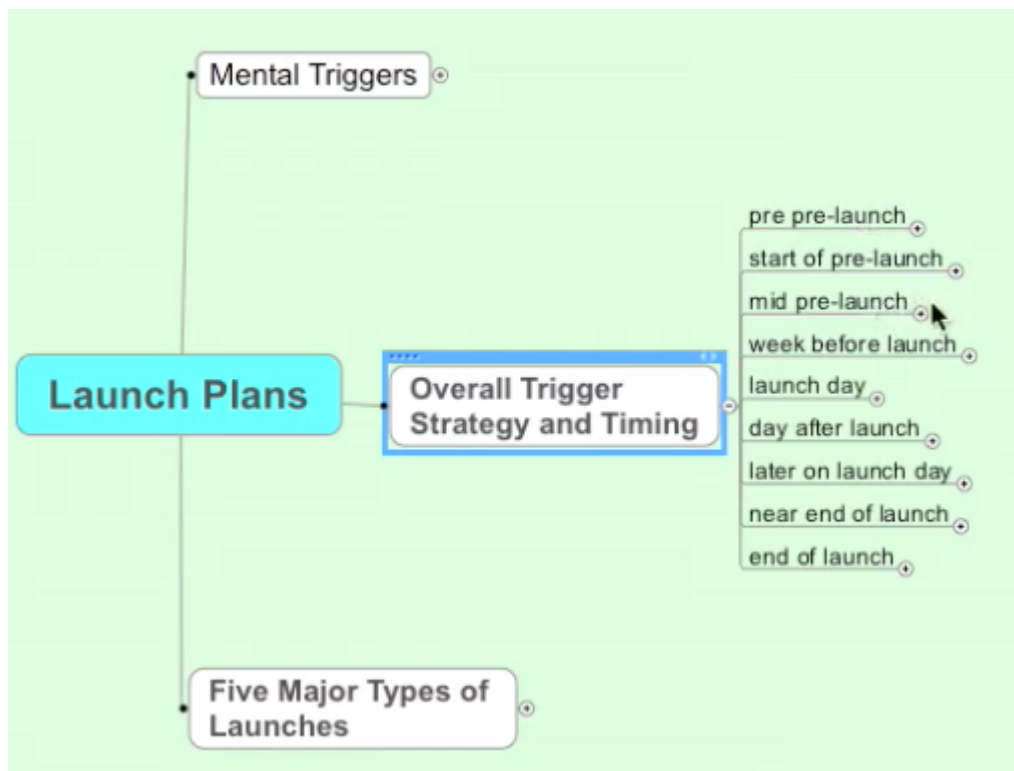


## Module 3: Pre-Launch

### Driving Your Market Into A Frenzy

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

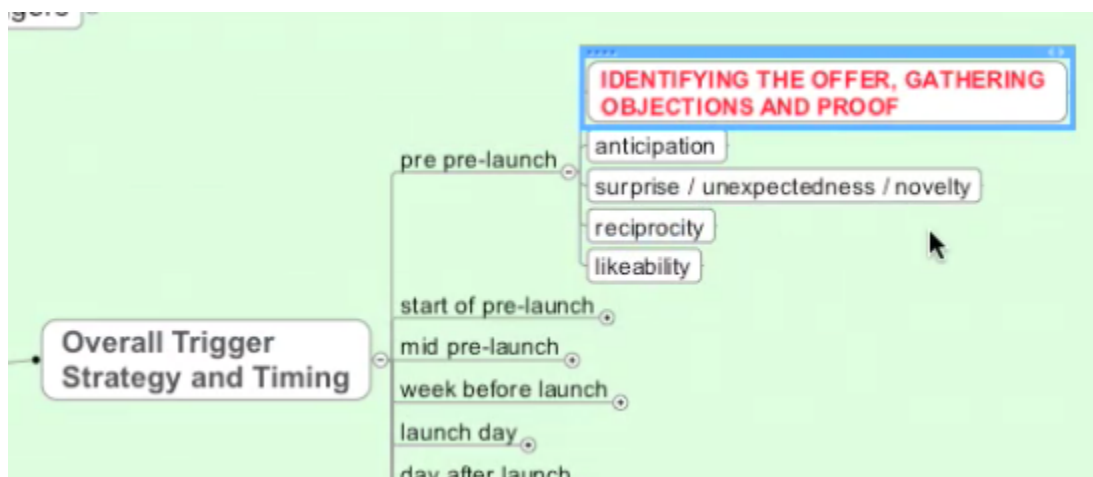


I want to walk you through some of the overall, big picture launch planning. We're going to go through the five major types of launches. In fact, I'm going to spring another one on you. I don't know if I'll get to all of them in this module, but we are going to go through the major types of launches.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

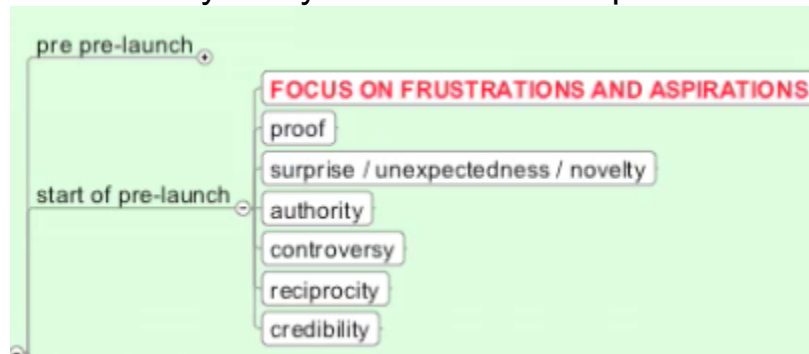
