



Module 3: Pre-Launch

Driving Your Market Into A Frenzy

Video 8: It's Your Turn - Time To Put Together YOUR Launch Plan

Now that I've given you the overview and shown you a lot of the pre-launch planning and how we put that together, and now that I've walked you through the Mortgage Web Success launch to give you an example of an internal launch, I want to walk you through to create your plan.

Remember, even though the launch I just walked you through for Mortgage Web Success was an internal launch, the same overall launch planning can be applied whether it is an internal launch or it is a big JV launch. If you are doing a quick launch, then you don't have to go to this extent in your planning, but still going through this thought process is not a bad thing.

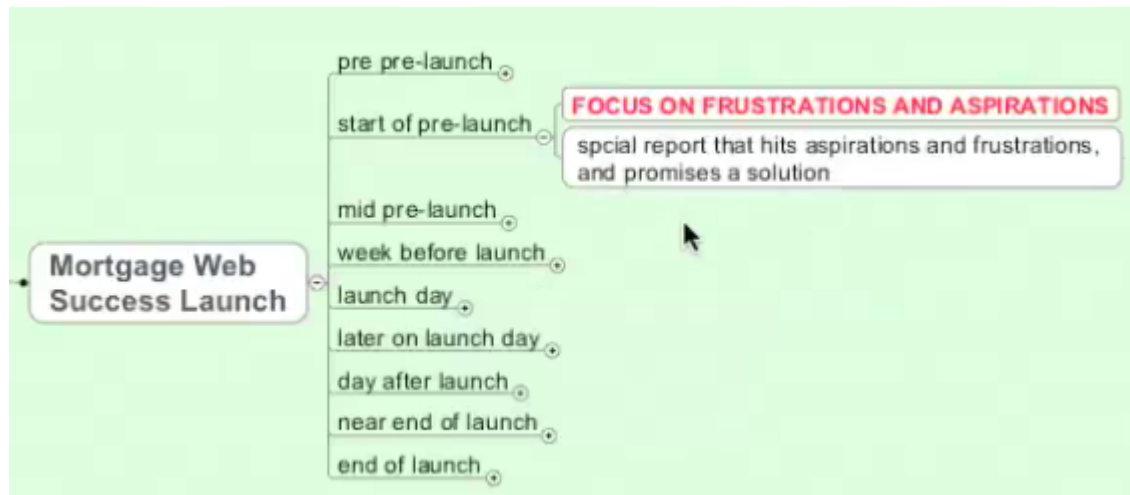
In Module One and Module Two we worked on your story where basically, you wrote out the aspirations, the dreams, and the frustrations and then we talked about how you found the solution and why you decided to share the solution. I had you go through fairly extensive homework in Module One and then take that homework from Module One, and in Module Two build it up into your story.

Now you are going to see how we use that. If you look at that Mortgage Web Success launch, we followed this almost exactly. "I'm a lot like you. I'm a loan officer. I'm not a technical guy, but I figured out how to do this stuff and hired some fantastic partners. They put together this amazing system for you. I know you have the same frustrations I had so I created a solution."

We basically followed this to a T. Then you saw how we took that story and we pounded it into the ground as we went through our

launch. The Mortgage Web Success was a very cookie cutter launch and that is why I wanted to show it to you.

Now we are going to take this and we are going to work on your plan. Remember in the pre-pre-launch which we covered in the last module, we talked about identifying the offer and gathering objections and proof. A lot of that fed right into this story.



Going forward, remember that at the very start of the pre-launch you want to focus on frustrations and aspirations. This is what we are focusing on. We are focusing on their aspirations or dreams and their frustrations. Remember you want to come out with a good piece of pre-launch content to start with.

Come out with your best content to start. Remember when you see a movie preview they don't show you the worst jokes in the movie, they show you the best jokes in the movie. You want to really come out with your best content right upfront. You want to hook them with a little controversy or a shocking report doesn't hurt. Basically, you really want to tie into those aspirations and their frustrations.

Right now take a look at the homework you did for Module One and Module Two where you identified your story and you identified their hot points, frustrations, aspirations and dreams. Right now I want you to basically write down or type into your action guide, what is going to be the focus of your first piece of pre-launch content? What is the big hook here? What can get them excited?

It could be as simple as telling that story of their dreams, their aspirations, and their frustrations. Go ahead and stop the video now

and write or type in the focus for your first piece of pre-launch content.

Next we want to focus on what the format will be. It is really important to get this idea first. As you are going through this you might not be completely sure on this. If you are relatively inexperienced, you might not know how to do video or audio and put this stuff together, so we'll be going through that in the next module.

If you aren't sure what format it is going to be in, don't let that get you stuck, because you really just want to get this idea down. Once you get beyond that, you can start thinking about if you want to do video, which could be full motion video where it is actually you on the screen speaking, or it could be screen capture video, or any number of formats.

You could do audio or a special report like I showed you in the Mortgage Web Success. That was a very simple Word document that we turned into a PDF.

Software is certainly more complicated, but we've actually seen software giveaways as part of pre-launches where maybe you tease an objection and you give away some software that helps handle that objection. That will of course lead into something else. If you are going to give away software, obviously you can't give away software that completely solves the problem. That is definitely a more advanced strategy.

You can start off with a teleseminar. I did that with my first launch of Product Launch Formula where I did a massive teleseminar with a bunch of guest experts. You can do it via e-mail, but that is pretty darn weak. Doing pre-launch content as an e-mail in a big launch is just not that exciting because that is probably the typical way that you communicate with people. There is nothing that is really going to set another e-mail apart.

