powerful copy. Again, you could take this and drop it right in to your e-mail virtually unchanged, just put the name of your product in here, and you are all set. This is very, very powerful copy. This idea of taking them through this emotional journey and stepping them into what they are going to feel like if they miss out is powerful stuff.

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://>

Of course, we have the P.S. "In case you don't think I'm serious, just go take a look at the site now. Then come back Saturday morning and you'll notice a big difference." It is standard P.S. stuff there.

We have one more e-mail to show you on this launch, because we did a bit of a double clutch here. This was sort of cool. Remember, something bad happens at the end of the launch if they don't act. Typically, the three big ones are the price goes up, bonuses go away, or the product goes off the market.

In this case, bonuses were going away and the price was going up. So that's pretty big scarcity. What we did here was the old double clutch. We came down to the end with that scarcity, but then we gave them a little bit of a reprieve with a reason why. You'll see what we did here.

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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.)

We sent another e-mail and we said, "It is now being pulled off the market." That's different, we hadn't said anything about that before. We just made a sudden change of course.

"Yesterday, I sent you a 24-hour notice that our launch special for Mortgage Web Success was ending on Friday at midnight Eastern. In the few short hours since I sent that e-mail, we have gotten a flood of new subscribers. It looks like you folks procrastinated almost as badly as I do." Here I am sort of doing that likeability thing because I'm just like they are. I procrastinate just like they do.

"Huge influx of orders..." of course is social proof. In order to protect the integrity of our customer service, because we are great guys, we

care about our customers..., so we are pulling this thing off the market. We're reminding them that we have great customer service. "Before you panic this isn't permanent." We are being nice guys here, so we aren't permanently pulling it off the market, "so don't worry."

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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:

This is another one of those, "Don't worry. I don't want to put pressure on you," but it really does put pressure on them.

"We will eventually be opening it 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. So we are pulling it off the market for at least 30 days, so you have to act now. But don't panic, I'm not putting pressure on you. Since this is a rather drastic action we've decided to extend the ordering deadline to Sunday at midnight Eastern."

Basically we are extending it 48 hours. “If you act now you can still get your system plus all the launch bonuses plus you’ll still save \$100 on the set-up fee, but you only have until Sunday to get on board. Here’s the link.”

Then I’m going to put the pressure on. “I know that sometimes I write in a casual, friendly manner, however, if you wait until Monday and try to sign up, you’ll find that I’m 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.”

We had a Friday deadline. We walked them into the Friday deadline and then right at the end, right before we pulled it back from them, the deadline was, “Act now or the price goes up and these bonuses go away.” Then right at the deadline, we came back and we said, “You know what? It looks like we are going to have to pull it off the market, but since we are going to have to pull it off the market, since we are changing the rules right in midstream, we are going to give you a reprieve and give you another 48 hours.”

This is a bit of a double clutch. This type of thing will often work well because it essentially gives you two deadlines. If you haven’t been through one of these launches before, you just don’t understand how powerful a deadline is until you go through it.

You will be going along, and let’s just use some rough numbers. Let’s say whatever you offer, you launch and you sell 50 of them in the first hour and the first day you sell 100 of them. Maybe the second day you sell 50 of them. The third day you sell 20 and the fourth day you sell ten. The fifth day you sell ten. Then you start looking at the deadline and all of a sudden on that sixth day you’ll sell 50. On the seventh day you’ll sell 100 of them.

It is amazing. Those numbers are all over the place. Obviously I am just making those up, but it is amazing how powerful that final deadline is. In doing something like this, you essentially getting two deadlines. That second deadline won’t be nearly as powerful as that first one is, but it will still be very, very powerful. This is the old double clutch where you get two deadlines, and we used a reason why, because we are pulling the product off the market.

We really changed the offer and said, “We are just trying to be fair. Before you thought it was the price is going up and bonuses are

going away. That is not as drastic as the product going off the market. But now since it is the product going off the market, it is a lot more drastic so we are going to give you another chance, another 48 hours to act.” It can be very powerful.

This launch did come off really, really well. I’m not at liberty to say exactly what we ended up doing with this launch, but it was in the hundreds of thousands of dollars. It was a very, very effective launch. Hopefully, you got a little bit out of it as we walked through that entire launch. A lot of this copy is all custom copy that I wrote. The only piece that wasn’t completely created for this launch was that 34 minutes to go e-mail. And that one is a winner for sure.

You can take a lot of this copy and drop it right into your launch and it will be very, very effective, no matter what your market, no matter whether it is for a moneymaking product like this, or for a niche product, or for a hobby product, it doesn’t matter. This copy is good and it’s going to work for you. Feel free to use it and drop it right into your launch.

## **Video 7: Step-By-Step Through An Actual Internal Launch, Part 4**

We just went through the Mortgage Web Success launch. This was an internal launch where we weren't using JV partners. One of the beauties of internal launches is that you control everything from start to finish. You control all your e-mails.

In other words, if you were doing this launch as a JV launch, remember we took almost a month here to launch this thing. If you had partners that were mailing at the beginning of the launch, and partners that were mailing a week into the launch, and partners that were mailing two weeks into the launch, and partners that were mailing three weeks into the launch, then all those people coming in to the launch would be coming in at various points.

