



Module 4: Moving Closer To The Launch: It's All Starting To Gel Now... We're Almost There!

Video 1: A quick review of timing and triggers - when to push what button...

Welcome to Module Four of Product Launch Formula 2.0. We are going to start off this module with a very, very quick review of last week's module, Module Three. We are going to start off reviewing your overall strategy behind hitting the various triggers as you go through your pre-launch.

We started in the pre-pre-launch and that was all about identifying the offer, gathering objections and creating proof. Some of the main triggers we were hitting were anticipation, creating some reciprocity, and building likeability.

As we get into the very start of pre-launch, we want to focus on their aspirations and their frustrations. This goes back to what we worked on in Module One and Two. You identified your list's frustrations, their aspirations, and their hot points and started to build it into a story. You want to come out strong at the start of your pre-launch. Generally, you want to come out with the best stuff you have.

I think you've probably heard me say that you give away your best stuff. I just want to clarify that because of some of the questions I've been getting. I don't know if I was 100% clear about that. That doesn't necessarily mean whatever you have, you give it away. If you've got the secret to turning lead into gold, you don't give them the full out formula in your pre-launch.

The pre-launch is not about giving away everything that you have. It is about giving good, solid information, information that creates the authority that shows you know what you're talking about, that gets

people excited about what you are doing. One of the things people talk about is giving useful but incomplete information.

Another way to do this is to tell them what to do, but not how to do it. There is a fine line between giving away the farm by giving people everything they need, versus, just giving them enough information to get them very excited, and to show your expertise and build your authority.

In general, I think people err on the side of not giving away enough information. Generally, people will look at it as, the more you give them, the more you have to give. You don't want to go overboard and give away the entire farm. When I say at the start of pre-launch to give away your best stuff, I'm talking about sitting down and looking at all the stuff you are going to give away for free.

Do you have reports? Do you have any audios, any videos, any teleseminars, and any software? Have you identified everything? Then say, "These are the things that I'm going to give away for free as part of my pre-launch." Of those things, what is the strongest piece you have? The start of the pre-launch is when you give your best, most powerful piece, the piece that has the biggest hook, the piece that is going to get people the most excited. This is all about creating that first impression.

This is where it goes back to talking about the movies. When they have a preview, they aren't giving you the five worst jokes right off the bat. Basically, right at the start of pre-launch is when you want to give your strongest piece of pre-launch content.

Some people worry, "We're going into pre-launch. I gave away my best stuff. What am I going to give now? I've built up this huge expectation." In general, I don't think that is too big a concern. I don't think it is that big an issue. If you come out with something really, really strong, and then follow it up with some additional pieces, you're good. Usually that first piece which needs to be really strong gets people so excited about it, that anything you give them further, is gravy in their minds.

I wouldn't worry too much about it. A lot of times people go into the launch thinking, "I don't know how I can top that," but you almost always, find a way. That usually comes from the conversation. Once you get into that conversation in your pre-launch and you start

engaging in conversation with your people, your prospects will end up giving you ideas for more stuff to share with them going forward in the launch.

I just wanted to clear that up. Actually, if you take a look and go back to Module Three, we covered the Mortgage Web Success launch. Take a look at that launch; we gave away a free report right at the beginning of the pre-launch. If you take a look at that, there really wasn't much content there. It was more of a sales pitch. You don't always have to give unbelievable, amazing "content."

Right now in the internet marketing space, there's so much competition. It has gotten to the point that you end up almost always having to give away fantastic content. Often other markets like the loan officer market, we didn't really have to give away great content. We gave away something that was more of a pitch and educated them on what they needed in a web site. It really didn't give them huge value in terms of helping them build their web site.

It just showed them what they needed. It may have covered a few of their errors on their web site, but it wasn't telling them how to correct it. It just helped them identify the errors. If you take a look at it, we didn't give away a ton of content in that one.

Further, we gave away some videos, but the videos were more about walking them through the site, showing them the site, and showing how it operated. We didn't use that free report to build huge authority. We ended up using the videos to create authority because we actually showed them the site, and showed them how it works, so that built some real authority there.

We used that report just to hit their frustrations and their aspirations. I hope that clears it up a little bit. Especially if you are outside of the internet marketing niche, in other words if you're not selling information products teaching people how to make money online, then you don't necessarily have to give away a huge amount of pre-launch content. It is usually not a bad thing to do, but don't stress out that much about it.

Let's move forward. In the mid pre-launch, this is the area where you flesh out your story. You continue to build reciprocity, but the thing you are really looking for is interaction and conversation. That takes

you right up to the week before the launch. That's where you really shift your focus to the product.

Again, if any of this is not crystal clear, then go back to Module Three where I walked you through the entire Mortgage Web Success launch and I showed you how we went through this step by step with each e-mail. Once you are into this week before the pre-launch, you really use the conversation and interaction you had, where you identified a lot of their objections.

Now, in the week before your launch, you are talking about your product. You are going through your feedback and interaction. You should start to use your blog to answer objections, or you could be answering objections with video. There are other ways too, but here is where you really start to focus on your product, and you talk about what's in the product.

Also, social proof and scarcity come into play here in a big way. In the last few days before the launch, this is where you really start to develop social proof and scarcity. Then on launch day is more social proof and scarcity. Later during the launch day you are looking for that tsunami moment.

Remember, you are not making that up, because you will almost always end up having a real tsunami moment. Something will come up. It will give you that moment to send them an e-mail that says, "Boy, things are absolutely crazy. We are barely keeping up with this. Folks, work with me. We are all in this together. We are all going through this amazing experience. I'm trying to keep my head above water. Folks, just please work with me on this thing."

Then on the day after the launch is generally more reciprocity and social proof. Near the end of the launch is where you shift your focus to the end of the launch and scarcity. Right at the end, I usually ease up a little bit on the really heavy handed messages, right at the last moments. I go more for likeability.

Remember, this is important, a lot of people miss this, but something negative needs to happen if they don't act by the end of the launch. If you do this one thing, if you set it up so that something negative happens, in other words, the bonuses go away, or the price goes up, or the product goes off the market, so that there is something

definitively negative or bad at the end of the launch, you will see a big spike in sales at the end of the launch.

This is always shocking to people how big this spike can be, if you set it up right. Something has to happen. It doesn't have to be huge, but something has to happen. The price going up is a huge one. If the price goes up after the launch, that will give you a huge spike right at the end of the launch.

That is the quick review of what we covered in Module Three. If any of this wasn't clear, I urge you to go back and study what we covered in Module Three. I walked through all this in a lot of detail. I showed you a real world example of how we did the Mortgage Web Success launch. I traced back every step of the way with each trigger, so that you can master the timing and get killer results, when using these different triggers. Now it's your turn. This is powerful stuff, so use it and send me your results.

Video 2: The "Seed Launch" - how to start from scratch with almost no money... and come out the other side with your own product.

In Module Three we covered the internal launch. Prior to that, we covered the quick launch. Now I want to talk about the seed launch. I'm going to break this seed launch out into its own mind map to give us a little bit more room.

The seed launch is a launch that you can start off with, when you are starting from scratch. It is a great way to get started. You can start from scratch. You can do it with a very small budget and you can do it with a very small list. Once you are established, you can also use this to create a product. This is the easiest way to build a product.

There is absolutely some work involved. Every time you are putting something together and creating a product, there is work involved, but this is a quick and relatively painless way to do it. If you are a procrastinator, this is a way to sort of hold your feet to the fire and make sure that you actually create your product.

In general, as you'll see when we walk through this, you will end up with a great product. You will usually end up with case studies. You can't use a seed launch to build a widget or a physical product, at least I don't think you can. Maybe you could. The way I'm teaching this, what I'm thinking of, is information products. It works really, really well for that.

You can either use it when you are first starting from scratch or if you already have an established business, you can use it to create new products. It end becomes like an online coaching program where you do a series of teleseminars or you could also do a series of webinars. You can do a whole series of them. You could conduct from three of them to nine, ten, eleven, or twelve of them; as many as you want.

