



## Module 3: Pre-Launch

### Driving Your Market Into A Frenzy

#### **Video 7: Step-By-Step Through An Actual Internal Launch, Part 4**

We just went through the Mortgage Web Success launch. This was an internal launch where we weren't using JV partners. One of the beauties of internal launches is that you control everything from start to finish. You control all your e-mails.

In other words, if you were doing this launch as a JV launch, remember we took almost a month here to launch this thing. If you had partners that were mailing at the beginning of the launch, and partners that were mailing a week into the launch, and partners that were mailing two weeks into the launch, and partners that were mailing three weeks into the launch, then all those people coming in to the launch would be coming in at various points.

They would be exposed to varying amounts of your pre-launch material. That is fine and we can work with that, but it doesn't have the control and the pure symmetry of a launch to your own list. In reality, when you are launching to your own list, some people are not going to be paying attention early on and they are not going to clue in to what you're doing until later on.

But still, the really nice thing about it is you do have a lot more control. What I want to do now is go back and look at our overall trigger strategy and timing of those triggers and what we are doing throughout the various phases of the launch, and then show you how we did that with the Mortgage Web Success.

We already went through it step by step, now I want to look at the big picture and how we did it. Remember, in the pre-pre-launch, the number one thing we're doing is identifying the offer and we're

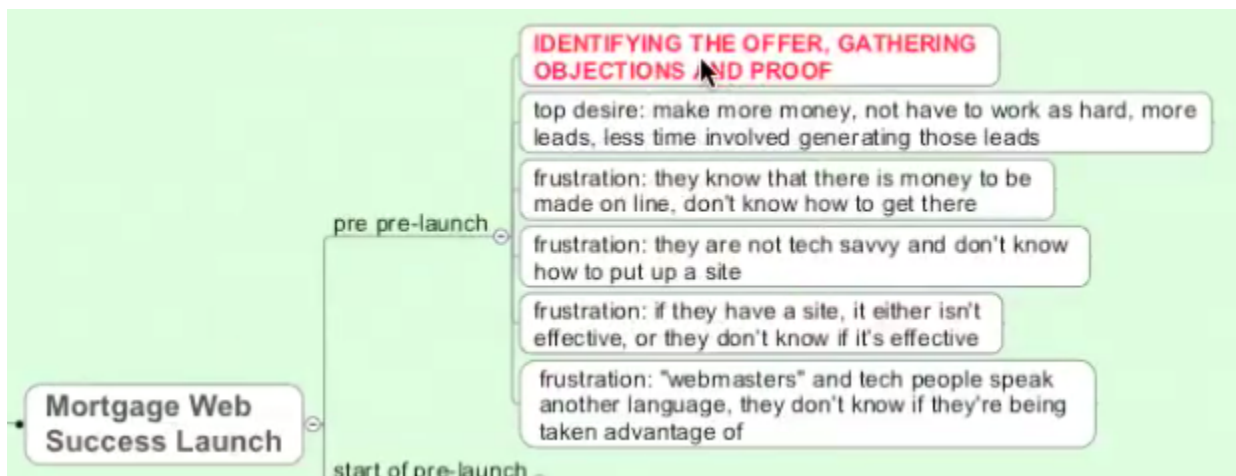
gathering objections and proof. At the start of pre-launch we focus on their frustrations and their aspirations. In the mid pre-launch we are hitting on some of the triggers. It isn't as well defined as what we're doing right at the beginning of the pre-launch and the pre-pre-launch.

The week before the launch we shift to focusing on the product. On launch day we are typically using social proof and scarcity, and then later in the launch day we are looking to e-mail a second time with the tsunami moment. Then we get into this period the day after the launch up to a couple of days after the launch that aren't quite as well defined.

At the end of the launch we are shifting the focus to scarcity and we are really starting to hone in on the end of the launch. Remember we talked about something bad happening if they don't act.

Let's go back and look at how we did that. We sent out a lot of e-mails. There are a lot of steps in this Mortgage Web Success launch, but if you really look at it, it was a very, very simple launch. We put out a bunch of e-mail; we put out a PDF report and we put out a couple of videos that did nothing but walk people through the product.

