



Module 3: Pre-Launch

Driving Your Market Into A Frenzy

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

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

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

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

May 24th

Subject: Do you make these mistakes?

<firstname>

I see it everyday... as I poke around the Internet looking for ways to build my business, I see one mortgage web site after another that makes the same crucial mistakes over and over.

I suppose it isn't surprising... after all, we are loan officers - not technogeeks or propeller heads. We can't be experts on everything, and I suppose that it is only natural that we rely on "webmasters" who seem to know what they are doing.

Nevertheless... all these huge mistakes on all these loan officer web sites amounts to one thing... lost business and a huge WASTE of money.

This is the critical piece - your web site should not COST you one cent.

It should be a PROFIT center that makes you money month after month. It should be a tireless sales machine that brings you qualified business on a non-stop basis.

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

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

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

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

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

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

Everyone out there that already has a website; it is probably costing them money. They are probably not getting a lot of traffic. They are probably very frustrated about that. We are agitating that frustration. The contrast couldn't be more vivid. On one hand you have the very few people who get it. Their web site is bringing them business even when they are at home spending time with their family. Then there are the people who have been led down the wrong path and they are writing a check every month for a web site that will never produce any business.

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

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

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

Which one are you?

I just finished a short video that outlines these top mistakes that I see over and over on loan officers' web sites. If you want to find out exactly how your web site measures up, be sure to check this video out now (by the way, the video is free).

Here is the link: [I](#)

[http://](#)

Wishing you success,
Brian

P.S. Even though this video is free... don't discount the value of it. I have looked at literally thousands of sites - you could say I have done more than a little research on this. And I have taken those lessons, and used them to create a site that has brought in tens of thousands of dollars. Take a look at the video now:

[http://](#)

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

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

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

TITLE: The Traffic Question...

One question that we have been hearing a lot (both in emails and the comments on this blog) is this:

"What about traffic to my web site?"

In other words, how do you get people to your web site?

This is a great question, and I am really pleased that so many of you are asking it - it shows that we have some really sharp readers. :-)

You see, not to long ago, we were in the "build it and they will come" era.

"Webmasters" were cold-calling businesses, and showing them some fancy looking site and giving them some pie-in-the-sky sales pitch about how they would build some fancy site for them (really just one of those brochure sites), and then they would tell them how many million users there were on the Internet... and if only 1% of those people visited the site, it would mean wealth beyond dreams.

OK, maybe I am exaggerating a bit... but not very much!

With all these questions I have been getting about

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

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

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

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

We go down here and we answer the objections.

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

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

KEY POINT #2: The best traffic is local.

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

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

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

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

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

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

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

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

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

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

P.P.S. I know people are wondering about what this will cost. There has been a lot of speculation on the blog and in emails I am getting. Let me say that it will NOT be \$399 a month, and it will NOT \$299 a month (these are some of the numbers that have been getting thrown around in comments we are getting). Don't worry - it will be FAR less than that. I will be addressing this question soon...

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

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

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

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

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

TITLE: What Does It Cost?

OK, after the "Traffic Question", it seems like the #1 question on everyone's mind is the "Price Question".

In other words... what is this new mortgage web system going to cost?

That seems like a fair enough question...

BUT IT'S THE WRONG QUESTION !!!!!

Now I don't want to be too hard on you here - I know that you probably have a web site right now that is nothing more than a cost center. Every month you have to write a check for it.

You probably had the web site built just in case any clients asked you if you had a web site - you figured no one would take you seriously if you don't have a site.

However, that site is NOT bringing dollars into your business - it is SUCKING DOLLARS out of your business, and out of your wallet.

Well, that is where everyone is all turned around. The real question you should be asking is:

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

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

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

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

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

"How much money is this site going to make me?"

You see, a properly designed web site will pull new leads and loans into your business. It will not COST you anything. In fact, it will more than pay for itself... and it will GROW YOUR BOTTOM LINE!

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Not only that, but a properly designed site will also TRACK that business that is it generating for you. Your site shouldn't be a black hole that leaves you wondering if it is doing any good - it should provide the tracking so you know exactly how well your marketing and advertising is working.

Black holes are bad - solid measurable results are good.

Do you see where I am going here?

For the last couple of weeks I have been trying to change the way you look at the Internet. It truly is a loan officers dream tool - but not if you use it incorrectly.

Here we totally reframe it. "Instead of how much is it going to cost, the question is, 'How much is the site going to make me?' You see, a properly designed web site will pull new leads and loans into your business. It will not cost you anything, in fact, it will more than pay for itself and it will grow your bottom line." We're just agitating once again the fact that it is almost sure that their site is not making them money, or that they can't even measure if it is making money.