Typically, I'll do them one week apart. I know people who will do them a couple of days apart and move that much quicker. I know people who have done a three part series where they'll have them on Monday, Wednesday, and Friday, and they're done within a week. I even know some people (they're crazy) that have done them daily, like maybe Monday, Tuesday, Wednesday, Thursday, and Friday.

Personally, I think that tends to be a mistake because you end up with a lot of work that way. People can generally not commit to that kind of time to keep up with you to attend something that frequently, so I like to do them one week apart.

If it is a three part series, you do three teleseminars. Basically, you query your list for their top questions, concerns, areas they need help in. You do three teleseminars that are designed to answer those top questions and give them the information they want. It is not that hard to do if you have the expertise in the area. If you don't, you can recruit experts. I've shown you in prior modules how to find those experts. You can do a multi-part series.

You can have a different expert on each call, then you'd only be asking each expert to do one call. You end up at the end, with a really nice well-rounded product. Run a series of teleseminars designed to answer the questions and the needs of the people in the program. You record the calls. At the end you end up with a series of recordings. You can get them transcribed. Put the transcripts in a book and all of a sudden you have a product that you can sell.

Another thing that happens through this process, is every time you hold one of these classes like this, you end up with some of your students who turn out to be stars. There will be a whole continuum of students and some of them will be great and some of them won't be as good. If you take the stars, the people who are really putting your stuff to work, then if you can identify them, you can actually work with them.

As they follow up with questions, you can e-mail back and forth and develop a relationship with them. These are the people who will go on to become your raving fans. They will end up doing great things with what you are teaching. That is how you start to develop your testimonials and your case studies.

Part of this process is keeping the interaction going throughout the entire process so you end up with a great, really well-rounded product. No one can sit down and come up with the perfect product just by sitting in their office thinking about it. It is much, much better to actually teach it, get feedback on the lessons, see what works well and what doesn't work, and feed that back into your product. That is

how to end up with a good product. Plus you will end up with case studies and testimonials.

Let's get moving and walk you through this plan. The first thing you need to do is if you don't have a list, you need to immediately start your initial list building. In Module Two I released the video of List Building 101. In this module, there is a video called List Building 202. These two videos will get you started. The most important thing to do with list building in terms of getting started is just to get started.

Go ahead and get your www.ProFollow.com account if you don't have it yet. That is where you manage your list from. Then you start working to add people. We covered that and I don't want to go through it again. Go watch List Building 101 again and go watch List Building 202. List Building 202 will walk you through in a very exacting way, how to go about building your list with some search engine traffic.

As you start to build your list, you e-mail it every single week. You are eventually going to build up an autoresponder series so when people join your list, they get this series of autoresponders, but I don't want to get too complicated right now. Basically, you are going to e-mail them every week. Presumably, you have a topic. If it is 'learn guitars' then you are sending them information each week about learning guitar.

It doesn't have to be some amazing thing. Send them e-mail anywhere from 300 to 500 words, and maybe give them one helpful tip, and share a little bit about yourself, that is all you need to do. You just need to keep this list warm. You don't want people to join your list and not get any e-mail from you.

As you are doing this initial list building, just e-mail them once a week giving them a short tip, sharing some of the stuff that has been going on in your life and sharing your passion. If you are passionate about learning guitar and you are passionate about playing guitar, then you could tell them about that.

Whatever your topic is, if it is growing tomatoes, if it is baseball coaches, whatever your niche is, give them a quick tip and share a little bit about yourself and maybe add some motivation.

You can start this seed launch when your initial list is very small, even if it is as small as 60 people. It can even be smaller if you want to do the initial seed launch. You can do it without even having an e-mail list. If you have acquaintances or if you have connections, people you know in your offline world that know about what you do and want to know more about it, you can simply approach them. You can call them up, go visit them; just make contact with them. The bottom line is, you only need about 20 to 40 people to make this whole thing work.

If you are going to do it with an e-mail list, you could do it with a list, as small as 60 people. It is probably better to wait if you are in the 200 to 300 people range on your list. You could do it partially online if you have 60 people on your list and maybe you know 20 people in your offline world that you can call and get them involved.

Basically, you are trying to get some people into this program to build some critical mass so that you can teach them, and they can feed back to you what you are missing, what needs to be done, what else has to be added in to your product.

One thing I didn't add in here is an important one, "Do you want it to be free or do you want it to be paid?" Ideally, you want to get paid because, it is always good to get paid for your work. This is going to require some effort, so it is a heck of a lot better if you are going to get paid for it. You are in business; you definitely want to be paid.

In addition, you are going to use this to create a product, so it is a much better story if people have paid you for this ahead of time, especially if they have paid you a lot of money. The best scenario is if you can charge a lot of money.

That being said, if you are just starting out, you don't have much of a reputation. If you have a very, very small list, it is more important to have people attending, people that are enthusiastic, people that are going to give you feedback, than it is to get paid for this, especially if it is your very first product, you are just starting out, or new to whatever niche you are in. Then you could do it free or you could do it as a combination of both free and paid content.

This is actually what I did with my Product Launch Workshop when I put this on in early 2005. It was the first time I taught any of these product launch techniques. I was at Yanik Silver's Underground

Workshop and I was a speaker there. I sold it for either \$2,000 or \$3,000. It was a series of teleseminars where I would teach about product launches.

I talked about this earlier. I think people loved the first version of Product Launch Formula. They thought it was a fantastic product. The reason it was so fantastic was because it came out of this Product Launch Workshop which was very much done in this fashion. This seed launch that I'm teaching you is the exact process I used.

I taught the Product Launch Workshop. It was a series of six or eight teleseminars. I got feedback every step of the way so people were telling me what was good and what wasn't good. I took the feedback that I received and learned how best to teach this material. Then I created the original Product Launch Formula. I ended up with a great product because I went through this process. That's what was important.

It wasn't that I was just some uber genius sitting down in my basement, and I just came up with this fantastic product. I had all these techniques already. I knew how to do product launches. All of it was built over time. I've told you that. It was built when I was launching my trading products over, and over, and over again. I had 20 or 25 product launches under my belt, but I had never taught it before.

Through this series of teleseminars, I was able to learn the best ways to teach it and learn what people's biggest sticking points were. I did those teleseminars and after the teleseminars were done, I took what I learned about teaching it and I re-recorded everything. I put it into Camtasia and ended up with a great product.

I got a bit sidetracked here. What I wanted to say was when I sold it from the stage at Yanik's Underground Seminar, I was a speaker there. I sold it for either \$2,000 or \$3,000. When you are selling something from the stage, it is easier to get a higher price like that. I think we sold somewhere around nine to fourteen spots for the Product Launch Workshop. We did somewhere in the \$30,000 to \$40,000 range in gross sales.

That's not a bad payday. I had gotten paid to create the product. I knew that getting ten or twelve people in this was not enough to

really create a robust program. The reality is, if you sell ten spots, or you fill ten spots, on any given teleseminar, you are only going to get half of those people showing up. People are busy and half of the people that sign will plan on listening to the recordings. Sometimes it is as low as one third of the people showing up.

I knew I needed to get it beyond those ten people. I had to get 30 people or so to participate. Then, what I did was that I went back and I invited certain friends of mine that I knew were very interested in what I had to teach. It was more important for me to be able to fill those seats. I ended up with 30, maybe even 35 people taking the course, of which approximately ten to fourteen people had paid for it.

This is important, because when I went to sell the product I was able to tell people that the folks who originally attended the Product Launch Workshop paid \$2,000. That establishes the value. People have paid \$2,000 for this information. I ended up eventually selling the product for between \$1,000 and \$1,500.

I'm just telling you the way I did it. I sold some seats, but it was important to me to be able to fill a larger number of seats, so I gave some seats away. This same lesson can work for you no matter what your price point is. If you are teaching people how to play guitar, you are probably not going to get \$3,000 for it, but you might get \$97 for it, or you might get \$197 for it.