They would be exposed to varying amounts of your pre-launch material. That is fine and we can work with that, but it doesn't have the control and the pure symmetry of a launch to your own list. In reality, when you are launching to your own list, some people are not going to be paying attention early on and they are not going to clue in to what you're doing until later on.

But still, the really nice thing about it is you do have a lot more control. What I want to do now is go back and look at our overall trigger strategy and timing of those triggers and what we are doing throughout the various phases of the launch, and then show you how we did that with the Mortgage Web Success.

We already went through it step by step, now I want to look at the big picture and how we did it. Remember, in the pre-pre-launch, the number one thing we're doing is identifying the offer and we're gathering objections and proof. At the start of pre-launch we focus on their frustrations and their aspirations. In the mid pre-launch we are hitting on some of the triggers. It isn't as well defined as what we're doing right at the beginning of the pre-launch and the pre-pre-launch.

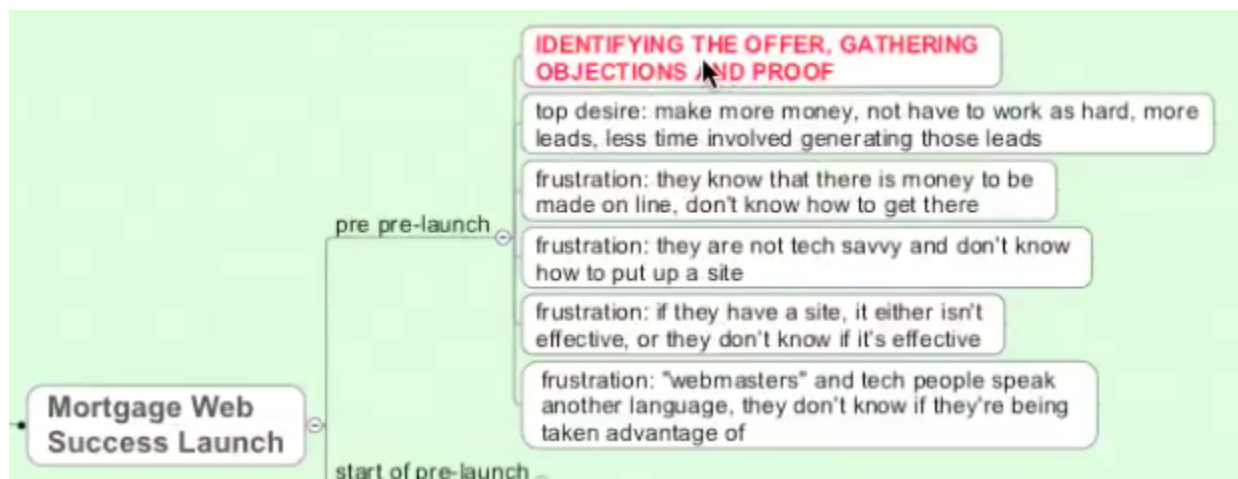
The week before the launch we shift to focusing on the product. On launch day we are typically using social proof and scarcity, and then later in the launch day we are looking to e-mail a second time with the tsunami moment. Then we get into this period the day after the

launch up to a couple of days after the launch that aren't quite as well defined.

At the end of the launch we are shifting the focus to scarcity and we are really starting to hone in on the end of the launch. Remember we talked about something bad happening if they don't act.

Let's go back and look at how we did that. We sent out a lot of e-mails. There are a lot of steps in this Mortgage Web Success launch, but if you really look at it, it was a very, very simple launch. We put out a bunch of e-mail; we put out a PDF report and we put out a couple of videos that did nothing but walk people through the product.

One of the reasons that I picked out this Mortgage Web Success launch to show you as the first launch we really walked through was because of that simplicity. There were a lot of steps, a lot of e-mail, but it wasn't very complex, and there were not a lot of twists and turns. It was very textbook and it definitely fit into the way I handle the overall timing and strategy of the various triggers.



Let me just show you how it fit in and the context. If you'll remember, in the pre-pre-launch our focus is on identifying the offer, gathering objections and proof. Of course, with this type of an offer where they built out a fairly extensive web based system where people can build their own web sites and stuff, then that is not something that gets built overnight. There is a lot of work that goes into that, a lot of planning for all this super fancy software. .

You can't just go and change the offer overnight based on this survey you do or the questions and the comments that are coming in 30 days before the launch, but you are able to tweak the offer a bit.

One of the main things in the offer is what the guarantee is. We were tweaking the guarantee, we were tweaking the pricing, and we were tweaking the ongoing monthly pricing and the set-up pricing. We were looking at all that stuff. There were slight modifications to the offer based on the feedback that we got.

We also added bonuses. We added the teleseminars. There were other bonuses like information based bonuses that we were able to add or subtract or emphasize in one way or another. So we did tweak the offer a little bit.

