



# JEFF WALKER'S PRODUCT LAUNCH FORMULA 2.0

## **Module 3: Pre-Launch**

### **Driving Your Market Into A Frenzy**

#### **Video 6: Step-By-Step Through An Actual Internal Launch, Part 3**

We are going to continue to walk through this launch. We follow up the second day after the launch. This is a big thank you. This is the thing I love to do. We are writing ostensibly, the e-mail is directed to the people who bought, but the real message is going to the people who have not bought yet.

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Subject: Mortgage Web Success: Thank you!

It is now about 48 hours since we launched Mortgage Web Success. The response so far has been way beyond anything we could have imagined.

Joe, Ben and I would just like to take a moment to stop and say "thanks" to everyone who has jumped onboard - it has been exciting watching all your sites go up, and helping out everyone who wanted some extra help getting their site "just right".

If you HAVEN'T already signed up for your system, we are nowhere near capacity... but we are not going to compromise our customer support for Mortgage Web Success - if we fall behind, then we will immediately close down the system to new orders.

So if you are "sitting on the fence", then now is the time to act. You do NOT want to get caught on the sidelines when everyone else is generating new loans with their Mortgage Web Success system - especially when it is so completely risk free to give it a try...

You see, during our launch week we are giving a 30 day trial. Try out the system for 30 days, and if you aren't ecstatic we will happily refund ALL your fees, including the setup fee.

"It is now about 48 hours since we launched. The response has been beyond anything we could have imagined. We want to say thanks to everyone who has jumped aboard. It has been exciting watching all your sites go up and helping out everyone who wanted some extra help getting their site just right."

Again, this is a really powerful technique. You are addressing the people who have already bought, the people that have already gotten their sites up. We are 48 hours in and these people already have their sites up and they have them just right. That is powerful.

Put yourself in the position of the person who hasn't bought and is watching this come in. He is thinking about those people who have bought. They already have their sites up and they've heard about how these sites are going to be so great. Wow, everyone else bought just two days ago, and they already have their sites set up.

Maybe these very people have gone to some webmaster or have had some webmaster cold call them and then the webmaster takes months to get their site up. Now, those that haven't purchased yet are hearing about people getting their site up in 48 hours. I mean, that is fantastic.

Now we address directly the people who haven't bought yet. "If you haven't already signed up for your system, we are no where near capacity, but we aren't going to compromise our customer support for Mortgage Web Success. If we fall behind then we will immediately close the system to new orders."

There is a double message here. We're communicating that boy, we're great guys and we're going to take care of the people, who bought from us, but also, you better think about buying right now or else you might get shut out.

"If you are sitting on the fence, then now is the time to act. You don't want to get caught on the sidelines." This is powerful copy here. "You do not want to get caught on the sidelines when everyone else is generating new loans with their Mortgage Web Success System, especially when it is so completely risk free to give it a try." That is powerful copy.

People do not like to get caught sitting on the sidelines, especially when other people are generating new business here. That is powerful stuff. You can probably drop that into your launch. This copy might not work for a hobby launch all that well, although it very well might. Certainly any type of launch like this it will work.

"You see that during our launch week we are giving away..." Here we talked about it being completely risk free. This is the first time we've mentioned our guarantee in the e-mail. Of course it is on the sales letter and we've talked about it in the e-mail, but this is the first time we've been explicit with the guarantee.

"During our launch you are going to get a 30-day free trial. If you aren't ecstatic we will happily refund all your fees including the set-up fee. Speaking of that set-up fee, in our initial launch period our fee has been reduced by more than 50%. Launch period ends next Wednesday at the latest." So now we are starting to talk scarcity. This is our first mention of the launch ending and our first mention of scarcity. Earlier on we were talking about the 'first 100' scarcity, and

then the 'buy by Friday' to get the teleseminar; now we are talking about the end of the launch.

And speaking of that setup fee, in our initial launch period that fee has been reduced by MORE than 50%. That launch period ends next Wednesday at the latest... and as I mentioned above, we might even close it down early if we feel our customer service can't keep up with all our new clients.