If you are teaching people how to grow tomatoes, again, you are not going to get thousands of dollars for that, but you can still charge a certain amount of money, maybe it is \$47. Going forward you can tell people in your sales pitch for the final product once it is all done, people paid you \$47 for it, but you've put together a special deal for them and they can get it for \$27.

The idea is if you can, you want to sell at least a certain number of seats. If you have to, you sell some and you give some away. If there is no way, you just have too small a list, you just don't feel like you've got the power to actually sell it yet, then you could do it as a completely free program.

One problem with a free program is that often times, people aren't going to value it. Another thing is often the compliance is not going to be there. In other words, by compliance, I mean, are people really

going to show up on the calls and do what you tell them to do? Are they going to value it enough?

A lot of times if they get it for free, they don't think it is worth anything so they are not going to value it. They aren't going to follow what you are teaching. That is a real negative for going free. Like I said, there are times where, if you just don't have the list, or you don't have the power, or the experience, or the self confidence to try charging for it, you can do this plan and have it be completely free.

Let's move on. Now we are going to walk you through a seven day pre-launch. This pre-launch could be longer if you wanted it to be longer. It is basically an internal launch, so if you go back to last week where I showed you an internal launch, and walked you through every step of the way, this is basically like an internal launch.

Often this is a little more informal because this can be done with a smaller list. You can do it with a big list if you want to create a new product, but I'm sort of focusing on using a seed launch to start your business here. Often, you don't necessarily need to go through that big long launch. If you want to do a 14-day or a 21-day internal launch with this, you absolutely could though.

Remember that I already covered the overall strategy and timing for each trigger. I gave you the main themes to hit at each point as you go through this. I don't want to pound it too much into the ground, since this is a lot of the ground that we already covered; but if you go back to the last module and go through how we hit these triggers in the pre-launch, it is very, very similar for the seed launch.

I want to walk through this on a day by day basis and show you what you do. Remember, this is not set in stone. You don't have to follow this exact sequence. Just be sure to follow the general internal launch that I covered in Module Three. I went through that very, very explicitly.

Typically, one day one, you start off with the initial announcement. If we go back, the start of the pre-launch was focusing on their frustrations and their aspirations. If you can come out with proof, then you come out with proof. Then you come out with your strongest most compelling content. Obviously if we are in the seven day launch, you don't have a lot of time to bring out a lot of stuff.

Right from the beginning, I would pretty much tell your whole story. Your story focuses on the market's frustrations, their hot points, and what their aspirations are. Come out with that right from the very beginning in your first e-mail.

I'm going to show you how versatile this stuff is and how much of this overlaps; so much so, that you can take and mold it any way you want to. I'm going to show you the first e-mail that we sent out from last week's example in the Mortgage Web Success launch. This product launch was for a web based service, but this just as easily could have been for a seed launch.

Like I said, we're sending out this first one right here. What do we want to do? We are going to go to the start of the pre-launch. The start of the pre-launch is to focus on frustrations and aspirations. Let's take a look at the first e-mail.

Remember this was written to loan officers, the people who create or write the loans for people who are buying homes. This was written from my client, Brian Sacks' perspective. It started off talking about how he uses the internet. It talked about how he's really not very good at computers. Right off the bat he built a common bond with most of his prospects because they aren't great with computers either. They aren't techno wizards.

Then the e-mail talks about how the internet is the greatest business building invention ever. These prospects know that there is great potential to build their business online. They just don't know how to do it, so he is tapping into their frustration.

Then, he starts to appeal to their aspirations by mentioning that he's been working on something that is going to give them this same system that generates business for them 24 hours a day. Then he asks, "What are the two most important things that you need from your web site?"

Really, this would work just as well for a seed launch. If in fact, he didn't have some online system, we could have almost sent this exact same e-mail that took them into a series of teleseminars that taught them how to use the internet for their business.

Like I said, doing one of these seed launches is very much like doing a regular internal launch. Let's walk through the sequence here. That was day one, the initial announcement that I showed you. It is very similar to the day one initial announcement we used for the internal launch I showed you last week. This is basically what you want to do.

This goes back to the story we covered in Module Two and the story we created in Module Two. the story says, 'I'm a lot like you' and then we give the frustrations and the aspirations, or the aspirations and then the frustrations, either one can go first. Then you tell them how you found the solution. There are typically, some general ways that you found the solution. Again, we always like to base this in reality and base it in truth.

It is usually from endless hours of study or maybe you have been a professional for many years, or you studied obsessively and you have read every book out there. You basically created this whole domain of knowledge and now you are going to share it. It could be that.

It could be a lucky discovery that you just happened to stumble upon, so you didn't have to go through the endless hours of study. It could certainly be a combination of both of these, the endless hours of study that led to the discovery.

Similarly, along those lines, is the idea of the mad scientist. This is about endless hours of study. All of these overlap. I think it's more likely that you have done some massive research, and you've read every book and you've distilled that information. The mad scientist, instead of going and studying everyone else's work and distilling it down into their own body of work, the mad scientist is more the person who just started experimenting and digging around.

Obviously those first three overlap quite a bit. This final one is a good one. You see this used often. It is not that you are the mad scientist, or you are the one that studied all these books, or maybe you did study all those books but you learned of this other mad scientist, or this other person that one way or another had figured this out. That person shared it with you and gave you permission to share it with the world.

Obviously there are different combinations and different permutations of all of these, but it is good to throw that in there. It validates that

you are the expert and it gives you authority. You tell them that you have decided to share it with them. Then you tell them a little bit about what the program is going to be like.

You don't want to spell it out in excruciating detail, but since this is a quick one where we are only going for seven days from the initial announcement to the launch, you have to tell them something is coming right off the bat.

You don't have to talk price. You don't want to talk price at this point. You can just vaguely say it is going to be a series of telephone calls where I'm going to share this information, or a series of online broadcasts, or webinars where I'm going to share this information with you.

Then you go to that standard question. I've repeated this over and over throughout the modules, "Before I do this I really need to know what your top two questions are. If you could sit down and have coffee with me, or sit down with me for lunch, what are the top two questions about this product that you really need me to cover?"

It is a lot of ground to cover in that initial announcement, but with this much shortened launch, the seven day launch, you do have to cover a lot of ground in this announcement. If you are going with a 14-day or a 21-day pre-launch, you probably don't need to be telling them what the program is going to be like at that point. You can go back to the standard one I showed you last week with the longer pre-launch.

Remember, this really is an internal launch. It is not terribly different from an internal launch. After that you would follow up on day three. This is something you could do on day two as well, but I'm assuming this is a fairly new list for you. You probably don't want to pound them with an e-mail every single day. So on day three you are just following up and it is basically a social proof message.

You talk about all the feedback you've gotten, how it is great to get so much feedback, how you are very excited about this program because you have so many wonderful people that are so enthusiastic about the program. If you have some good questions or comments from people, you can include them in this e-mail.

This is a basic example of a follow-up. "It is so great to get so much feedback. I'm really looking forward to this. It is really going to be a

great program. We have a lot of other people that are looking forward to it. If you are interested and you haven't sent me your top two questions, then go ahead and send them to me now. I'll be telling you in just a couple more days all the details on the program and how you can get involved." It's a very, very simple e-mail.

Then you come back on day five. This is where you start to give them the exact details of what is going to be in the program, how it is going to run, if it is going to be teleseminars, if it is going to be webinars, how they can access it, and what is going to be covered.

If you can break down what is going to be covered in each class or each teleseminar or each module, give them an outline, then that is great as well. This is typically a fairly detailed e-mail.

Then on day six, which is the day before you release the program, this is basically instructions. "We're going to open up the doors tomorrow at 12 noon Eastern Time. It is going to cost such and such," or even if it's free, "it is going to be free but we have a limited number of seats so be sure you get in right away."