One of the reasons that I picked out this Mortgage Web Success launch to show you as the first launch we really walked through was because of that simplicity. There were a lot of steps, a lot of e-mail, but it wasn't very complex, and there were not a lot of twists and turns. It was very textbook and it definitely fit into the way I handle the overall timing and strategy of the various triggers.



Let me just show you how it fit in and the context. If you'll remember, in the pre-pre-launch our focus is on identifying the offer, gathering objections and proof. Of course, with this type of an offer where they built out a fairly extensive web based system where people can build their own web sites and stuff, then that is not something that gets built overnight. There is a lot of work that goes into that, a lot of planning for all this super fancy software. .

You can't just go and change the offer overnight based on this survey you do or the questions and the comments that are coming in 30 days before the launch, but you are able to tweak the offer a bit.

One of the main things in the offer is what the guarantee is. We were tweaking the guarantee, we were tweaking the pricing, and we were tweaking the ongoing monthly pricing and the set-up pricing. We were looking at all that stuff. There were slight modifications to the offer based on the feedback that we got.

We also added bonuses. We added the teleseminars. There were other bonuses like information based bonuses that we were able to add or subtract or emphasize in one way or another. So we did tweak the offer a little bit.

This is very much about gathering the objections, going into the launch and gathering the overall mindset, the aspirations and the frustrations. Since Brian was very much tied into this market and since they had sold this product once before at a live seminar, they had allowed some initial beta testers to get set up. They had a good idea of what the overall real frustrations were, what the hot points were, what the aspirations were.

Still it was good to go back and touch people and ask them for their opinion both to get some more data and to get them involved, get the interaction going, and get a little reciprocity going. This is what they identified. The top desire, of course, for these loan officers was to make more money, but also a big one was not to have to work quite so hard.

A lot of these guys, a lot of the people they were selling to, were working crazy long hours and they were thinking the way to make more money was to keep on working more and more hours. They want to make more money. They don't want to work as many hours or has hard to make that money. They are always after more leads.

That is the driver for this business. For them, it is about getting more leads that they can sell to. And they want less time involved in generating those leads.

They had some big time frustrations. First of all, this whole internet thing is going on. They know there is money to be made there. They know a few loan officers have figured it out but they just don't know how to get there. It is too complicated. They aren't tech people. They aren't necessarily all that online. They are probably doing some research online. They are using the internet for some things. They're e-mailing, but they aren't tech people.

They aren't going to sit there and figure out how to build an online business. They know there's some money out there but they don't know how to get there. They are not tech savvy. They don't know how to put up a web site. If they have a site, a lot of them might have a site, but it is either not effective, they aren't pulling traffic, they aren't converting any traffic they have into leads, or they just don't know whether it is effective or not.

They have a web site up that someone put up for them. They don't know if it's doing anything. They just know they are paying a bill for it every month. Also, there's this frustration where a lot of the people they talk to are webmasters or they are these tech people. They are speaking a completely different language so they just don't understand them. They don't know if they are being taken advantage of.

It is like taking your car to a mechanic and he starts talking to you about something in your engine and you have no clue what they're talking about and you just have no frame of reference. You don't know if you are being taken. You don't know if they are just cheating you. You just don't know.

This is a big frustration for them. They are at the mercy of these tech people when they just don't speak the language or don't have a clue. They don't even know how to judge whether the site is effective or whether it is a waste of money. Some of them are probably paying thousands of dollars for very simple sites that aren't ever going to make them any money. Even if they're not, they have this inkling that they might be. So there is big frustration there.

Now you'll notice as we went through this launch, we just pounded on these frustrations and aspirations time after time, after time. In fact, the launch really starts off right off the bat giving them a PDF report. The PDF report just hits them over the head with these aspirations and frustrations right from the very beginning.

In fact, if you even look at the very first e-mail we sent out that was the initial gathering of questions, the surveying type of thing; we were even hitting those aspirations and those frustrations at that point. Basically, this launch was a lengthy process of just continually going back and hitting that aspiration, but also hitting their frustrations over and over and over.