This is very much about gathering the objections, going into the launch and gathering the overall mindset, the aspirations and the frustrations. Since Brian was very much tied into this market and since they had sold this product once before at a live seminar, they had allowed some initial beta testers to get set up. They had a good idea of what the overall real frustrations were, what the hot points were, what the aspirations were.

Still it was good to go back and touch people and ask them for their opinion both to get some more data and to get them involved, get the interaction going, and get a little reciprocity going. This is what they identified. The top desire, of course, for these loan officers was to make more money, but also a big one was not to have to work quite so hard.

A lot of these guys, a lot of the people they were selling to, were working crazy long hours and they were thinking the way to make more money was to keep on working more and more hours. They want to make more money. They don't want to work as many hours or has hard to make that money. They are always after more leads. That is the driver for this business. For them, it is about getting more leads that they can sell to. And they want less time involved in generating those leads.

They had some big time frustrations. First of all, this whole internet thing is going on. They know there is money to be made there. They know a few loan officers have figured it out but they just don't know how to get there. It is too complicated. They aren't tech people. They

aren't necessarily all that online. They are probably doing some research online. They are using the internet for some things. They're e-mailing, but they aren't tech people.

They aren't going to sit there and figure out how to build an online business. They know there's some money out there but they don't know how to get there. They are not tech savvy. They don't know how to put up a web site. If they have a site, a lot of them might have a site, but it is either not effective, they aren't pulling traffic, they aren't converting any traffic they have into leads, or they just don't know whether it is effective or not.

They have a web site up that someone put up for them. They don't know if it's doing anything. They just know they are paying a bill for it every month. Also, there's this frustration where a lot of the people they talk to are webmasters or they are these tech people. They are speaking a completely different language so they just don't understand them. They don't know if they are being taken advantage of.

It is like taking your car to a mechanic and he starts talking to you about something in your engine and you have no clue what they're talking about and you just have no frame of reference. You don't know if you are being taken. You don't know if they are just cheating you. You just don't know.

This is a big frustration for them. They are at the mercy of these tech people when they just don't speak the language or don't have a clue. They don't even know how to judge whether the site is effective or whether it is a waste of money. Some of them are probably paying thousands of dollars for very simple sites that aren't ever going to make them any money. Even if they're not, they have this inkling that they might be. So there is big frustration there.

Now you'll notice as we went through this launch, we just pounded on these frustrations and aspirations time after time, after time. In fact, the launch really starts off right off the bat giving them a PDF report. The PDF report just hits them over the head with these aspirations and frustrations right from the very beginning.

In fact, if you even look at the very first e-mail we sent out that was the initial gathering of questions, the surveying type of thing; we were even hitting those aspirations and those frustrations at that point.

Basically, this launch was a lengthy process of just continually going back and hitting that aspiration, but also hitting their frustrations over and over and over.

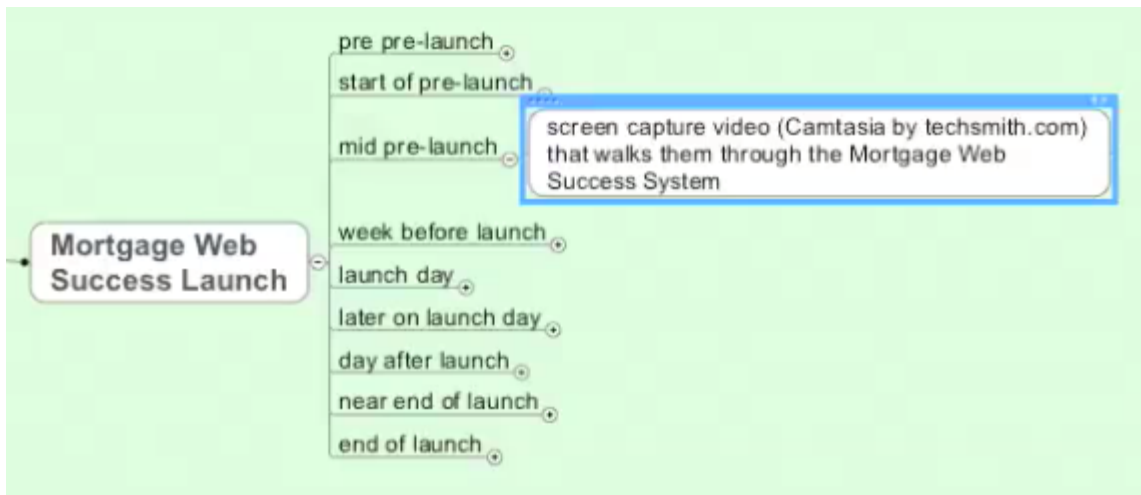
Then we gave them a gradual education of what they need to look for in an effective web site that is going to market for them, and an education in terms of all the stuff they need. This system, the Mortgage Web Success System, had been designed to give them the product they needed which of course, also answered all their objections and answered all their frustrations.

When I say it was a simple launch, you might look and say, “Boy, you sent out a whole bunch of e-mails.” I didn’t even count up exactly but I think there are probably 16 different e-mails plus a couple of videos plus the one special report. But if you look at it, there weren’t a lot of twists and turns. We just kept on hitting these frustrations over and over and over. It really wasn’t a very complicated sale.