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

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

Think of it this way... if you could purchase a tool for \$1,000 a month that generated \$5,000 in profit every month, would you buy it?

Of course you would. In fact, you would probably try to find a way to buy ten of them.

Well, a system from Mortgage Web Success is not going to cost anywhere near \$1000 a month. And it will pull profits into your business like nothing you have ever seen before.

To your success,
Brian

P.S. One thing I forgot to mention - if you want more than one site... it's included in the standard package. In fact, you could have 5 sites - all at no extra charge.

P.P.S. I know many of you are anxious to get started. Well, we are ALMOST ready to release the system - we just have a few final tweaks getting our support staff up-to-speed. I can't commit to a

We've been referencing this launch for the last couple of weeks. "Think of it this way. If you could purchase a tool for \$1,000.00 a month that generated \$5,000.00 in profit every month, would you buy it?" What I am doing here once again is anchoring big numbers. We are just a few days out from the launch and we are going to be selling this thing to them for \$100 a month. Here we are anchoring these big numbers. We are throwing out these numbers of \$1,000 and \$5,000.

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

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

Think of it this way... if you could purchase a tool for \$1,000.00 a month that generated \$5,000.00 in profit every month, would you buy it?

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

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

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

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

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

Now we are going to hit scarcity.

P.P.P.S. We have been asked about how many will be available, and whether we are going to limit the number we are going to sell. I will be addressing this question soon. All I can say right now is you want to be among the first 100 to grab one of these systems. That means you should act quickly once we launch since there are more than 30,000 people on my email list.

“We have been asked how many will be available and whether or not we are going to limit the number we are going to sell. I will be addressing this question soon. All I can say right now is that you want to be among the first 100 to grab one of these systems. That means you should act quickly once we launch since there are more than 30,000 people on my e-mail list.” This is pure scarcity play.

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

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

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

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

<firstname>

OK, things are really starting to happen fast... we are launching Mortgage Web Success tomorrow (Wednesday) and we are busy putting the finishing touches in place.

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Actually, the system is complete and ready to go, we are just working on getting everything in order so we can handle the huge rush once we launch.

(When I say "we" I mean the whole Mortgage Web Success team - Joe, Ben, myself... plus the customer service team.)

In any case, we have been getting a huge number of questions and comments on our blog (which is great!) that is exactly why we put the blog in place.

You see, in the last few weeks we have published a huge amount of information... with only one goal. We want to make sure you understand what you need to be successful in promoting your business on the Internet... and we want to answer all your questions about our Mortgage Web Success system.

Now as we get closer we are just trying to stay on top of this quick-moving situation.

Joe and I have prepared another video for you that

Here is the e-mail we sent out to the launch list. This went out early the day before, so this would be early on June 6th. "Okay, things are starting to happen really fast. We're launching tomorrow. We are busy putting the finishing touches in place. The system is complete and ready to go. We are just working on getting everything in order so we can handle the huge rush once we launch."

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

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

Joe and I have prepared another video for you that shows some more features of the MWS system. This thing is soooo feature-packed and soooo easy to use, I am simply stunned every time I sign onto the system.

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You can see the new video here:

<http://www>.

On another note, later today we are going to announce the winner of our MWS contest - you can read the all the contest entries here:

<http://www>.

In addition, be sure to see our past videos and updates here:

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

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

To your success,
Brian Sacks

P.S. If at all possible, be ready to go right at noon eastern time on Wednesday - there are going to be important reasons to be among the first 100 who sign up for a MWS system.

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

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

Subject: Important instructions for launch day...

<firstname>

OK, we have less than 24 hours until Mortgage Web Success goes live. Here are the exact details:

Launch Date and Time:

Wednesday, June 7th at noon eastern U.S. time

(that's 11:00am Central, 10:00am Mountain, and 9:00am Pacific)

Tomorrow morning (Wednesday) we will be sending you the link where you can go get all the final details right at Launch Minute.

Now I don't want to sound overly dramatic, but it is probably a very good idea to be sitting at your computer and ready to go right when we launch.

The reason why is that you will want to be among the first 100 people that snaps up one of our Mortgage Web Success systems. There is a reason for this...

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

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

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

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

We are going to have our customer service team standing by, ready to get your new system all set up and ready to pull new prospects into your business.

HOWEVER, during this launch time our resources are going to be a bit stretched. Because of this, we can only guarantee that we will be able to do our usual "Rapid Setup" for the first 100 people who sign up for a new system.

Now I want to be clear here - I am not necessarily saying that we will pull the sign up page down and stop taking new clients after the first 100. But that is a distinct possibility.

In addition, since we want to get those first 100 systems online as soon as possible, we have a very exciting bonus plan for those first 100 people that jump onboard and sign up for a system.