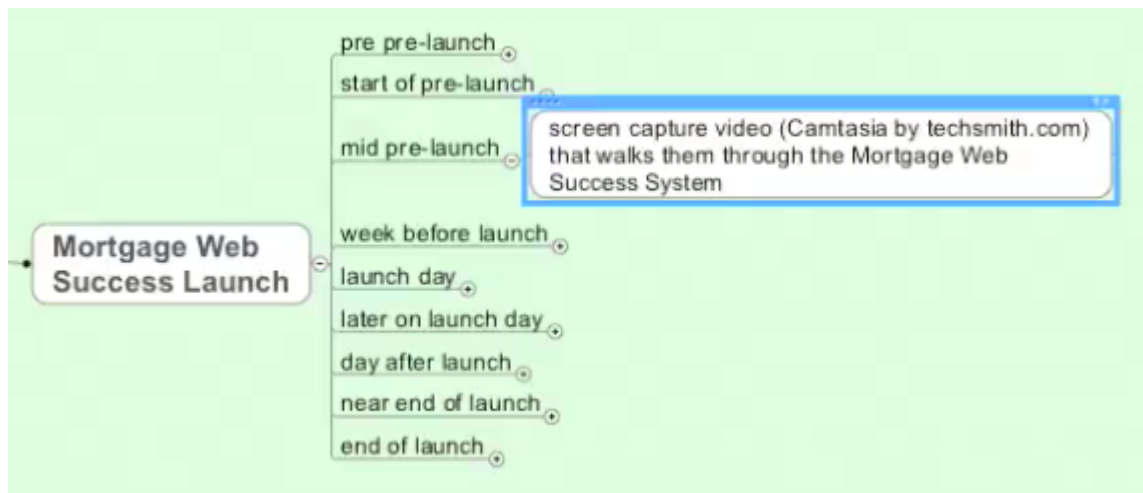
Then we gave them a gradual education of what they need to look for in an effective web site that is going to market for them, and an education in terms of all the stuff they need. This system, the Mortgage Web Success System, had been designed to give them the product they needed which of course, also answered all their objections and answered all their frustrations.

When I say it was a simple launch, you might look and say, "Boy, you sent out a whole bunch of e-mails." I didn't even count up exactly but I think there are probably 16 different e-mails plus a couple of videos plus the one special report. But if you look at it, there weren't a lot of twists and turns. We just kept on hitting these frustrations over and over and over. It really wasn't a very complicated sale.

Remember, the start of the pre-launch is when you focus on the aspirations and the frustrations. If you go back and look at the special report that we created, basically that was all it was about. It starts off and it just hits one frustration and the trouble point, one after another, after another. It just so happens that their product answered every single one of those.

If you look at the actual report I gave you, I don't have the final one that we produced. I just have the initial part I created. There wasn't any call to action at the end. In general, you want some type of call to action. Often in a launch that means simply sending them back to the blog to make comments. You usually want some type of call to action in the report.

As I was going back through it in preparing this video, I realized that we left off the call to action on that report. It was later added, but I don't have the final version to give to you.