Remember, the start of the pre-launch is when you focus on the aspirations and the frustrations. If you go back and look at the special report that we created, basically that was all it was about. It starts off and it just hits one frustration and the trouble point, one after another, after another. It just so happens that their product answered every single one of those.

If you look at the actual report I gave you, I don’t have the final one that we produced. I just have the initial part I created. There wasn’t any call to action at the end. In general, you want some type of call to action. Often in a launch that means simply sending them back to the blog to make comments. You usually want some type of call to action in the report.

As I was going back through it in preparing this video, I realized that we left off the call to action on that report. It was later added, but I don’t have the final version to give to you.

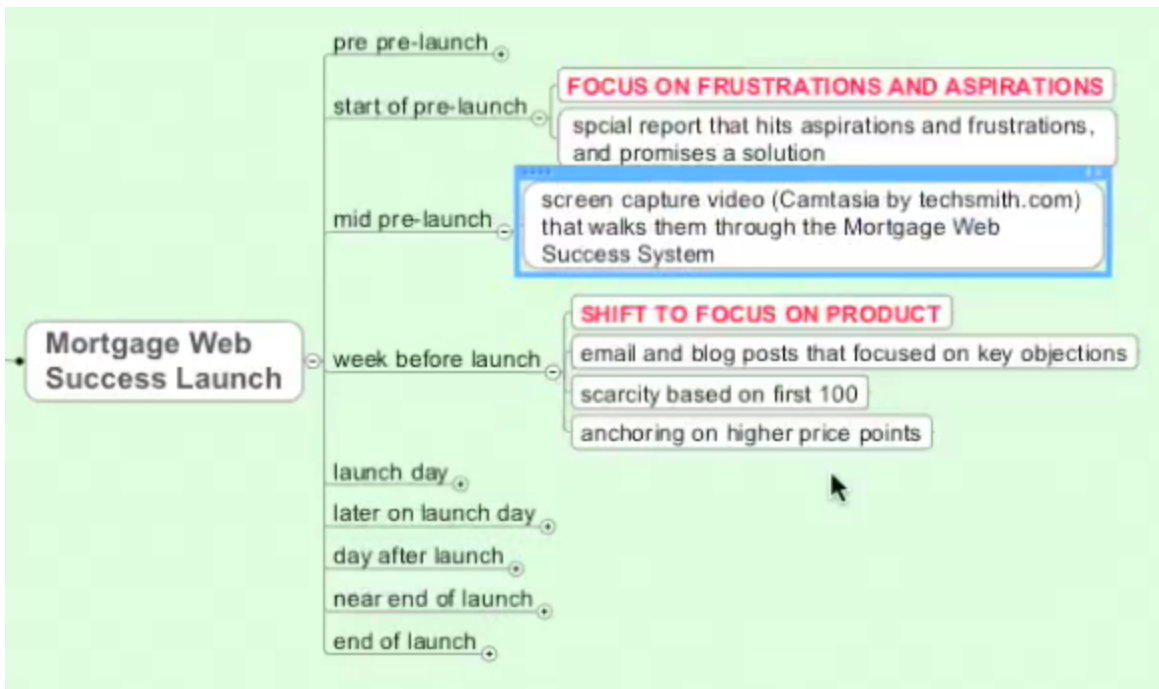


As we went forward in the mid pre-launch here we released the screen capture video which we often refer to as Camtasia. Camtasia is the program that is a Windows program that we use to create the screen capture video. You can get that at [www.TechSmith.com](http://www.TechSmith.com).

At the moment there is not a Mac version of Camtasia. It should be coming out some time in the future. If you are on a Mac you need to use a program called either Screen Flow which is available from [www.VaraSoftware.com/products/screenflow](http://www.VaraSoftware.com/products/screenflow) or iShowU. I'm not sure what their web site is, but the iShowU program is what I am using right now to create this.

Screen capture video was used to walk them through the Mortgage Web Success System. A lot of times you might want to use full motion video where you can actually see an image, typically a talking head type image. But in this case since we are demonstrating a web system, we used the screen capture video.

Screen capture video in a lot of ways is easier to do. We got into the selling of the system pretty early in this pre-launch. Often, you might be doing a stealth launch where you spend more time talking about their frustrations and aspirations, but you don't really tell them what's coming. If you go back and look, right in the special report we basically told them what was coming. We told them we had this great system that answered all those trouble points. It was going to be the best thing since sliced bread. It gave them exactly what they needed.



Then we followed up by actually walking through the system in the video. The week before launch we were already focusing on the product to some extent up here, but then we shifted to a very strong focus on the product. The e-mails and the blog posts focused on the key objections.

The two major blog posts that we did were dealing with the idea of traffic and how do you get traffic to your web site. A lot of people might say that yeah, a web site is really good, and that is all cool and great and stuff, and you are going to give me this fancy groovy web site, but how am I going to get traffic to the web site?

We created a blog post that answered that objection. We also had another blog post about the price objection. Price is almost always an objection. We turned that around and said this isn't a cost. This is a profit center. So it's not a cost center, it is a profit center. If you are doing anything business related or making money related then that is a great way to go. You show them how it is an investment that is going to make them money.