Then you follow up on day seven where you release the program and that is just a really simple e-mail. I know I'm going through this very, very, quickly, but if it's still not perfectly clear, you can go back to the last module. I don't want to repeat myself over and over and over again. If you go back to Module Three and walk through it, you'll see how I gave you copy examples for every step of the way.

Remember this is an internal launch that we're doing. I'm just showing you how to do this to create your product. You are going to be seeing that exactly in a few more minutes.

The day after the launch, in this case we're calling it day eight, is typically about social proof and telling people how others signed up and how excited they are. A couple of days later you can follow up with more interaction. These are the questions we're getting. A lot of people want to know more about the program. That is typically an interaction message a couple of days after the launch.

As you get closer to the launch of the program, so we're doing a seven day launch from day seven to day 14, this is a social proof and a scarcity message. People jumped on board. They are real excited. We're getting their questions. We're getting them all set up, but we

only have a couple of days before we get started, so now is the time where you really need to jump on board. This is an online class with a defined start date. We are going to have to shut down the registration in just a couple more days.

You basically continue with another scarcity and social proof message and a 24-hour notice that we are about to get going. You really have to sign up now. We aren't going to be able to accommodate you once the program starts. If you look back on Module Three, you can see copy that we used with that Mortgage Web Success launch. That copy will really very much drop into your 24 hour notice e-mail.

Like I said, it is really an internal launch. We're doing it as a seed launch to show you how to create a product out of this. Really, the idea of a seed launch is that often that first launch that you are going to do will be a seed launch. You can look at all the copy I've used to show you so far, for the internal launch, even back to the quick launch. All that copy will work for this type of launch as well.

Next, at this point, you have to shut down registrations. Then we are going to start the actual delivery of the program, which is the creation of your product.

Video 3: The "Seed Launch", part 2

We are continuing with the seed launch. We just walked through how you actually go through the launch. I went through that pretty quickly, but again, just go back to the internal launch for the examples of that copy.

I showed you how to do this as a seven day launch. Remember, the goal is primarily to get at least 30 people into your program. Anywhere from 30 to 100 people in one of these programs are great numbers. You are only going to have anywhere from one third to one half of the people showing up on each call. Even if you put 60 people into the program, you'd end up with anywhere from 20 to 30, maybe 40 people showing up for each call. That will give you the interaction that you need.

Now we get to the start of the program. This is how you will run your program. Before the program starts, you survey and identify the questions and the concerns and their problems, the points that you really need to cover. You started doing that with the initial survey. After they sign up, put together a bigger, stronger survey that takes the initial information you gathered from your initial survey, and ask them more pointed questions about specific topics.

When someone joins your list, the compliance you get in terms of having people take the survey or give you feedback will not be that great. Once people sign up for the program, you will get much higher compliance. By compliance, I mean will they spend the time, give you good information, and actually take the survey.

I use www.SurveyMonkey.com. That is typically my favorite survey. Another one that I have used is www.AskMyList.com. For some reason, I tend to use www.SurveyMonkey.com. I don't use www.AskMyList.com quite as much. It is not as flexible. In some ways it works better to get the information back out, but I tend to use www.SurveyMonkey.com.

You can send people through a survey. Once they've signed up for your program you will tend to have greater compliance. Then, as I mentioned earlier, I'll do this as a weekly teleseminar and I focus on the top questions. You have a topic for each week. What I do is

before each week, before each teleseminar, I do a survey asking them what their top questions are about that topic.

If you are teaching how to play guitar, maybe the first week might be something about making your basic chords. Maybe it is how to make an E chord, an A chord, and a D chord, and you ask them what their top questions are about making an E chord or an A chord or a D chord. You take those questions and that helps you narrow in the focus of your teleseminar.

After the teleseminar, you do a survey and you ask them about what you covered, what wasn't clear from the last teleseminar, and then ask them what their questions are about the next topic.

Maybe the next week is going to be about strumming the guitar and rhythm. "Was there anything we didn't cover about playing the A chord that you need me to cover better?" The next question would be, "Next week, we are going to be covering your right hand and playing rhythm. What are your top questions about playing rhythm?"

Every week you gather feedback on your prior teleseminar, plus your next teleseminar.

In terms of actually running the call, here are a few resources for you. www.FreeConference.com and www.FreeConferenceCall.com are both ways to set up free conference lines. Frankly, I've used one of these and it's been several years, so I can't remember which one of these I used. If you go to their web sites you can get a pretty quick idea about what they offer. They are both free so try them both out.

www.VoiceText.com is a paid service. If you are charging people to get into your program, the problem with using www.FreeConference.com or www.FreeConferenceCall.com is every time someone calls in they are going to hear, "This is Free Conference Call. If you want your own free conference calls, dial this number or go to this web site."

If people have paid you to be in your program, especially if you were able to pull it off like I did and have a high priced program, then I think it is a little cheesy. It is not great branding if people know that you are using a free service. You might want to spend the money for a paid service. I think these two probably have paid services you can use.

Another one I've used with pretty good success is www.VoiceText.com. I think they tend to be one of the higher priced providers out there. If none of these three work for you, you can Google 'bridge lines'. There are a lot of people that want your business. Another one I've used is www.AccuConference.com. This is a very high priced service if you look at how many lines you get for the dollars you spend, but the benefit you get from www.AccuConference.com is you are able to mute and un-mute lines individually.

If you have 50 people on your call and you open up the lines to take questions, there will be a lot of noise from those 50 people. Almost surely there will be someone who has you on hold and everyone will hear their hold music. It can be a complete nightmare. If you want to be able to interactively take questions during your call, then AccuConference is a great solution.

You will have a web interface and from the web interface people can raise their hand, so to speak, if they hit a hot key button. I forget what it is, but if they hit *1 or something like that, you'll see that they have a question or comment on the web interface. You can click on them and un-mute them and take their question. So you will be able to take questions plus keep the lines quiet.

That can be a very useful feature, but it is pretty darn expensive compared to some of the other solutions.

Another thing you can do is a webcast similar to what we've been doing for our Q&A calls. This is where people can listen in to you via a web site. One of the really nice features is they can enter in questions. They can type in their questions so you can take those questions on a real time basis. This is the link to it. Just go to www.SixInSeven.com/webcast and that is our current provider of choice that we are really happy with right now.

One thing you will absolutely want to do is record your teleseminars. Any one of these, certainly AccuConference records all your calls. VoiceText will record your calls for you. The others you will have to check. They might cost more or it might be included for free. I don't know. I haven't used them in quite a while. I'm pretty sure they do offer a recording option. And these guys will record it for you automatically as well.

Any of these will record, but the recording quality is not going to be very high. That is just the reality of things. Your recording quality on a teleseminar bridge line is not the best. In my experience, AccuConference has a higher recording quality than these other ones, but it is still not fantastic. If you are going to do one of these calls, it is a big investment of your time and energy, so I think the quality of your recording should be considered.

Basically, what I'm saying is I think you should have a backup plan. Even if you are going to use these guys to record for you, I would record the teleseminar on your end in your office as well. For recording a teleseminar, you use the bridge line service as a backup and then you want to record on your machine.

You can record by using a USB microphone, typically a USB headset. In this case I would actually have the headset on and talk into the headset. I would also talk into the phone at the same time. Basically you are recording from your USB mike right into your computer while you are talking on the phone.

If you go to www.Amazon.com you can find a headset. Plantronics is a brand that I've had good luck with. In fact, let me just pop over there right now and show you what I'm using. I just typed in Plantronics USB. You can go with the DSP 400. I don't even know what the difference is between these. It is \$35 here, \$48 here. I think I've either used the 400 or the DSP 500. I can't remember. These just plug right in to your USB port. They work pretty well.

For the real pure audiophiles, the DJs out there, they aren't going to be happy with the results you get from these, but I think they are pretty darn good. You would wear one of these headsets. Actually, make sure it's not too bulky, because you couldn't really wear it and talk into a phone very well.