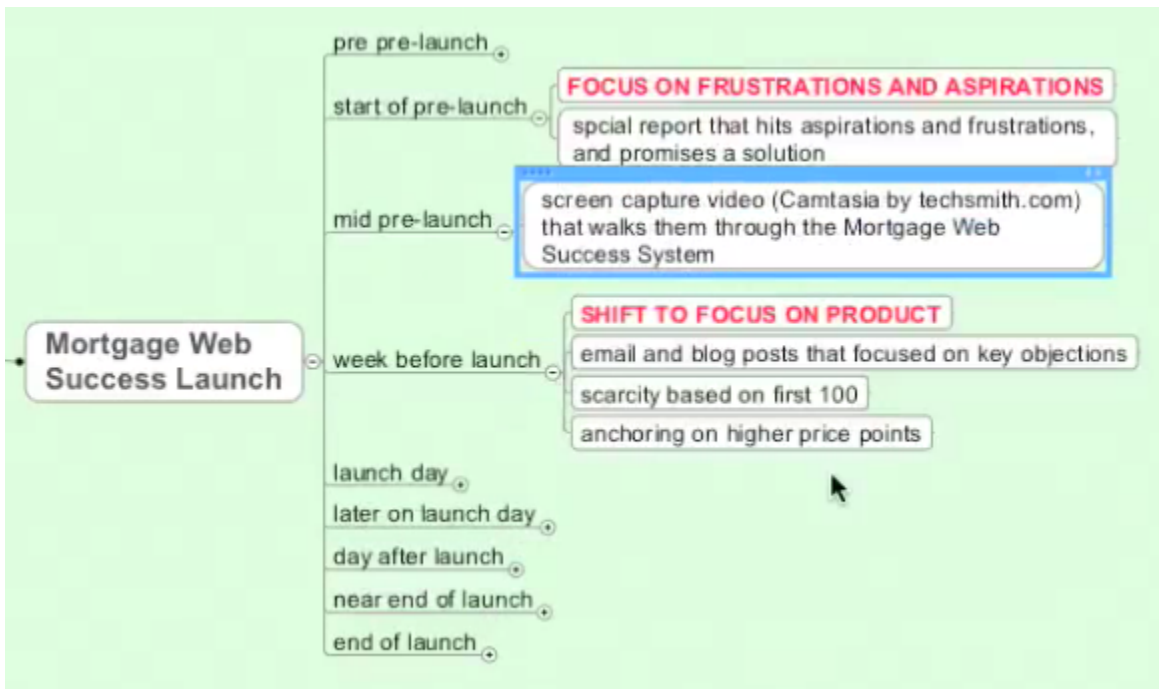


As we went forward in the mid pre-launch here we released the screen capture video which we often refer to as Camtasia. Camtasia is the program that is a Windows program that we use to create the screen capture video. You can get that at [www.TechSmith.com](http://www.TechSmith.com).

At the moment there is not a Mac version of Camtasia. It should be coming out some time in the future. If you are on a Mac you need to use a program called either Screen Flow which is available from [www.VaraSoftware.com/products/screenflow](http://www.VaraSoftware.com/products/screenflow) or iShowU. I'm not sure what their web site is, but the iShowU program is what I am using right now to create this.

Screen capture video was used to walk them through the Mortgage Web Success System. A lot of times you might want to use full motion video where you can actually see an image, typically a talking head type image. But in this case since we are demonstrating a web system, we used the screen capture video.

Screen capture video in a lot of ways is easier to do. We got into the selling of the system pretty early in this pre-launch. Often, you might be doing a stealth launch where you spend more time talking about their frustrations and aspirations, but you don't really tell them what's coming. If you go back and look, right in the special report we basically told them what was coming. We told them we had this great system that answered all those trouble points. It was going to be the best thing since sliced bread. It gave them exactly what they needed.



Then we followed up by actually walking through the system in the video. The week before launch we were already focusing on the product to some extent up here, but then we shifted to a very strong focus on the product. The e-mails and the blog posts focused on the key objections.

The two major blog posts that we did were dealing with the idea of traffic and how do you get traffic to your web site. A lot of people might say that yeah, a web site is really good, and that is all cool and great and stuff, and you are going to give me this fancy groovy web site, but how am I going to get traffic to the web site?

We created a blog post that answered that objection. We also had another blog post about the price objection. Price is almost always an objection. We turned that around and said this isn't a cost. This is a profit center. So it's not a cost center, it is a profit center. If you are doing anything business related or making money related then that is a great way to go. You show them how it is an investment that is going to make them money.

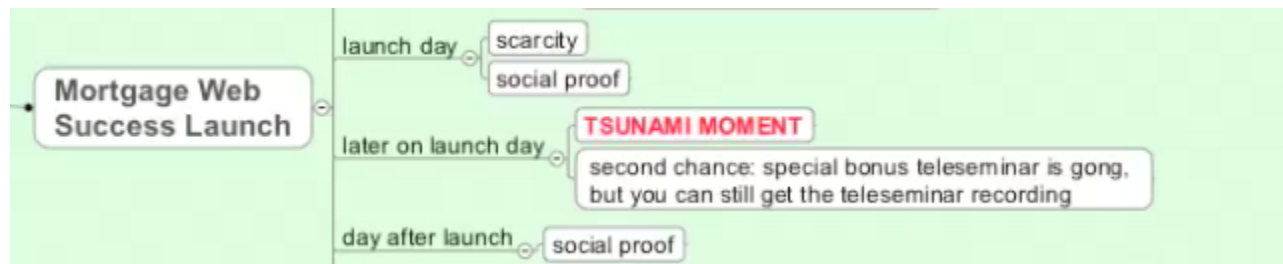
We used scarcity. We drilled in the first 100. We were pretty vague on why they wanted to be in the first 100, but we drilled in pretty hard throughout that week that there is this big time scarcity.