You can get all the details here:

<http://www>

best regards,  
Brian Sacks, Joe Garris, and Ben Hathaway

PS: I just KNOW we are going to have loan officers closing lots of loans this summer due to their Mortgage Web Success systems. Check it out:

<http://www>

It continues here, "We might even have to close it down early if we feel our customer service can't keep up with all the new clients." Again, we are showing our concern that we are going to be able to service people properly and we might have to shut it down early. That just adds to the scarcity.

"That's about it. I just know we are going to have loan officers closing lots of loans this summer due to their Mortgage Web Success System." That is just reiterating the benefit of having this system.

As I mentioned earlier, this is the lull period in terms of timing. When you are in to your second and third day after the launch, you have done your initial launch, your initial tsunami, you came back with social proof the next day. After that, you still have a day or two until you really start to get into the scarcity messages. You have this bit of a lull.

Often I will drop some content or I'll send an e-mail that sort of feels content rich. That is what this is intended to be. It feels like it sort of has some content to it.

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Subject: About your current web site...

I have gotten several emails from people who absolutely LOVE what we are doing with Mortgage Web Success, but they tell me "I already have a web site".

I can understand this sentiment, but this logic is all messed - up for several reasons...

First, when was the last time that you saw a town of any size that only had one McDonald's restaurant in it?

This is the deal - McDonald's knows that when they put a second store into a city, it doesn't cut into the business at the first store... it actually INCREASES it.

It is the same with your "web presence".

There is no reason you shouldn't have more than one web site - the second site will not cut into the effectiveness of your first site... you will just generate more traffic, more leads, and more business.

"I've gotten several e-mails from people who absolutely love what we're doing with Mortgage Web Success, but they tell me that they already have a web site. Of course, that logic is all messed up. When was the last time you saw a town of any size that only had one McDonald's restaurant in it? This is the deal. McDonalds knows that when you put up a second store in a city, it doesn't cut down on the business at the first store, it actually increases it. It is the same with your web presence."

Basically what we are doing is telling them they should have more than one web site. If they already have one, they can use this as a second web site. "There is no reason why you shouldn't have more than one web site. The second site will not cut into your effectiveness of the first site. You'll just generate more traffic and leads. There is an even better reason to get a Mortgage Web Success site. That is because your new site will be a lot more effective."

But there is an even better reason to get a Mortgage Web Success site... and that's because your new site will be a whole lot more effective than your current site - and you can test this out without any risk whatsoever...

Give one of our sites a trial run... and if you aren't convinced that your new Mortgage Web Success site will more than pay for itself (many times over), then you can simply cancel and get ALL of your cost refunded (and no hard feelings - if we don't earn our keep, then we don't want your money).

To get ALL the details on what you get (including our famous 5 minute setup) go here:

<http://>

But don't delay, our one week launch period is almost over... which means the cost will be going up.

best regards,

Brian Sacks

This is going back to the guarantee. "Give it a trial. If you aren't convinced, you get your money back. You get everything refunded. To get all the details, including the famous five-minute set-up, go here. Don't delay. Our one week period is..." Now we are continuing to hint. That last e-mail we actually hinted a little bit, but now we are continuing to hint about the one week launch being up.

This reiterates our value proposition in the P.S. that it shouldn't be costing you money. It should be a profit center. This introduces a new idea that up to this point, we really hadn't introduced and that is the fact that even though they already have a current site, having another site is just that much better. "You should have more than one site. Even if you are happy with your site, buy one of our sites."

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Subject: 24 hour notice... last chance

{!name\_fix}

OK, we are getting down to the wire now... in just about 24 hours we are going to close down our Mortgage Web Success launch special.

This is literally your last chance to jump on board and take advantage of the big savings AND the extra bonuses.

And if you act now, you could have a profit producing highly-optimized web site set up in the next hour. Here is the link:

http://

Unfortunately, I know there are some people reading this email right now that will procrastinate for one reason or another, and will miss this opportunity to save big and get a bunch of extra bonuses.

But even worse, for every day that they wait to sign up, they will be losing out on the lead-generating, profit-pulling power of the Mortgage Web Success system.

Our next e-mail is a standard 24-hour notice, 24 hours to go. This is a very typical subject line here, and very, very typical copy. You can just cut and paste this right into your launch. "We are getting right down to the wire with about 24 hours to go. This is literally your last chance to take advantage of these big savings and the extra bonuses if you act right now you could have your web site in the next hour. Here's the link."

