

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.

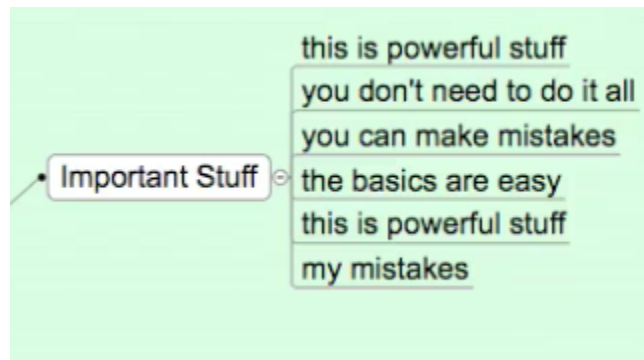
We're talking about building a relationship with them and having a conversation and that will continue long after the sale. You can continue making additional sales as long as you deliver. I would highly suggest that you over deliver. This is very powerful stuff.

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	Delete 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 2nd. 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

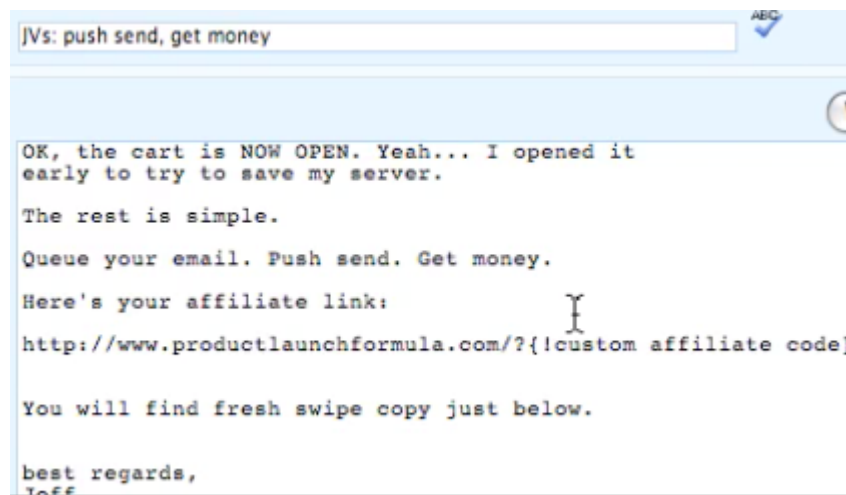
morning and I forgot to e-mail my partners. I didn't e-mail my partners!

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.

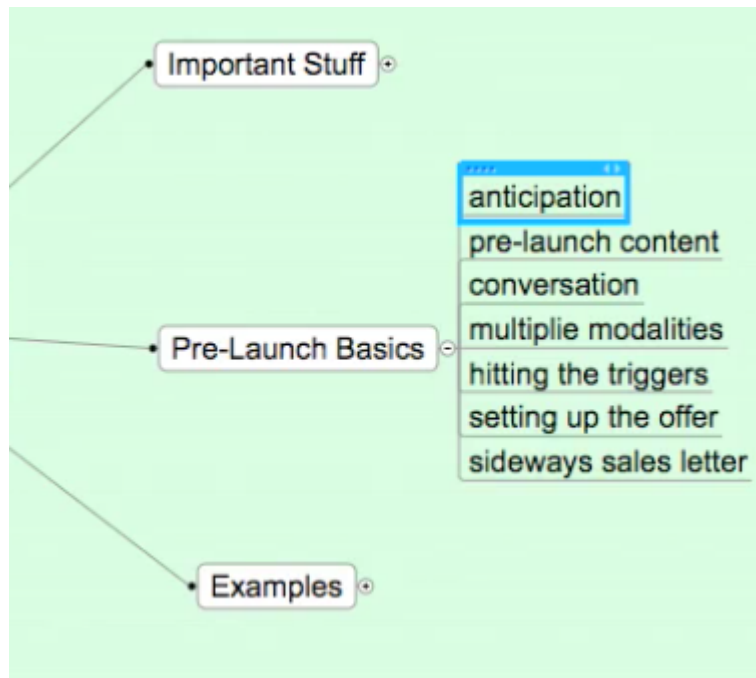
Getting back to the mind map, you can make mistakes. The basics, the absolute basic stuff, that you have to get right is really pretty darn easy. In this module I am going to be going through and showing you examples. In fact, we are going to be very example rich. I’m going to err on the side of showing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