We used scarcity. We drilled in the first 100. We were pretty vague on why they wanted to be in the first 100, but we drilled in pretty hard throughout that week that there is this big time scarcity.

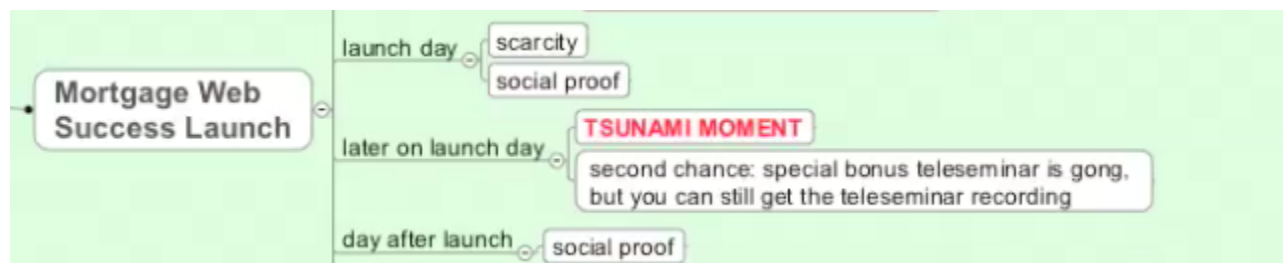
Then a couple of different times we were anchoring on higher price point. We were talking about higher prices, much higher prices than

what we were actually going to charge for the system. Often when you are anchoring on prices or even anchoring on scarcity, you could start talking about scarcity. Here we talked about 100 but we could have talked about any number. In effect, we didn't have this hard limit of 100 for the scarcity, but we kept on anchoring on the 100.

One hundred got the quick start-up and 100 got the teleseminar bonus. It wasn't like we were limited to 100 systems, but a lot of people reading this might have thought that we were limiting it to a hundred sales. So we anchored on that scarcity number of 100. Then we anchored on higher price points.

Just by talking about higher prices, especially in the days before the launch, you can get people thinking it is going to be more expensive. Then when you drop them on the sales letter, it is less expensive. Then it makes it like an impulse purchase.

Also, when you anchor on higher prices, even if they don't expect to pay those higher prices, if you anchor on a higher price, then your price is going to feel and seem lower in comparison.



On launch day we did this typical, very simple e-mail. Just go buy now. We did scarcity and social proof. In the initial launch e-mail we didn't really hit that. It was just go buy now, but later on launch day we came back with the tsunami moment which was that we sold out of those first 100 almost immediately. That creates some social proof, but then we gave them this second chance to get the recording of the bonus teleseminar.

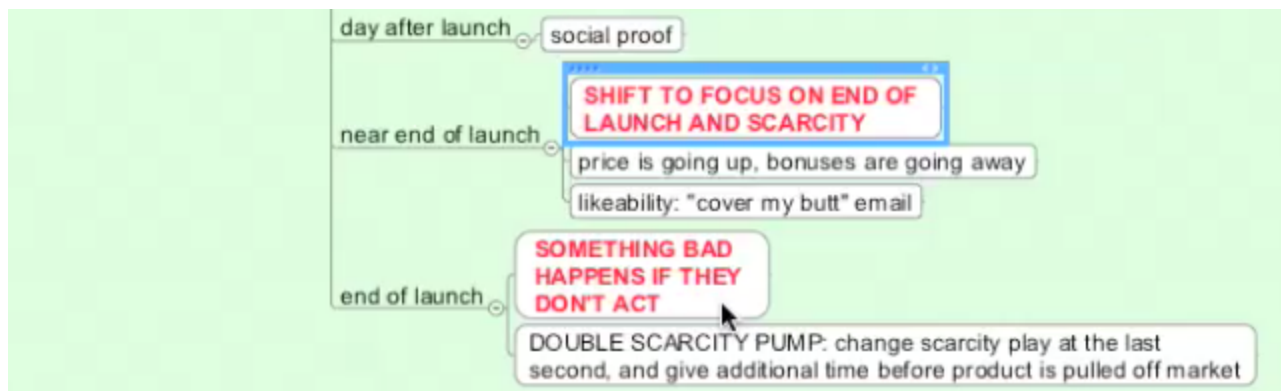
The tsunami moment is this whole idea that things are going crazy. "So many people want to buy this thing. Orders are pouring in. We are barely keeping on top of that thing." All of that is social proof. It is showing that other people want the system and are buying the system and are happy with the system.

That bit about being happy with the system is implied under the service, but the fact is, “You aren’t alone. You aren’t the only person out there that is buying this thing. You aren’t the only sucker out there. There are a lot of other people that are jumping on board and believing everything that we’ve been telling them.”

Of course, when I say that, when I say sucker and believing everything, this is a great product. It was a great product and people were going to have great success with it. The people buying it were not suckers and they were not getting taken in, but when everyone is sitting there looking to buy your stuff, that is what they are wondering. They are wondering if they should believe you. You are publishing online. You could be anyone. They don’t know who you are.