Oh... one other thing: we are going to have a rock-solid guarantee for the system - it just about amounts to a "try before you buy" type of proposition. So it is definitely in your best interest to sign up early and get in among

Now we are going to give them the reason why about the first 100. "We are going to have our customer service team standing by, ready to get your new system all set up, and ready to pull prospects into your business. However, during this launch time our resources are going to be a bit stretched. Because of this we can only guarantee we will be able to do our usual rapid set-up for the first 100 people who sign up for the system."

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

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

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

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

Subject: 34 minutes to go

Well, it is just about launch time for Mortgage Web Success.

I basically stayed up all night writing a letter for you that explains everything you are going to get as part of the Mortgage Web Success system.

Well, I actually did sleep from about 4:00am to 6:30am... but it felt like I was up all night. :-)

It took a lot longer to write this letter than I thought it would - primarily because there is so darn much in the system.

And I have to warn you... I ended up with a really long letter.

Please forgive me for the length. I know that a lot of you already know that you want to order the course immediately... if that is your situation, then just skip to the bottom, fill out the form, and place your order.

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

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

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

"It is 34 minutes to go..." This is sent out shortly before the launch, ostensibly 34 minutes before the launch. This is what it says, "It is just about launch time for..." whatever you're launching, but in this case Mortgage Web Success. "I basically stayed up all night writing a letter for you that explains everything you are going to get as part of the Mortgage Web Success system. I actually did sleep from about 4:00 a.m. to 6:30 a.m., but it felt like I was up all night."

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

"Please forgive me for the length. I know that a lot of you already know that you want to order the course immediately. If that is your situation, then just skip to the bottom, fill out the order form and place your order." I'm assuming that there are a lot of people. Remember, here I am ostensibly talking to the people that have already made up their mind.

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

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

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

If you fall in this latter category, there is one thing I want to stress... I'm sure we're not going to sell out the first 100 systems in the first hour or two, so don't feel too pressured when you are reading the letter.

Take your time and go through the entire letter. In fact, I suggest that you print it out - it will be a lot easier to read that way. Check out everything you get in the system before you make your decision.

INSTRUCTIONS:

Barring any last minute technical difficulties, we plan to release the system at *EXACTLY* 12:00pm eastern time.

I will be sending out a direct link to the letter later on, but the best way to get to it this afternoon is to go to our Countdown page.

If you refresh that page after 12:00 pm eastern, it will direct you to the proper page where you can see my letter and order your system.

This is the link to the countdown page:

<http://www....>

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

“I’m sure we’re not...” and here. Look at all this copy editing I’m doing. It just shows you that you can always get better. “I’m sure we’re not going to sell out the first 100 systems in the first hour or two, so don’t feel too frenzied when you are reading the letter.”

Again, I’m doing a lot of copy editing here. “Don’t feel too pressured when you’re reading the letter. Take your time and go through the entire letter. In fact, I suggest that you print it out. It will be a lot easier to read that way. Check out everything you get in the system before you make your decision.”

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

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

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

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

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

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

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

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

Subject: Mortgage Web Success is now LIVE!

Just a quick note... the Mortgage Web Success system is now live. Get all the details here:

<http://www.url> to sales letter

Remember, those first 100 spots are going to go fast - there are thousands of people on this Priority Notification list, and in 60 minutes I am going to send an announcement to my main list of xx,000 loan officers. }

best regards,
Brian

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

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

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

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

Subject: Mortgage Web Success is now LIVE!

Just a quick note... the Mortgage Web Success system is now live. Get all the details here:

http://

Remember, there are BIG incentives for the people who jump onboard quickly... so it is in your best interest to check this out now.

Here is the link again:

http://

best regards,
Brian

P.S. This system is going to revolutionize a lot of originator's businesses. Yours might be one of them, but you will need to act quickly. We have lots of special bonuses that will be going away soon. http://

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

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

Subject: You've got a second chance...

Tuesday morning at 12:00pm eastern time, we launched Mortgage Web Success... and things just went nuts.

(I would like to use stronger language than that, but I try to keep this email list "G" rated :-)

We had people signing up so fast that I thought our Internet connection was going to melt.

Which means we sold out our first 100 systems WAY faster than I thought we would. That also means that the special bonus for the first 100 people to sign up is now long gone. My apologies if you missed out... I know some folks had unavoidable conflicts and couldn't be waiting at their computer when we went live.

HOWEVER, I have some good news for you. We did some brainstorming Tuesday night, and we came up with an idea. This is the deal - the special teleseminar is sold out... but if you sign up for a Mortgage Web Success system by Friday night at midnight, we will make sure you get the RECORDING of that teleseminar.

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

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

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

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

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

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