Basically, in this launch we had a series of bonuses that went away throughout the launch, plus we had the price going up at the end of the launch. Remember I said that something bad has to happen at the end of the launch to get people to move. In this case we had bonuses going away and we had the price going up.

"This is your last chance to jump on board and take advantage of the big savings and the extra bonuses."

Fairly short, and we take them to the URL. This is that standard formula I like to use in my e-mails. Write a few fairly short lines and add the URL, take them to URL. Then write a bit more, some more 30 or 40 words then add the URL, take them to the URL again. Then in the P.S., add the URL, take them to the URL again. This is a typical formula for an e-mail.

There is some powerful copy here. “Unfortunately I know that there are some people reading this e-mail right now that will procrastinate for one reason or another and will miss the opportunity to save and get a bunch of extra bonuses.”

What you are doing is stepping them through, stepping them into the future and getting them looking at what they are going to feel like and what it will be like if they mess up and miss. It is not so in your face that you say, “Oh, this is how you’re going to feel if you miss out.” That is just a little too, in your face for e-mail in my opinion.

Here you are talking about some unnamed other people that are reading this e-mail right now, but they’re going to screw up and they are going to miss out. What you are doing is helping to walk that person through what they, themselves would feel like if they missed out. This is powerful scarcity copy right here.

This is some more. We are trying to get them to not wait until that extra day because you always want them to act now instead of waiting. It is always better to have someone act immediately. “Even worse, for every day that they wait, they will be losing out on the lead generating profit pulling power. Don’t be one of these people. Go here now.” Then reiterate the guarantee and add another link.

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PS: Don't forget, we have any amazing guarantee that literally removes ALL the risk from your decision. Getting a new web site set up on this system is literally a "can't miss" proposition. Try it for 30 days, if you aren't happy, you get all your money back.

Here is the link again:

http://

PPS: I just had to find some place to squeeze in some of the wonderful comments that we have been getting from the people who have already jumped on board and gotten a Mortgage Web Success system:

From Joe Blow in Peoria:

- > Thanks a Million!!
- > You were very quick and thorough with response to my
- > request. Please forward my compliments to those you
- > report to.
- > Thank you again.

From Sally in Lincoln, Nebraska:

Then continue, "P.P.S. I just had to find some place to squeeze in some of the wonderful comments that we've been getting from the people that have already jumped on board and gotten a Mortgage Web Success System."

Remember, I'm writing this copy and then I'm sending it over to Brian to put it in his e-mail program to send out. Brian was the one getting the testimonials. I wasn't getting the testimonials. I put one here for him to replace after I sent him this e-mail. Obviously he is not going to send something from Joe Blow in Peoria. He is going to take a real testimonial and substitute it in here.

Since we were talking back and forth every day, I knew he had real testimonials to put in here. This is simply place holder copy that I put in here, so I knew that he would format it the way I wanted it formatted. So that was your standard 24-hour notice with some real powerful scarcity copy right there.

The next e-mail went out the day that the launch was scheduled to end. This is very typical copy I like to have when we're coming right down to the wire. At this point, you have pretty much beat people over the head. You've given them a 24-hour notice, the day before that you gave them the scarcity notice. For at least, about 48 hours, you have been really playing on the scarcity and hitting it over and over.

People get sick of hearing that even though it is a super powerful message. Many are going to wait until the last second Anyway. You are going to see a huge rush at the end. People will get sick of hearing about this stuff, about the scarcity when you pound it, and pound it, and pound it, even though you need to pound it.

Typically, in my last message on scarcity, I'm very resigned and I'm just really hoping that people don't get mad at me. I'm just doing this to cover my butt, so they don't mad at me. This is typical copy that I'll use on my last day.

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Subject: Don't get mad at me... 6 hours to go

{!name\_fix}

OK, I am only sending you this email for one reason...

I know that if I don't give you a final final FINAL last minute warning, then someone is going to miss the deadline for Mortgage Web Success.

And after they miss the deadline, first they are going to be sad. Then they are going to get mad. And when they get mad, I will probably be the one they get mad at.