This is all about building up proof. It is all about building this proof, this overwhelming social proof that other people are making this purchase, other people are happy with you, and other people believe you. When your prospects see that other people believe you and other people are buying, they feel much better about it. That is what social proof is all about and the tsunami moment is all about coming back and saying, “Yeah, lots of other people are buying it.”

A lot of times people are sensitive to the idea that if they miss out on the bonuses, then they don’t want to buy because now they are almost getting a product that is not as good. What we did here was, yes, the bonus goes away, but now we are going to give you something that is almost as good. You are going to get the recording.



After the tsunami moment, in the day after the launch, the next couple of days, this is a social proof message. We followed up with an e-mail that was thanking all the buyers. That is a little bit of likeability and interaction.

It is a really powerful technique to write this e-mail to the people that have already purchased from you, but it goes out to everyone. It is really, really powerful to go and say, “Thanks everyone, we’re so excited. We already have you set up. We are already hearing good things back from you. It is so great to have you on board.”

You are showing your thankfulness to those people and that makes you likable. It is also social proof. It is almost like they are eavesdropping on this conversation you are having with your new buyers, even though they aren’t a buyer. I love those types of e-mails.

Go back and take a look at how we did that. Most of the e-mail is written to the people that have already bought, but then there is an, “Oh, by the way, if you haven’t bought yet, well, you can be like all these other cool kids that have already bought.” In the days right after the launch, I’ll send an e-mail along those lines. I’ve also done it as an audio. We record an audio thanking people. That was very, very effective.

As we got closer to the end of the launch, then we shift the focus on the end of the launch and really start to amp up the scarcity message. Our scarcity was the price is going up and bonuses are going away. Those are two of the classic scarcity plays. The third classic is the product is going off the market.

Here we are going into the end of the launch. The price is going up and the bonuses are going away. Act now. We started that about 48 hours in advance, just textbook stuff. It goes from being sort of like a gentle reminder, an almost I hate to bring this up, we’re almost at the end of the launch and this is going to happen.

At 48 to 72 hours beforehand you’ll start to mention it. At 24 hours you get pretty hardnosed with, “You only have 24 hours to act.” On the last day it often goes to this ‘cover my butt.’ “I know I’ve already reminded you guys of this and I don’t want to be a nag, but I’m just doing this to cover my butt.”

I almost always will take that tact on the last day. If there is something everyone hates it is being nagged about things. If you’ve told people about this at the 48-hour mark and the 24-hour mark, then they are getting sick of hearing about it, but you do have to give

that final reminder because people do procrastinate. It is amazing how every launch I do, we still end up with this mad rush at the end.

Generally the whole scarcity play that comes at the end, just one more time, any where from 72 to 48 hours, is the first mention of scarcity. Then at 24 hours is a pretty hardnosed mention. "You have to act now, time is running out." Then the final one on the last day is the old, "I don't want to be a nag, I'm just covering my butt, but you have this deadline; you have to act."

Right at the end of the launch we threw in a bit of a twist. Remember, initially we were starting to focus on scarcity and now it is just hardcore. Something bad is going to happen if you don't act. We did the old double scarcity pump. This is where we change the scarcity play right at the last second.

We were going in to it saying the price is going up, bonuses are going away, but then we came back and we said, "You know what? We sold so many of these and we've gotten such a huge response, we have to pull back a little bit and focus on our current customers, so we are actually going to pull the product off the market."

Now this ups the scarcity to a large degree. Price going up is a big scarcity play. The bonuses going away is a good scarcity play. Price going up is a better one. Product going off the market and the price is going up is very, very powerful. Right at the end we turned up the heat in a big way, but we also said, because we are changing the rules of the game, because we are taking it off the market, we are going to give you an extension. We gave them a 48 hour extension.

In essence with the double scarcity pump you are creating a second deadline, because when we announced this, it was already closing down Friday at midnight. That meant Wednesday, Thursday we are starting to talk about the end of the launch. We are starting to talk about the scarcity.

A lot of them have acted by Friday morning, by Friday midday. On Friday morning we come out with the last chance e-mail and then Friday midday when a lot of them have already acted, we say, "Oh, you know what? We're changing the rules of the game and because we are changing the rules of the game, we are going to give you another 48 hours."

That gives you another deadline to start focusing on and a second deadline will bring in a second rush of orders. Deadlines are amazing in how they bring in this massive rush. The bottom line is that people will miss that first deadline. They will be offline, they'll be on vacation, they'll forget about it or it's not going to be the right time for them, or they just haven't gotten around to it, they didn't open your e-mails. Whatever it is, they'll miss that first deadline.

So giving them a second deadline can be very, very effective. Of course, we had this reason why. The reason why is because we've changed it from raising the price. Now we are actually going to pull the thing off the market which is even tougher scarcity. This is very, very effective. This double scarcity pump, switching the rules right at the end of the game, but giving them a break because nobody likes rules being changed in the middle of the game. You are being a nice guy coming back and giving them a break.