Let me show you the alternative solution. These are great for recording into your computer and they give you pretty darn good quality and they are really simple to use. This is a little better solution. It's the Audio-Technica 2020 USB. This is more like a traditional microphone.

When you are on the teleseminar, you can have this microphone sitting in front of you on its stand but you are holding the phone up to

your ear. You are talking into the phone but this mike is also picking you up and running the recording into your computer. That recording is going to be a lot better than your bridge line.

The next step up from here is what I'm actually using right now. This is the Audio-Technica 3035. Again, I'm no audio engineer, but an audio engineer told me to use this. This is a full out mike. This doesn't go into your USB port. It has a connector called the XLR connector. I don't want to get too technical for you but basically here it is with a mike and a stand.

You end up having to run that into what's almost an external sound card. You run it from the mike using this cord. You run it into here. That has a USB that goes out into your computer. You can see the whole package ends up being quite a bit more expensive than just using the 2020.

Theoretically this mike gets you better sound and conversion, which I don't use, but they'll put together a package for you. Basically what you need is a digital signal processor that will take your XLR inputs and turn it into a USB in your computer. I know a little bit about this stuff, just enough to be dangerous.

Just take it from me, this is the next step up from just going with a pure USB mike. I know there are some audio engineers out there that don't think the pure USB mike is good enough. If you wanted to get fancier, it would be something along these lines. If you want to take anything further than that, you are going to have to figure it out for yourself. I've given you enough lead here.

Let's move along. Whichever mike you choose to use, you are going to have to run it into some software to record on your computer. There is software called Audacity that is free. It is available for Windows. I think it also available for the Mac, but I'm not positive about the Mac. Lots of people use Audacity and they like it. Personally, I just don't like it very much, so I've never been satisfied with it.

I've looked for alternatives. On the Mac, you can use Garage Band. That comes with your Mac. It is built in and it works just fine.

For Windows there is one I like called Acoustica by Acon Digital Media. It is not at Acoustica.com; don't go there. Do a search for

Acoustica and Acon Digital Media and you'll find it. That is not a free program but it is pretty inexpensive. It is like \$30 or \$40 or something like that. I like that one a lot better than Audacity.

Basically, you take the mike and you run it into your computer. You use this software to record. Then you are going to get a much higher quality and cleaner recording than if you just use the bridge line. If you don't want to deal with any of this stuff, then you can just use the recording you get from these bridge line services and it will be just fine, it is just not going to be as good.

Those are some of the mechanics of the weekly teleseminar. I know that was old hat for some of you. Sorry, if I was reviewing stuff you already knew or if it was boring, but I do know a lot of people really like to know the nitty-gritty and the mechanics of exactly how to do these calls. That is how you do a teleseminar or a webcast. That is how you record them.

We already mentioned doing a weekly survey about your previous call and what you need to cover better, what wasn't clear, but also about the next topic, and what you are going to be covering in the next call.

A big part of this is as you go through this is to identify who your top performers in your class. Who are your best students? Who are the people who that are really implementing and taking your advice? You really want to focus on them. You'll generally figure that out just through your surveys. When people answer your surveys, it is pretty easy to find your stars.

When you find the stars then focus on them and continue to work with them closely. Give them extra attention, send them e-mails, check in with them, because those are the people that are going to end up doing great with your stuff and they'll become your raving fans. They will be the ones that will be giving you testimonials and hopefully even doing case studies for you.

Of course, then you want to deliver more than you promise which is really easy to do in these types of programs. Maybe you promised three weeks and you deliver four weeks. Promise five weeks and you deliver six weeks. It is real easy to do that. As you are going through this you are using surveys to identify the extra deliverables. By

deliverables that's just a fancy word for what you give them. This is a very interactive process.

Do a survey every single week. If you have Accu Conference, maybe you are taking live questions on the calls or the webcast people are typing in questions. It is a very interactive process. It is easy through this process to identify what the extra bonuses should be. Deliver more than you promised and you will start to create a reputation for over-delivering.

These are the basics for how to run your program. We walked through the first week. Just repeat the process again for each module.

This is how to change the program. If you look, I have the start up program. That is the first module. Then the second module, and then, I have two, third modules, and a fourth module. I'm going to illustrate for you how to change your program from a three week program to a four week program.

This is how you do it. That's it. I'm joking around here just to show you the flexibility you have in these types of programs. You can do it as three modules or a three week program, or you can do it as a twelve week. It doesn't matter. It is very important that you are teaching stuff you know or you are bringing in experts to teach, and that you think hard about how to teach this in the best, most logical manner.

The reality is you have a lot of flexibility in this type of seed program. Remember, the overall goal is to create a product. That is why I spent the time to show you how to record it so you can really focus in on creating a good product.

Immediately after you wrap it up, then you start building your product. The big question here is, "Do you re-record it?" I'm such a perfectionist that I always end up re-recording. I basically take the work I've done in preparing the different modules and I look at all the questions and look at all the areas I didn't cover well enough, based on the feedback I received. Then I'll re-record it and try to get better studio quality and get it to be more polished.

After the whole thing is over, you have to take a look at what else you need to add. What did you miss? Often, if you are teleseminars, or webcasts, or a webinar, transcripts can be very, very powerful.

There are lots of places to get transcripts done. This is my current favorite right now. These are the people that I've been working with for a couple of years now – www.InternetTranscribers.com. They are not necessarily the cheapest, but they have been doing a good job for me.

Of course, you want to be gathering testimonials and case studies throughout this process. That way you not only end up with a great product, but with testimonials and case studies so that you can sell this product as you move forward.

Those are the basics of the seed launch. This is a great way to build a product. It is a great way to start from scratch. It doesn't cost you much. If you use www.FreeConference.com, there are basically no costs unless you add transcripts. Then I guess there could be costs with getting set up with the microphone and getting set up with the software to record.

Otherwise, there is very, very low cost. The only thing you need to do is immediately start building your list and start focusing on getting a good group of people in so you can interact with those people, so they can help you create the best product.

Video 4: Creating pre-launch content... it's not rocket science

As you undoubtedly noticed by now, the real magic in your launch takes place in your pre-launch. Once you get into the launch there are different things you can do to increase the excitement, increase the results, to squeeze out every last sale, but the real magic generally takes place in your pre-launch. That's why we've been spending a lot of time on the pre-launch.

Now I want to go a little bit deeper into the pre-launch, and show you how we go about creating pre-launch content, how we decide what to use, and specifically where. First let's step back, and I want to start with the launch story.

We talked a lot about this in Module One and Module Two. In fact, in Module One, we went through the process of defining who your prospect is. This was a big part of your homework. We went through the process of having you pretend your prospect was right there sitting across from you, and then define your prospect in great detail.

I hope you've gone through the homework for Module One. If you haven't, now is the time to go back and complete this homework. You basically walk through the steps.. What does your prospect really want? Then you identify his or her hot points. You identify the top fears and frustrations for your prospect. Then we shift into their aspirations. What are their top wants and desires?

Next let's talk a little bit about product discovery. What does your product do? What does your product give your prospect that he or she doesn't know about? Again, in Module One, I walked you through this entire process. If you haven't completed this yet, go back to Module One and walk through this because it is very, very important.

From there we used these answers in Module One to drop them into the formula in Module Two. I gave you several examples. I think it was five examples of how I did this with your answers. These were actual answers from students in Product Launch Formula 2.0.

Again, that was the homework in Module Two. I showed you how to take your answers and drop them into your story. The story begins,

“I’m a lot like you,” or, “I think we’re a lot alike.” If you are not like your prospect, then you could talk about someone that is in their shoes. “You are probably like a lot of the clients that come to me that have this problem.”