At this point in the pre-pre-launch, you are trying to create some interest, some unexpectedness, and some novelty. Some surprise isn't a bad thing to do. It is more of a teasing and anticipation.

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.

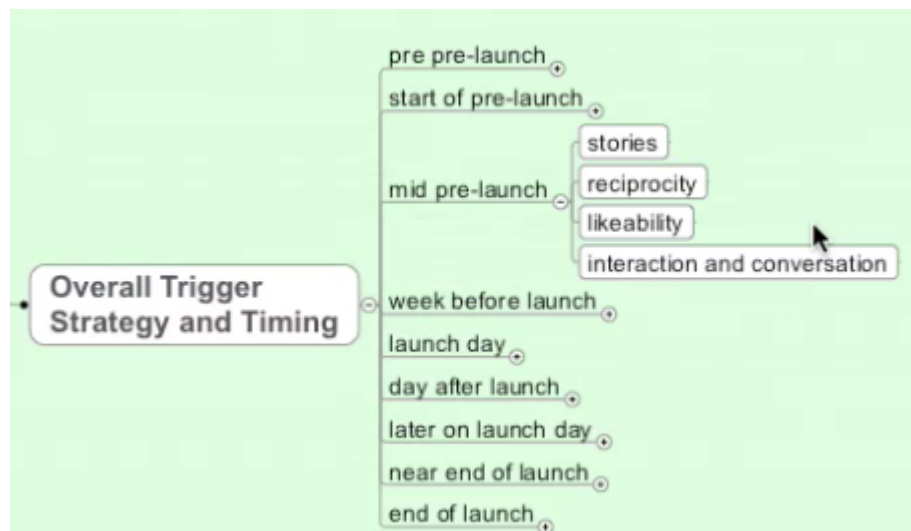
At this point, some surprise, some novelty, some controversy is a great thing. If you don't have it, that's fine, but this is a great place to start off with controversy. Along with proof you are going to focus on authority. You are credible and you have the authority. You are doing that by showing them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