Also, there is social proof here. The social proof is that so many people have bought this thing that we are going to have to pull it off the market temporarily to service all of the new buyers. Hopefully, I gave you some context for this launch. If you look at it, it is very similar.

If you just take a look at this, the way we did this is a textbook example of how I laid all this stuff out for you in this one. This is basically the same thing we did in the pre-pre-launch. It was just textbook. I don't want to open this all up. It will probably give you a headache trying to follow the whole thing. It was just classic textbook stuff.

We figured out in the pre-pre-launch what their frustrations and aspirations were and then we just hit them over and over, and over. Initially it was more about their frustrations and aspirations. As we got closer, we focused more on the product. Then we just used classic scarcity and social proof.

On launch day we followed up with more proof with the tsunami moment. We went from there, to starting to focus on really building up scarcity at the end of the launch and then we did the little twist with the old double scarcity pump. We ended up with a very, very successful launch.

There were a lot of steps, a lot of e-mail going out, but really it is a very, very simple process if you just break it down and look at the plan we had and the way we broke it down e-mail by e-mail.

## **Video 8: It's Your Turn - Time To Put Together YOUR Launch Plan**

Now that I've given you the overview and shown you a lot of the pre-launch planning and how we put that together, and now that I've walked you through the Mortgage Web Success launch to give you an example of an internal launch, I want to walk you through to create your plan.

Remember, even though the launch I just walked you through for Mortgage Web Success was an internal launch, the same overall launch planning can be applied whether it is an internal launch or it is a big JV launch. If you are doing a quick launch, then you don't have to go to this extent in your planning, but still going through this thought process is not a bad thing.

In Module One and Module Two we worked on your story where basically, you wrote out the aspirations, the dreams, and the frustrations and then we talked about how you found the solution and why you decided to share the solution. I had you go through fairly extensive homework in Module One and then take that homework from Module One, and in Module Two build it up into your story.

Now you are going to see how we use that. If you look at that Mortgage Web Success launch, we followed this almost exactly. "I'm a lot like you. I'm a loan officer. I'm not a technical guy, but I figured out how to do this stuff and hired some fantastic partners. They put together this amazing system for you. I know you have the same frustrations I had so I created a solution."

We basically followed this to a T. Then you saw how we took that story and we pounded it into the ground as we went through our launch. The Mortgage Web Success was a very cookie cutter launch and that is why I wanted to show it to you.

Now we are going to take this and we are going to work on your plan. Remember in the pre-pre-launch which we covered in the last module, we talked about identifying the offer and gathering objections and proof. A lot of that fed right into this story.



Going forward, remember that at the very start of the pre-launch you want to focus on frustrations and aspirations. This is what we are focusing on. We are focusing on their aspirations or dreams and their frustrations. Remember you want to come out with a good piece of pre-launch content to start with.

Come out with your best content to start. Remember when you see a movie preview they don't show you the worst jokes in the movie, they show you the best jokes in the movie. You want to really come out with your best content right upfront. You want to hook them with a little controversy or a shocking report doesn't hurt. Basically, you really want to tie into those aspirations and their frustrations.

Right now take a look at the homework you did for Module One and Module Two where you identified your story and you identified their hot points, frustrations, aspirations and dreams. Right now I want you to basically write down or type into your action guide, what is going to be the focus of your first piece of pre-launch content? What is the big hook here? What can get them excited?

It could be as simple as telling that story of their dreams, their aspirations, and their frustrations. Go ahead and stop the video now and write or type in the focus for your first piece of pre-launch content.

Next we want to focus on what the format will be. It is really important to get this idea first. As you are going through this you might not be completely sure on this. If you are relatively inexperienced, you might not know how to do video or audio and put this stuff together, so we'll be going through that in the next module.

If you aren't sure what format it is going to be in, don't let that get you stuck, because you really just want to get this idea down. Once you get beyond that, you can start thinking about if you want to do video, which could be full motion video where it is actually you on the screen speaking, or it could be screen capture video, or any number of formats.

You could do audio or a special report like I showed you in the Mortgage Web Success. That was a very simple Word document that we turned into a PDF.

Software is certainly more complicated, but we've actually seen software giveaways as part of pre-launches where maybe you tease an objection and you give away some software that helps handle that objection. That will of course lead into something else. If you are going to give away software, obviously you can't give away software that completely solves the problem. That is definitely a more advanced strategy.

You can start off with a teleseminar. I did that with my first launch of Product Launch Formula where I did a massive teleseminar with a bunch of guest experts. You can do it via e-mail, but that is pretty darn weak. Doing pre-launch content as an e-mail in a big launch is just not that exciting because that is probably the typical way that you communicate with people. There is nothing that is really going to set another e-mail apart.

Then I'm sure there are other things you could do for pre-launch content. You could conceivably do a live event. There are certainly other ideas and other things you can do.

The most important piece here is to come up with a focus for your first piece of pre-launch content. After that start thinking about the format. If you know what the format is, then go ahead and write that down. You already have your first piece of pre-launch content. Now write down what the format is going to be.

If you are not ready to make this decision yet, that's fine. You can just leave this blank. Go ahead and stop the recording and write that in right now. What is your format going to be?