Then a couple of different times we were anchoring on higher price point. We were talking about higher prices, much higher prices than what we were actually going to charge for the system. Often when you are anchoring on prices or even anchoring on scarcity, you could start talking about scarcity. Here we talked about 100 but we could have talked about any number. In effect, we didn't have this hard limit of 100 for the scarcity, but we kept on anchoring on the 100.

One hundred got the quick start-up and 100 got the teleseminar bonus. It wasn't like we were limited to 100 systems, but a lot of people reading this might have thought that we were limiting it to a hundred sales. So we anchored on that scarcity number of 100. Then we anchored on higher price points.

Just by talking about higher prices, especially in the days before the launch, you can get people thinking it is going to be more expensive. Then when you drop them on the sales letter, it is less expensive. Then it makes it like an impulse purchase.

Also, when you anchor on higher prices, even if they don't expect to pay those higher prices, if you anchor on a higher price, then your price is going to feel and seem lower in comparison.



On launch day we did this typical, very simple e-mail. Just go buy now. We did scarcity and social proof. In the initial launch e-mail we didn't really hit that. It was just go buy now, but later on launch day we came back with the tsunami moment which was that we sold out of those first 100 almost immediately. That creates some social proof, but then we gave them this second chance to get the recording of the bonus teleseminar.

The tsunami moment is this whole idea that things are going crazy. "So many people want to buy this thing. Orders are pouring in. We are barely keeping on top of that thing." All of that is social proof. It is

showing that other people want the system and are buying the system and are happy with the system.

That bit about being happy with the system is implied under the service, but the fact is, “You aren’t alone. You aren’t the only person out there that is buying this thing. You aren’t the only sucker out there. There are a lot of other people that are jumping on board and believing everything that we’ve been telling them.”

Of course, when I say that, when I say sucker and believing everything, this is a great product. It was a great product and people were going to have great success with it. The people buying it were not suckers and they were not getting taken in, but when everyone is sitting there looking to buy your stuff, that is what they are wondering. They are wondering if they should believe you. You are publishing online. You could be anyone. They don’t know who you are.

This is all about building up proof. It is all about building this proof, this overwhelming social proof that other people are making this purchase, other people are happy with you, and other people believe you. When your prospects see that other people believe you and other people are buying, they feel much better about it. That is what social proof is all about and the tsunami moment is all about coming back and saying, “Yeah, lots of other people are buying it.”

A lot of times people are sensitive to the idea that if they miss out on the bonuses, then they don’t want to buy because now they are almost getting a product that is not as good. What we did here was, yes, the bonus goes away, but now we are going to give you something that is almost as good. You are going to get the recording.



After the tsunami moment, in the day after the launch, the next couple of days, this is a social proof message. We followed up with an e-mail that was thanking all the buyers. That is a little bit of likeability and interaction.

It is a really powerful technique to write this e-mail to the people that have already purchased from you, but it goes out to everyone. It is really, really powerful to go and say, "Thanks everyone, we're so excited. We already have you set up. We are already hearing good things back from you. It is so great to have you on board."

You are showing your thankfulness to those people and that makes you likable. It is also social proof. It is almost like they are eavesdropping on this conversation you are having with your new buyers, even though they aren't a buyer. I love those types of e-mails.

Go back and take a look at how we did that. Most of the e-mail is written to the people that have already bought, but then there is an, "Oh, by the way, if you haven't bought yet, well, you can be like all these other cool kids that have already bought." In the days right after the launch, I'll send an e-mail along those lines. I've also done it as an audio. We record an audio thanking people. That was very, very effective.

As we got closer to the end of the launch, then we shift the focus on the end of the launch and really start to amp up the scarcity message. Our scarcity was the price is going up and bonuses are going away. Those are two of the classic scarcity plays. The third classic is the product is going off the market.