From there you talk about their aspirations. You could go two ways. You could lead off talking about their aspirations or their dreams, or you can lead off talking about their frustration. If you lead off talking about their aspirations, you talk about their aspirations and then, “Boy, I’ve always dreamed of being a world class bull fighter. I went to great lengths. I studied...” and so on.

Then you would talk about the frustrations that held you back. The other way you could do it is start off talking about frustrations and then going to aspiration. Again, in Module Two I gave you explicit examples of how I took students from Product Launch Formula 2.0 with many different examples that showed how to build their story. If this seems a little abstract to you, go back to Module Two where I showed you exactly how to do this.

After frustration and aspiration, then you talk about how you found the solution and now you’ve decided to share the solution.

Now I want to talk about pre-launch content, the different types of pre-launch content and creating pre-launch content. I want to show you some of the types of pre-launch content that we’ve created.

First of all, these are not all inclusive and I’m sure more will be invented. There are some out there that I’ve missed, but these are the primary types of content that we’re talking about. We’ll start off with a PDF special report. The great thing about doing something like a special report is that technically it is very, very easy to do. If you can sit down and use Microsoft Word and create a Word document, then you can turn that into a PDF and distribute it that way.

The downside of a special report like this is that it takes some work. To sit down and put together a good 12 or 20 or 30 page report, a compelling report that has good information in it, that pre-sells, that gets people excited about your product or the idea of a product or the possibility of a product, takes some real work to put it together.

I know I’ve created them in as short as maybe 24 hours, but that is a pretty intense 24 hours. You have to be able to write well. Writing

one of these special reports is technically easy, but in terms of workload it can be rather difficult to do, or at least more involved. Then of course it needs to be proofread and edited.

If you are creating a video or a teleseminar or some other media, you can make mistakes and people won't catch them, but in a report you can't have typos, you can't have misspellings. I mean, certainly you can, and it's happened before, but it is better to have that thing pretty darn pristine.

Special reports are great. I've used them. I'm going to show you an example in just a minute, of one that was very, very effective. In fact, I showed you one last week with the Mortgage Web Success report. They are great. I love them, but they can be a lot of work.

Video is the current trend. We are seeing a lot more video. Of course, you have your choice of full motion video or screen capture video. If you go with screen capture, that basically means Camtasia on Windows, or if you're using the Mac you can use iShowU or Screen Flow.

If you Google any of these you can find them pretty easily. There are benefits to using full motion video. If you have a good presence on camera and you are believable, then people can really connect with you, if they can actually see you. They will really connect. There is some real power there.

The negative with using full motion video is, it that is much harder to be scripted. You have to have some amount of skill to get on camera and deliver the content that you want to deliver, also, to make it interesting so it's not a boring talking head video. Generally, a full motion video is used further into the launch. It is not used as your first piece of pre-launch content. It is generally used later in the launch.

The benefit of screen capture video is that it can be very scripted. You can have a complete A to Z script. Since no one is watching you, you can literally read the entire script. It often takes a little bit of practice to be able to read a script and not have it sound like you are just reading it. You don't want to sound like you are just reading it. That tends to be very stilted and boring to listen to. It can take a little bit of practice to be able to read from a script, but it is a big advantage over full motion video if you can just read the script.

Also, it is a lot easier to edit because you can literally do it one sentence at a time. Since they aren't watching you and they can't see your edits, you just record it onto your computer. You can literally record it one sentence at a time and paste all those sentences together and no one is going to know the difference. With full motion video you can't do something like that. You cannot edit it to that degree.

Full motion video in some ways can be a lot easier and faster to get done because you just start rolling the camera. If you can get it done in one or two takes then you're done. With screen capture it tends to be a fairly lengthy drawn out process. I'll walk through that process for you in a second.

So that's video. Video is very powerful and is being used a lot more often. A lot of times these days, the standard formula is to come out with screen capture video right at the beginning of the launch and follow up with more screen capture video. Then as you get deeper into the launch, right at the end of the launch would be the time to use full motion video.

That is when they get to see you and they can judge you. Hopefully if you have a good presence and you are believable and likeable, that makes it a lot easier to buy from you, especially if they've actually seen you because they will judge you.

Another type of pre-launch content is a teleseminar. I used this very, very effectively when I first rolled out Product Launch Formula. I did what I call the social proof teleseminar. I was brand new to the market. I had been selling it online for a long time, but always in that stock market niche. Pretty much, no one knew me in the online internet marketing world or the 'how to make money online' world.

Some of the top gurus, big name gurus, knew me. They were actually my friends, but the general public really didn't know who I was. I looked at this situation and said, "How can I come out and make a big impact in this marketplace, get noticed, and have everyone realize who I am?" What I decided to do was a teleseminar. But again, how do I get people to pay attention to me?

What I did was put together what was called the social proof teleseminar. It was a free teleseminar and I had five big name gurus

get on the phone with me. I hosted the call and asked them questions on this topic of social proof.

Really what this call did was, it created social proof for me, even though we were only delivering free content. It ended up being nearly three hours long or so. It was a long call packed with content, but what it really did, was showed the broader internet marketing world who I was.

I was the person that could get these five people on the phone and I was the type of person that could joke around with these people. They obviously knew who I was. Several of them had worked with me in the past. All those details sort of came out during the teleseminar. All of a sudden, that teleseminar put me on the map in terms of the internet marketing world.

That was just one instance. If you already have a market, already have a list, then you don't have to go to that extent. You could just get on the phone and deliver a teleseminar, a content-based teleseminar that will serve as pre-launch content. Putting on a teleseminar has a lot of benefits. One benefit is that it gives you an obvious reason to opt in. If you are having a teleseminar then they have to opt in to get the call-in details.

It makes the pitch of getting people to subscribe to your list very logical and easy. It is relatively simple to put on a teleseminar. Of course, if you don't have any experience at all putting on a major teleseminar, especially one that might be promoted by joint venture partners, it is something of a risk. I wouldn't say you have to have the experience, but having some experience with teleseminars is good, and certainly having the ability to deliver the content is imperative.

You can of course record this ahead of time. I've never done this. I've never done a teleseminar where we recorded it ahead of time and played it back. Actually, way, way back in my trading days I did, once. It was fully disclosed that it was a recorded teleseminar. I've never done it that way since, but it is certainly possible to record it.

Record an audio ahead of time, schedule the teleseminar and when people get on the teleseminar you play back the recording. That is a little less risky and that way you know you have good content because you created it ahead of time, edited it ahead of time, and

sort of plot out the entire call ahead of time. so it comes off really, really well.

Another one that is used less often these days is just an audio. You send people to a web page and they can listen to an audio. Some people allow you to download the audio. I think that is usually a mistake because when people download an audio they rarely get around to listening to it.

You stream the audio online through a flash based player. This really isn't being done all that often because if you have an audio, you might as well take it and turn it into a screen capture video, and it will be a lot more compelling.

Another way you can go is with software. This is something I've personally never done. I'm not a software developer. I haven't had any software projects developed so I have never used this. This can be really effective. If you have some piece of software, especially if it is a piece of software that ties into your launch, or ties into your eventual offer, or maybe it does a portion of what your eventual offer is going to do, then your software will be highly valued.

People place a very, very high value on software and I know that it doesn't have to be terribly expensive to develop certain types of software. I know my friend Jason Potash has done this very effectively and I know that my friend Eben Pagan has also done this also. They put together some piece of software.

In fact, we did it with the StomperNet Smarts Launch where we gave away software. Software has a very high perceived value. People are trained that if they are going to download a piece of software, or get a piece of software, they are used to having to register it or at least opt in for it. It is easy to make a case to get people to opt in to get your software.

If you can put something like this together, it can be a great, great piece of pre-launch content. Like I said, I've never done it personally but I have been involved in launches where we gave away software and it worked fantastically.

Now we are going to talk about scripting for your pre-launch content. First of all, you have to decide if you are going to go scripted or non-scripted. Generally, scripted is going to be better. You will get

better results with scripted. For instance, when I rolled out Product Launch Formula 2.0 the first video I did was about 16 minutes. That is where I talked about how product launches are working for the little guys and how product launches are not only for big gurus. I'll show you the script in a few minutes and how I did this.