Then I'm sure there are other things you could do for pre-launch content. You could conceivably do a live event. There are certainly other ideas and other things you can do.

The most important piece here is to come up with a focus for your first piece of pre-launch content. After that start thinking about the format. If you know what the format is, then go ahead and write that

down. You already have your first piece of pre-launch content. Now write down what the format is going to be.

If you are not ready to make this decision yet, that's fine. You can just leave this blank. Go ahead and stop the recording and write that in right now. What is your format going to be?

Now for the middle of your pre-launch, this is where you are going to put out additional content. Again, we are focusing on frustrations and aspirations like we did up here, but we are also starting to angle towards answering objections.

What will the additional pre-launch content be? Typically if you are talking about a 14- to 21-day pre-launch, you are probably going to want to have at least two and ideally three pieces of pre-launch content. Just like you did up here, go ahead and I want you to brainstorm on what those pieces of content could be.

They could be additional reports, additional videos, additional audios, whatever, but go ahead and brainstorm. Stop the recording right now and brainstorm on that additional content.

Now that you have that written down, for the week before the launch, remember this is where we shift the focus to your product. We are going to do this ideally five to seven days before your launch. It could be four to seven days before your launch.

What are the top objections and what are your answers? You should have already figured that out in your pre-pre-launch. Of course, here in your homework from last week you already wrote down a lot of this stuff. What are the top objections?

You want to aim at two or possibly three objections. What are your answers to those objections? Once you identify those objections, don't just stick your head in the sand and pretend they don't exist. What are the answers to those objections?

Frankly, sometimes you might have better answers than at other times. We answered the traffic objection in the Mortgage Web Success launch. I don't think we did an incredibly great job answering that, but we did an okay job. It is important that you have some type of answer for the objections, or else you probably

shouldn't be selling in this market. You probably aren't going to sell very much stuff.

Go ahead and pause here. Write, or type out what your top objections are and what your answers to those objections are.

Now, how are you going to publish the answers to those objections? You can use a lot of the techniques. You could do this just as a piece of pre-launch content or you could answer it via a blog. Blogs are generally my favorite way to answer an objection, either blogs or a video. A video is nice because it is very controlled in how you present the material. It is very, very controlled.

Blogs are great because then you can get reactions from your prospects about how they feel about it. If you didn't do a good enough job of answering their objections, they are going to let you know and then you can go back and update again. I really like blogs a lot for answering objections but you can use any of these. You can do it via e-mail. I've done that quite a bit.

You've already written down your top objections and the answers. Now write down how you plan to publish your answers to those objections. Go ahead and stop the recording and write that in.

The first e-mail on launch day is very cookie cutter. It is very, very short. There is not much to it so you really don't have to plan that out. Later on launch day you are going to have your tsunami moment. Frankly, I don't worry about this in my launch planning. Something will show up on launch day and you just have to block aside a half hour or so to write up an e-mail and send it out.

The whole idea is that we are getting carried away in the moment. To tell you the truth, that usually does happen during a launch. This is something I don't plan out ahead of time.

The day after the launch, sometimes I'll hold back some piece of content from the pre-launch. It maybe isn't my best piece of content, but a pretty decent piece of content. I'll hold that back knowing I might want something either the day of or two or three days after the launch.

Towards the end of the launch you need to shift your focus to the end of the launch and scarcity. What is your scarcity going to be for this

launch? You don't always need scarcity in a launch. Let me take that back. You can do a launch without scarcity, but I would always prefer to have some amount of scarcity in your launch because it will amplify your results in a big way.

This is the stuff that you've already seen earlier in this module. Here are your four primary ways to generate scarcity. One way is that the bonuses go away. That is really easy to do. I would have some amount of that in your launch.

The price goes up. This is another easy one. The only thing is you end up with this higher price and you have to be able to make sure you can continue to sell at the higher price.

Another way to add scarcity is that the product goes off the market. It doesn't have to go off the market permanently. You can pull it off the market temporarily. Usually I don't like to pull products off the market permanently because once I create a product I like to keep on selling it.

You could also have portions of the product removed from the offer. As I mentioned earlier, this is very similar to the bonuses going away. It just all depends on how you define what a bonus is, and what is part of your product.

Go ahead and stop the recording right now and I want you to write down or type in what is going to be your scarcity element for your launch.

That just about ends it at this point. Remember at the end of the launch, you have something bad happen if they don't act. If they don't purchase your product, something bad happens. Really, the thing that is bad is what you just defined as your scarcity.

The bonuses go away, the price goes up, or the product goes off the market. You've already figured that out, so that is the end of the launch. You saw in the Mortgage Web Success launch, at this point, once you get towards the end of the launch, now it is more of a countdown. It is just that simple.

By the time you get to this point in the launch, all the heavy lifting and all your hard work is done. You just sit back and send out a few e-mails and watch the big rush at the end. There almost always will

be a big rush. If you've put together your launch the way I've shown you in this module, then you generally will have a big rush at the end.

Now you have your basic pre-launch plan and your launch plan that takes you all the way through the end of the launch. In the next module I'm going to be showing you quite a few more examples. I'm going to be showing you an example of the joint venture launch where things do start to get a little more complicated, but still this same general plan and planning process will work for you, even if you are doing a super fancy JV launch.

I'm going to be showing you in more detail exactly how to put this thing together, how to create your pre-launch content, and I'm going to be showing you some more examples of internal launches and JV launches. This should give you a big head start in your planning process and your entire launch..

That is it. Look for more goodies coming soon. I have a lot more stuff to show you and to give you too.