So I am just trying to cover my butt here - I figure if I send out one last reminder, then I can point to it and say "I told you so" when some folks get shut out.

So this is the deal... if you want to jump onboard our Launch Special and try out a zero-risk Mortgage Web Success system, you only have a few hours. It all ends at midnight eastern time tonight... Friday, June 16th.

Here is the link, go there and get your system now... or regret it tomorrow:

<http://www>

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As I mentioned earlier, I'll send this last one out typically early in the morning on the last day. I'll send it out at 6:00 a.m. The latest would be 8:00 a.m. on the day that you are closing down. In this case, remember, bonuses are going away and price is going up.

Let's look at the copy. Again, this is the sort of covering my butt e-mail. "I'm only sending you this e-mail for one reason. I know that if I don't give you a final, final, *final*, last minute warning, then someone is going to miss the deadline for Mortgage Web Success. After they miss the deadline, first they are going to be sad, then they are going to get mad. When they get mad, I will probably be the one they get mad at."

Actually, right here I say that I'm covering my butt. "I'm just trying to cover my butt here. I figure if I send out one last reminder then I can point to it and say, 'I told you so,' when some folks get shut out."

Of course, what am I doing here? I'm walking them through this emotional journey of what it's going to be like if they miss the deadline. I'm telling them they are going to get sad and then they are going to get mad. I'm walking them through, stepping them forward, this emotional journey and what it will be like if they mess up and miss this offer.

Then of course, no one likes to be told that, "I told you so." I'm just saying that if you mess up and you miss out, then this is what you are going to hear from me. "I told you so. No one likes to hear that so if you want to avoid that, then go ahead and buy right now."

Then, I spell it out. "This is the deal. If you want to jump on board our launch special and try out the zero risk Mortgage Web Success System, you only have a few hours. It all ends at midnight Eastern tonight."

This is all very powerful copy. Again, you could take this and drop it right in to your e-mail virtually unchanged, just put the name of your product in here, and you are all set. This is very, very powerful copy. This idea of taking them through this emotional journey and stepping them into what they are going to feel like if they miss out is powerful stuff.

PS: In case you don't think I am serious, then go look at the site now... then come back Saturday morning. You will notice a big difference.

Here is the link again, go take a look:

<http://>

Of course, we have the P.S. "In case you don't think I'm serious, just go take a look at the site now. Then come back Saturday morning and you'll notice a big difference." It is standard P.S. stuff there.

We have one more e-mail to show you on this launch, because we did a bit of a double clutch here. This was sort of cool. Remember, something bad happens at the end of the launch if they don't act. Typically, the three big ones are the price goes up, bonuses go away, or the product goes off the market.

In this case, bonuses were going away and the price was going up. So that's pretty big scarcity. What we did here was the old double clutch. We came down to the end with that scarcity, but then we gave them a little bit of a reprieve with a reason why. You'll see what we did here.

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Subject: MWS being pulled off the market...

{!name\_fix}

Well, we just had a sudden change of course...

Yesterday I sent you a "24 hours notice" that our "Launch Special" for Mortgage Web Success was ending on Friday at midnight eastern time.

In the few short hours since I sent that email, we have gotten a FLOOD of new members. It looks like you folks procrastinate almost as badly as I do. :-)

In any case, with this huge influx of new orders we have made a somewhat painful decision...

In order to protect the integrity of our customer service and make sure we can completely fulfill all the promises we have made to our current customers, we are going to be pulling Mortgage Web Success OFF THE MARKET.

(It's no secret that we have quickly built a reputation for great customer service - we are NOT going to jeopardize that reputation.)

We sent another e-mail and we said, "It is now being pulled off the market." That's different, we hadn't said anything about that before. We just made a sudden change of course.

"Yesterday, I sent you a 24-hour notice that our launch special for Mortgage Web Success was ending on Friday at midnight Eastern. In the few short hours since I sent that e-mail, we have gotten a flood of new subscribers. It looks like you folks procrastinated almost as badly as I do." Here I am sort of doing that likeability thing because I'm just like they are. I procrastinate just like they do.