The whole idea of the video was for partners to mail that video to people and it was a reverse squeeze page. A reverse squeeze page is where you deliver some content and then you ask people to opt in. In this case it was about a 16-minute video. It was a screen capture video. The conversion rate we got was in the low forties in terms of percentage, so 41%, 42% of the people hitting that page, opted in.

There was some garbage traffic being sent there. By garbage traffic I mean, that I think people were doing ad buys. Some of the traffic was only converting at around three or four percent. If you pull that traffic out, the overall conversion for that page was in the upper forties, like the 48% range. Some partners were doing 50% to 60%. We even had one partner doing 68% conversion.

Overall, I was pretty darn happy. The conversion rate was pretty darn close to 50%. I know some people have done better than that, but a lot of people have done a lot worse. Overall, I was pretty happy with that page and that video. It was a scripted video. It was very tightly scripted. It was a 16-minute video where I basically recorded the audio and then I turned it into a screen capture video.

The next video I did was with John Gallagher. It was a case study. It was the horizontal helix case study. That was about a 40-minute video. People who opted in got to see the full 40 minutes. For people who had not opted in, I put together another squeeze page and people got the first 20 minutes of that video. If they wanted to opt in then they could get the rest of the video. Basically, they got a 20 minute video and then urged to opt in.

That video was not scripted. It had a short scripted introduction and then it had an interview with John Gallagher as we talked about his launches. It had a very short scripted call to action for people to opt in. That video basically delivered a heck of a lot of content. To get to the punch line, the conversion on that was closer to 20%, in the 21%, 22%, 23% range.

I was delivering a heck of a lot more content in that one than in the first one. The first one was scripted to get the opt-in, but the first one had a conversion rate of almost double the second one.

I haven't gone back and taken a look at all the data to see what they ended up doing in terms of conversion to buying eventually when I launched. I don't have complete data to give you on that, but I'll tell you this, just in terms of getting the opt-in, the scripted video worked a heck of a lot better than the unscripted video.

Putting together a script for a video is more work than doing a non-scripted video. It is going to take you more work to script it. In general, I'll just tell you this, if you script something carefully, to get a certain outcome, you will generally do better than if it is not scripted.

Some people are just born with the silver tongue and they can do a fantastic job without scripting. If you are one of those people you probably know it, and you can go ahead and do it without a script. In general, my experience has been that a scripted video is going to convert a heck of a lot better than one that is not scripted.

How do you script it? Very easily, just sit down and write the script. The toughest thing to do is get started, but if you just sit down and write it, a lot of times it is easier to get started if you don't start at the beginning. Start wherever you are inspired. Start in the middle.

You basically just sit down and write the script out in a word processor. I use Microsoft Word because I can take the fonts and blow them up real big. It is a lot easier to use really large text when you are actually reading the script and doing the recording.

I covered the recording of the script, in one of the earlier videos in this module, on the exact mechanics with microphones and such. All you do is hit the record button and then read the script. I'll tell you this, for me at least, it generally takes me several tries reading it, until I get to the point that it sounds natural and not like I'm just reading a script.

I want to talk about what you are going to cover in the script for your video. There is a broad continuum that you can have for your pre-launch content. It can either be pure 100% content which makes it a strong reciprocity play, because you are building reciprocity by giving great content. You are also building authority by showing that

you can deliver great content, or it could be more of a pitch where it is intentionally created and designed to sell.

You saw that in Module Three with the Mortgage Web Success. The report we put out for Mortgage Web Success was really a pitch. There wasn't a heck of a lot of education going on. There wasn't a heck of a lot of content. We were telling them what they needed in their web sites. The implication was that we were going to give it all to them. In fact, it was more than an implication, we told them that we were going to give it them in this new system we put together.

This might be very surprising, even shocking to some people, but there is a question about how relevant your content needs to be. We learned a pretty amazing thing in January when we did the StomperNet Smarts Launch. Again, that was a launch where I was involved from start to finish. I'll be showing you quite a bit about what we did in that launch, the stuff we mailed out, and the pre-launch content, later in this module and then as well in Module Five.

Basically, this was a product about social media and about Web 2.0. StomperNet has a long history of being an excellent educational company. They teach people about internet marketing, but they didn't have much experience teaching social media and Web 2.0. They didn't have a bunch of case studies to show about social media and Web 2.0. In fact they were rather thin in terms of what they had for pre-launch content for that topic.

They were selling a product about social media. We asked, "How are we going to deal with this since we don't have much pre-launch content?" What we did was created pre-launch content about something else. They created pre-launch content about getting multiple listings in the search engines. They created pre-launch content about iTracking for web sites.

They put out a lot of great pre-launch content that was teaching other things. It was pure instruction. It wasn't a pitch. It was pure instruction, but it didn't teach about the material that we actually launched on. Then in the last week we did what we call, a pivot. It was a hard pivot. It went from teaching this other stuff to all of a sudden teaching about social media.

We did this entire launch, where we put out tons of pre-launch content, but only one video and one PDF report was actually about the topic we were going to be selling a product on.

You have to be a little careful with this, but your content doesn't necessarily have to match up directly with your product, at least in the early stages of your pre-launch. I almost hesitate to put this in here because I'm sure you could get in trouble. It is better if you walk them right down the garden path, and start off with their fears, frustrations and aspirations and then all your pre-launch content is directly in line with those aspirations and those frustrations and their dreams.

Take them right down the path to what you are going to sell, but I'd be remiss if I didn't mention this to you. Once you get people involved in the conversation, you can take that conversation and direct it where you want.

In this case, we directed it to many different kinds of places. It was a very lengthy launch. In the first four weeks of the launch we took them in various different directions, until right toward the end. We said, "Oh, social media is about the coolest thing out there. We have a great new video about social media. Here it is."

Then a few days later, "Oh and here's a great PDF report about social media." Then just a few days after that, "And now we have this product for sale about social media." Like I said, you have to be careful here, but if you are good at this, you can really direct the conversation where you want to go. You don't absolutely need to start off with content that is 100% relevant to what you are eventually going to be selling if you are building reciprocity and authority

In that case, we built StomperNet as an authority who could deliver great content, and we delivered a lot of content in the pre-launch. The natural implication is, "Boy, these guys have delivered all this fantastic content, and now they are talking about social media, so they must have great content on social media. And, oh boy, this video is great, and so is this PDF report, so they must be experts at social media."

Like I said, use this with caution, but you don't necessarily need to make all of your pre-launch content 100% directly related to what you are eventually going to launch.

Finally, this is typically where a lot of people fall down. I think I've made this mistake plenty of times myself. It is always best to have some type of a call to action at the end of your content. Sometimes you can give a PDF report away without requiring an opt-in, and your call to action at the end of the report might be to opt in.

You will maximize your downloads and exposure to your content in that case. If you, or your partners, are sending people to a page where they don't have to opt in, they can just get the PDF, then you are going to get a lot more people downloading it, but you are going to get a lot fewer opt-ins. They are going to be higher quality opt-ins, because if they read your entire report and then opt in, they are much higher quality, then if they opt in before the report. In any case, one call to action could be an opt-in.

Another call to action could be go to make a comment on your blog. That is a great call to action. The call to action is at the end of whatever your content is, whether it is a PDF report, or a video, or an audio, or a blog post. The call to action is, "Go do this." It is best to train people to start doing what you tell them. If the original call to action is just to go make a blog comment, well you are training them to do what you tell them.

When it comes down to telling them to go place an order that is when the commitment- consistency principle kicks in. If they have been following you all along, then there is going to be an added tendency for them to follow you when you tell them to order.

In addition, if you tell them to go post on your blog, getting good blog comments will help the interaction, it will help the conversation, and you are getting feedback from the marketplace. It also creates social proof when other people can see a lot of comments on your blog. Hopefully they are positive comments after people have seen your content.