Now for the middle of your pre-launch, this is where you are going to put out additional content. Again, we are focusing on frustrations and aspirations like we did up here, but we are also starting to angle towards answering objections.

What will the additional pre-launch content be? Typically if you are talking about a 14- to 21-day pre-launch, you are probably going to want to have at least two and ideally three pieces of pre-launch content. Just like you did up here, go ahead and I want you to brainstorm on what those pieces of content could be.

They could be additional reports, additional videos, additional audios, whatever, but go ahead and brainstorm. Stop the recording right now and brainstorm on that additional content.

Now that you have that written down, for the week before the launch, remember this is where we shift the focus to your product. We are going to do this ideally five to seven days before your launch. It could be four to seven days before your launch.

What are the top objections and what are your answers? You should have already figured that out in your pre-pre-launch. Of course, here in your homework from last week you already wrote down a lot of this stuff. What are the top objections?

You want to aim at two or possibly three objections. What are your answers to those objections? Once you identify those objections, don't just stick your head in the sand and pretend they don't exist. What are the answers to those objections?

Frankly, sometimes you might have better answers than at other times. We answered the traffic objection in the Mortgage Web Success launch. I don't think we did an incredibly great job answering that, but we did an okay job. It is important that you have some type of answer for the objections, or else you probably shouldn't be selling in this market. You probably aren't going to sell very much stuff.

Go ahead and pause here. Write, or type out what your top objections are and what your answers to those objections are.

Now, how are you going to publish the answers to those objections? You can use a lot of the techniques. You could do this just as a piece

of pre-launch content or you could answer it via a blog. Blogs are generally my favorite way to answer an objection, either blogs or a video. A video is nice because it is very controlled in how you present the material. It is very, very controlled.

Blogs are great because then you can get reactions from your prospects about how they feel about it. If you didn't do a good enough job of answering their objections, they are going to let you know and then you can go back and update again. I really like blogs a lot for answering objections but you can use any of these. You can do it via e-mail. I've done that quite a bit.

You've already written down your top objections and the answers. Now write down how you plan to publish your answers to those objections. Go ahead and stop the recording and write that in.

The first e-mail on launch day is very cookie cutter. It is very, very short. There is not much to it so you really don't have to plan that out. Later on launch day you are going to have your tsunami moment. Frankly, I don't worry about this in my launch planning. Something will show up on launch day and you just have to block aside a half hour or so to write up an e-mail and send it out.

The whole idea is that we are getting carried away in the moment. To tell you the truth, that usually does happen during a launch. This is something I don't plan out ahead of time.

The day after the launch, sometimes I'll hold back some piece of content from the pre-launch. It maybe isn't my best piece of content, but a pretty decent piece of content. I'll hold that back knowing I might want something either the day of or two or three days after the launch.

Towards the end of the launch you need to shift your focus to the end of the launch and scarcity. What is your scarcity going to be for this launch? You don't always need scarcity in a launch. Let me take that back. You can do a launch without scarcity, but I would always prefer to have some amount of scarcity in your launch because it will amplify your results in a big way.

This is the stuff that you've already seen earlier in this module. Here are your four primary ways to generate scarcity. One way is that the

bonuses go away. That is really easy to do. I would have some amount of that in your launch.

The price goes up. This is another easy one. The only thing is you end up with this higher price and you have to be able to make sure you can continue to sell at the higher price.

Another way to add scarcity is that the product goes off the market. It doesn't have to go off the market permanently. You can pull it off the market temporarily. Usually I don't like to pull products off the market permanently because once I create a product I like to keep on selling it.

You could also have portions of the product removed from the offer. As I mentioned earlier, this is very similar to the bonuses going away. It just all depends on how you define what a bonus is, and what is part of your product.

Go ahead and stop the recording right now and I want you to write down or type in what is going to be your scarcity element for your launch.

That just about ends it at this point. Remember at the end of the launch, you have something bad happen if they don't act. If they don't purchase your product, something bad happens. Really, the thing that is bad is what you just defined as your scarcity.

The bonuses go away, the price goes up, or the product goes off the market. You've already figured that out, so that is the end of the launch. You saw in the Mortgage Web Success launch, at this point, once you get towards the end of the launch, now it is more of a countdown. It is just that simple.

By the time you get to this point in the launch, all the heavy lifting and all your hard work is done. You just sit back and send out a few e-mails and watch the big rush at the end. There almost always will be a big rush. If you've put together your launch the way I've shown you in this module, then you generally will have a big rush at the end.

Now you have your basic pre-launch plan and your launch plan that takes you all the way through the end of the launch. In the next module I'm going to be showing you quite a few more examples. I'm going to be showing you an example of the joint venture launch

where things do start to get a little more complicated, but still this same general plan and planning process will work for you, even if you are doing a super fancy JV launch.

I'm going to be showing you in more detail exactly how to put this thing together, how to create your pre-launch content, and I'm going to be showing you some more examples of internal launches and JV launches. This should give you a big head start in your planning process and your entire launch..

That is it. Look for more goodies coming soon. I have a lot more stuff to show you and to give you too.