"Huge influx of orders..." of course is social proof. In order to protect the integrity of our customer service, because we are great guys, we

care about our customers..., so we are pulling this thing off the market. We're reminding them that we have great customer service. "Before you panic this isn't permanent." We are being nice guys here, so we aren't permanently pulling it off the market, "so don't worry."

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Now before you panic... this is NOT permanent. We will eventually be opening back up and taking new members. We don't know how long this will apply - my best guess is 30 days - it might be shorter, it might be longer... but 30 days is a good guess.

Since this is a rather drastic action, we have decided to extend the ordering deadline until Sunday at midnight eastern.

So if you act now, you can still get your system (PLUS all the Launch Bonuses, PLUS you will still save \$100 on the setup fee). But you only have until Sunday to get on board.

Here is the link:

<http://>

best regards,  
Brian Sacks

PS: I know that sometimes I write in a casual, friendly manner. However, if you wait until Monday and try to sign up then, you will find out I am not always friendly and easy-going. On Monday you will run into a brick wall... you won't be able to get a Mortgage Web Success system. You need to act now:

This is another one of those, "Don't worry. I don't want to put pressure on you," but it really does put pressure on them.

"We will eventually be opening it back up and taking new members. We don't know how long this will apply. My best guess is 30 days. It might be shorter; it might be longer, but 30 days is a good guess. So we are pulling it off the market for at least 30 days, so you have to act now. But don't panic, I'm not putting pressure on you. Since this is a rather drastic action we've decided to extend the ordering deadline to Sunday at midnight Eastern."

Basically we are extending it 48 hours. “If you act now you can still get your system plus all the launch bonuses plus you’ll still save \$100 on the set-up fee, but you only have until Sunday to get on board. Here’s the link.”

Then I’m going to put the pressure on. “I know that sometimes I write in a casual, friendly manner, however, if you wait until Monday and try to sign up, you’ll find that I’m not always friendly and easy going. On Monday you will run into a brick wall. You won’t be able to get a Mortgage Web Success System. You need to act now.”

We had a Friday deadline. We walked them into the Friday deadline and then right at the end, right before we pulled it back from them, the deadline was, “Act now or the price goes up and these bonuses go away.” Then right at the deadline, we came back and we said, “You know what? It looks like we are going to have to pull it off the market, but since we are going to have to pull it off the market, since we are changing the rules right in midstream, we are going to give you a reprieve and give you another 48 hours.”

This is a bit of a double clutch. This type of thing will often work well because it essentially gives you two deadlines. If you haven’t been through one of these launches before, you just don’t understand how powerful a deadline is until you go through it.

You will be going along, and let’s just use some rough numbers. Let’s say whatever you offer, you launch and you sell 50 of them in the first hour and the first day you sell 100 of them. Maybe the second day you sell 50 of them. The third day you sell 20 and the fourth day you sell ten. The fifth day you sell ten. Then you start looking at the deadline and all of a sudden on that sixth day you’ll sell 50. On the seventh day you’ll sell 100 of them.

It is amazing. Those numbers are all over the place. Obviously I am just making those up, but it is amazing how powerful that final deadline is. In doing something like this, you essentially getting two deadlines. That second deadline won’t be nearly as powerful as that first one is, but it will still be very, very powerful. This is the old double clutch where you get two deadlines, and we used a reason why, because we are pulling the product off the market.

We really changed the offer and said, “We are just trying to be fair. Before you thought it was the price is going up and bonuses are

going away. That is not as drastic as the product going off the market. But now since it is the product going off the market, it is a lot more drastic so we are going to give you another chance, another 48 hours to act.” It can be very powerful.

This launch did come off really, really well. I’m not at liberty to say exactly what we ended up doing with this launch, but it was in the hundreds of thousands of dollars. It was a very, very effective launch. Hopefully, you got a little bit out of it as we walked through that entire launch. A lot of this copy is all custom copy that I wrote. The only piece that wasn’t completely created for this launch was that 34 minutes to go e-mail. And that one is a winner for sure.

You can take a lot of this copy and drop it right into your launch and it will be very, very effective, no matter what your market, no matter whether it is for a moneymaking product like this, or for a niche product, or for a hobby product, it doesn’t matter. This copy is good and it’s going to work for you. Feel free to use it and drop it right into your launch.