Here we are going into the end of the launch. The price is going up and the bonuses are going away. Act now. We started that about 48 hours in advance, just textbook stuff. It goes from being sort of like a gentle reminder, an almost I hate to bring this up, we're almost at the end of the launch and this is going to happen.

At 48 to 72 hours beforehand you'll start to mention it. At 24 hours you get pretty hardnosed with, "You only have 24 hours to act." On the last day it often goes to this 'cover my butt.' "I know I've already reminded you guys of this and I don't want to be a nag, but I'm just doing this to cover my butt."

I almost always will take that tact on the last day. If there is something everyone hates it is being nagged about things. If you've told people about this at the 48-hour mark and the 24-hour mark, then they are getting sick of hearing about it, but you do have to give that final reminder because people do procrastinate. It is amazing how every launch I do, we still end up with this mad rush at the end.

Generally the whole scarcity play that comes at the end, just one more time, any where from 72 to 48 hours, is the first mention of scarcity. Then at 24 hours is a pretty hardnosed mention. "You have to act now, time is running out." Then the final one on the last day is the old, "I don't want to be a nag, I'm just covering my butt, but you have this deadline; you have to act."

Right at the end of the launch we threw in a bit of a twist. Remember, initially we were starting to focus on scarcity and now it is just hardcore. Something bad is going to happen if you don't act. We did the old double scarcity pump. This is where we change the scarcity play right at the last second.

We were going in to it saying the price is going up, bonuses are going away, but then we came back and we said, "You know what? We sold so many of these and we've gotten such a huge response, we have to pull back a little bit and focus on our current customers, so we are actually going to pull the product off the market."

Now this ups the scarcity to a large degree. Price going up is a big scarcity play. The bonuses going away is a good scarcity play. Price going up is a better one. Product going off the market and the price is going up is very, very powerful. Right at the end we turned up the heat in a big way, but we also said, because we are changing the rules of the game, because we are taking it off the market, we are going to give you an extension. We gave them a 48 hour extension.

In essence with the double scarcity pump you are creating a second deadline, because when we announced this, it was already closing down Friday at midnight. That meant Wednesday, Thursday we are starting to talk about the end of the launch. We are starting to talk about the scarcity.

A lot of them have acted by Friday morning, by Friday midday. On Friday morning we come out with the last chance e-mail and then Friday midday when a lot of them have already acted, we say, "Oh,

you know what? We're changing the rules of the game and because we are changing the rules of the game, we are going to give you another 48 hours."

That gives you another deadline to start focusing on and a second deadline will bring in a second rush of orders. Deadlines are amazing in how they bring in this massive rush. The bottom line is that people will miss that first deadline. They will be offline, they'll be on vacation, they'll forget about it or it's not going to be the right time for them, or they just haven't gotten around to it, they didn't open your e-mails. Whatever it is, they'll miss that first deadline.

So giving them a second deadline can be very, very effective. Of course, we had this reason why. The reason why is because we've changed it from raising the price. Now we are actually going to pull the thing off the market which is even tougher scarcity. This is very, very effective. This double scarcity pump, switching the rules right at the end of the game, but giving them a break because nobody likes rules being changed in the middle of the game. You are being a nice guy coming back and giving them a break.

Also, there is social proof here. The social proof is that so many people have bought this thing that we are going to have to pull it off the market temporarily to service all of the new buyers. Hopefully, I gave you some context for this launch. If you look at it, it is very similar.

If you just take a look at this, the way we did this is a textbook example of how I laid all this stuff out for you in this one. This is basically the same thing we did in the pre-pre-launch. It was just textbook. I don't want to open this all up. It will probably give you a headache trying to follow the whole thing. It was just classic textbook stuff.

We figured out in the pre-pre-launch what their frustrations and aspirations were and then we just hit them over and over, and over. Initially it was more about their frustrations and aspirations. As we got closer, we focused more on the product. Then we just used classic scarcity and social proof.

On launch day we followed up with more proof with the tsunami moment. We went from there, to starting to focus on really building up scarcity at the end of the launch and then we did the little twist

with the old double scarcity pump. We ended up with a very, very successful launch.

There were a lot of steps, a lot of e-mail going out, but really it is a very, very simple process if you just break it down and look at the plan we had and the way we broke it down e-mail by e-mail.