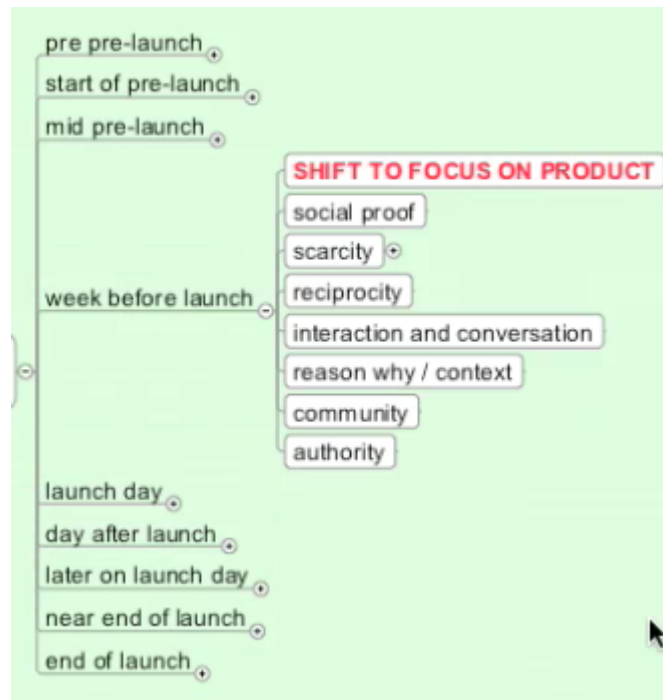
After a little bit or after your initial piece of content, you start shifting to the middle of your pre-launch period. Again, depending on the length of your launch, this could happen within six or seven days of the start of your pre-launch or it could be two or three weeks. For a quick launch, there 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.



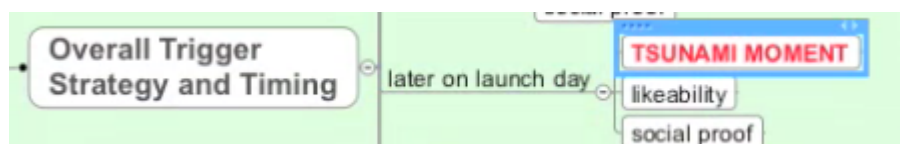
Now on launch day, generally what happens on launch day is that you are going to send out a very, very short e-mail that says, “We are now live. Go order now.” Later in that day you will generally come back with an e-mail. The message of that e-mail will generally be about how well the launch is going 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.

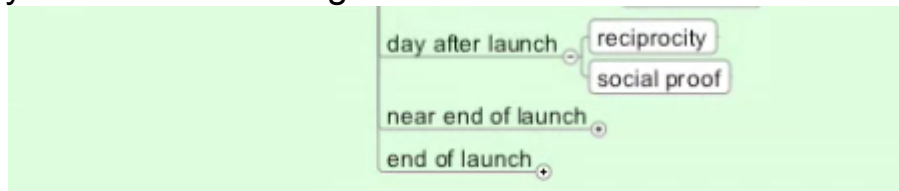


This is the launch day. Like I said, generally you are going to try to mail twice on launch day. This is the tsunami moment. That’s what I call this. That is the idea that you do the launch and a few hours later you send out another e-mail.

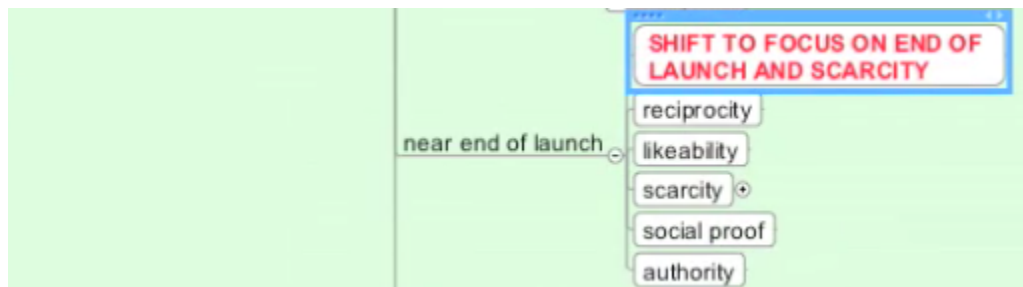
The general tone of that e-mail is, “Things are just crazy here. We’re really just trying to keep our head above the water. We are all in this together. Work with me folks. If you are having a hard time getting through to the order page, or if the bonuses are going away, or

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.