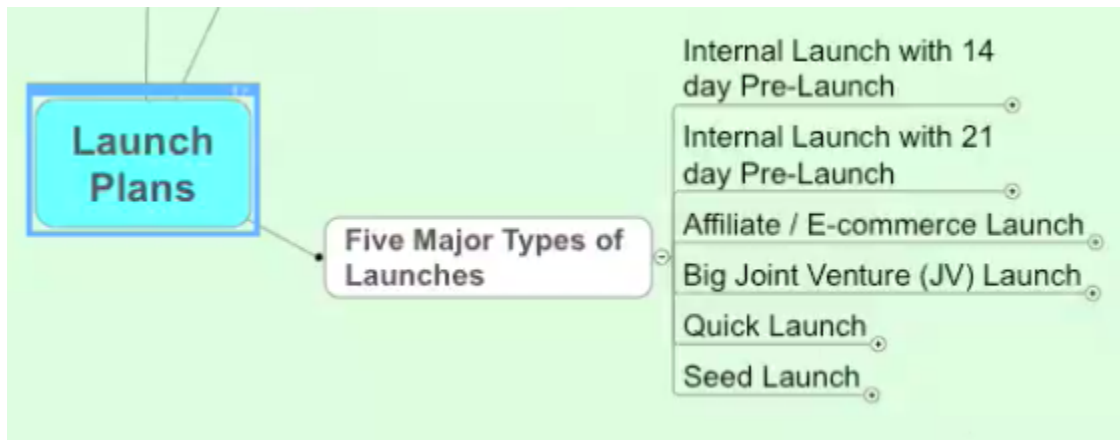


## Module 3: Pre-Launch

### Driving Your Market Into A Frenzy

#### 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	<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>	

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.