



Module 3: Pre-Launch

Driving Your Market Into A Frenzy

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 24th - 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 29th - blog post, traffic objection - email sublist

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

May 30th – 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 1st – postcard/fax - it's almost time, get on sublist

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

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

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

June 6th - email sublist 11am - "almost time" email

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

June 6th - fax blast at noon - "it's live"

June 6th - email sublist in the evening - "tsunami" email

June 7th - email sublist on status

June 8th - email sublist

June 9th - email sublist

June 11th - email sublist

June 12th - email all lists - 24 hour notice

June 12th - 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 9th. That's when we sent out the survey to the list. Then we walked forward to a launch on June 6th. 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.

1. Get Brian/Joe setup to record Camtasia.

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

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?

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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 9th shot across the bow. Then we came back on May 11th. 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://

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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.

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 ready to go~~

We came back May 17th 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.

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.

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...

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

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 17th 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.