In any case, telling people to opt in can be one of the actions that you ask for, or to post a comment on your blog, or to go join an early bird list. These would all be calls to action that you put at the end of whatever your content is.

On our next video I'm going to be giving you examples of some of the pre-launch content that I've created, or my clients have created, and how we've used that as pre-launch content.

Video 5: Creating pre-launch content, part 2... using PDF "Special Reports".

Now we are going to cover examples of some of the pre-launch content and talk about creating that content. Let's start off with a couple of PDFs. Last week in Module Three I went through this one for Mortgage Web Success. You can download it from Module Three. I'll probably just make the download available from this Module as well.

As we had talked about, this one did not have a ton of content. It basically set up their frustration. It set up their frustration and their aspirations at the beginning. Then we started talking about all the bad news. The bad news was basically everything that was wrong with the current web sites that loan officers have.

There is some amount of education in telling them what not to do, what's wrong. Certainly if they were having some webmaster come in and try to sell them an expensive web site that was nothing more than a brochure, then having a checklist of all these bad news items is certainly some benefit. But in reality, this is a thinly disguised sales pitch. It goes through and tells them all the mistakes they could have with the web site.

Here's #6, #7, #8, and #9. We went through nine different items. With every single one of these, the system we were putting together was the perfect antidote to all of these problems.

Then we talked a little bit about the product and what was coming. Really in this piece of pre-launch content, this really set up the entire launch and set up the actual product. This wasn't very content heavy. That is one end of the spectrum where it is more educational in terms of telling them what they need and why your product fits, but not a ton of pre-launch content.

This was very effective. It was a very, very effective pre-launch and this piece of pre-launch content definitely set it up.

Now I want to walk through my "Back to the Wall" report. This report was put out as part of my launch. It was a couple of years ago. It was part of my launch for the first version of Product Launch Formula. As I mentioned just a few minutes ago in the prior video, the first thing I

did with that pre-launch was do a teleseminar; the social proof teleseminar.

That teleseminar was designed to introduce me to the market to let them know who Jeff Walker was. The “Back to the Wall” report was released just a few days before the launch. This was designed to tell people what the product was. Let’s take a look at that.

The original working title for the “Back to the Wall” report was “Gun to the Head Marketing” but I didn’t really like that imagery so I ended up going with “Back to the Wall Marketing.” It’s funny; there was a note that was probably left from when it was the “Gun to the Head” report. In it, I was apologizing for the title of the report.

“Back to the Wall Marketing” isn’t nearly as controversial, so I probably didn’t need to leave that note in there, but I think it is still a pretty effective note because right from the start we are trying to have people set this PDF aside from everything else that they’ve read. This really is a very different type of report, so I start right off with an apology.

“I am sorry if this title offends you. To tell you the truth it offends me. However, I just had my entrepreneurial world rocked in the last 24 hours. I found myself in a place where I haven’t been for many years and decided it was time to shake up my readers as well. This is important material.”

Right in here, I am telling them that they should feel shaken up. I’m trying to jolt them into awareness, jolt them into this idea that this is not your typical marketing report; this is not your typical PDF. Right from the get-go I’m telling them this is important material.

It is amazing how this works when you set expectations for something and then people follow your expectations. If you tell them it is important they will consider it to be important. It is amazing that this works, but it does.

Let’s walk you through this report really quickly. Any time you put out any type of content, it is important to grab people right away to get their attention right away. That is what I did right off the bat. “You’re cornered; you’re in danger. You may even feel like the well-being of your family is on the line. That is a pretty shocking image, right?”

I go through and I tell people, “If you know me, this probably isn't what you expect. I'm the quintessential “nice guy.” I talk about building relationships. I emphasize treating people well. I don't even like violent movies.” All through this I am going for the likeability factor and I am also contrasting that to some of these images I'm starting off with here.

From the start,, I am hitting their aspirations right off and their frustrations. I know the people reading this want a business. They want to have a business more than anything. If they have a business, they want it to grow more than anything. But then I start talking about a business-killing disease, stuff that took me to the brink, and put this strain on my marriage and my family. I'm talking about this disease and how I found this cure.

Right off the bat I'm being a little mysterious but I'm talking in terms of aspirations and frustrations right from the very start. “Yesterday afternoon, at just about 3:00 p.m. Mountain time...” this is specificity. The more specific you are about something, the more powerful it is, the more believable it is. I'm telling them it wasn't just 3:00 p.m.; it was 3:00 p.m. Mountain time.

I probably could have put, “yesterday afternoon at 3:11 p.m. Mountain time.” That would have been more specific, but I really like the wording here and the way it flows.

One thing I want to point out here is I told people that I had my world rocked. Here I repeat it again, “I've had my world rocked in the last 18 hours. Yesterday afternoon, at about 3:00 p.m. Mountain time, I started a contest on my Product Launch Formula blog that I thought would really spice things up.

“In that post, I said I would give away one free copy of my Product Launch Formula home-study course. To qualify you only had to post a comment that told me why you needed the course and how you would use it. I said I would pick the winner based on the posts. I would pick the post that I thought gave the best reasons. Well, I had no idea what I had set in motion.”

Remember, the people reading this for the most part are on my pre-launch list and they actually saw me announce this contest. They very well might have gone to the blog. But this goes back to that idea of dropping bread crumbs. They are insiders in this story now. Since

they already saw this happen, they saw this unfold in the last couple of days, they are part of the story. They are an insider. People love to be insiders.

When they're an insider, they love to see references. When they see me talking about this and they think, "Oh yeah, I already knew about that. I'm already on top of that," then they feel like an insider. They observe me bringing other people up to speed who aren't insiders. That is very cool.

It also shows that when I talk about reading these replies, it shows the conversation. I'm showing the conversation happening in front of them. I put up the post, people made comments, now I'm talking about reading those comments and I'm talking about how influential they are to me. I'm showing the interaction and the conversation. They get to watch this play by play in real time and that is really powerful.

I talked about 42 replies in an hour, and they were 42 good replies, then 216 responses and they are pouring in. Of course, what do they do now? They scroll over and take a look and the number is much higher than 216. Again, they are getting to be a part of this launch.

Down here I go on to talk about my reaction. It is humbling. I'm humbled by the responses. "Lots of pure, raw emotion, fear, anger, joy, excitement..." This is all just showing emotion. First of all, I'm being likable here, because anyone who is humble is generally likable. I'm showing them the interaction, I'm showing the conversation. These are all things that make me more likable and sort of weave this web that I want the launch to be.

I want the launch to be a web where people feel connected to several different things and they see different things happening and they feel like insiders. Here I can lead them to the blog and they can go look at the comments themselves.

Then, I start to set up the whole premise of this report. Basically I'm talking about reading these responses. I was overwhelmed by the energy in these responses. "Before I knew it, my imagination had taken me back to the place I hadn't been in many years."

Look at that, "Before I knew it, my imagination had transported me to a place I hadn't been in many years." In other words, this is the 'I'm a

lot like you,' because it has taken me back to where? To where I was and where I'm going to explain this. It takes me back to where I was when I started my business and that I was a lot like them.

Throughout this pre-launch they've heard about my great successes and how I've built this fantastic formula for launching products and how I did six figures in seven days, and how I helped John Reese do a million dollar launch. They might be sitting at home not having a business or having a business that is not doing that well, and they are wondering how to apply this to their business.

All of a sudden, I'm transported back to the place, where I'm a lot like you.

Basically, here I focus on more likeability. "You see, I can vividly remember when I was in that spot; when I was starting out, just trying to find some way to provide for my family, for my wife and two young children. I remember feeling like a 'deer in the headlights,' not knowing what to do next. You see I wasn't always a successful marketer..."

This is the, "I'm a lot like you," explaining how I came from the exact same place that they are. Again, I've stressed this over and over. The best thing to do in a pre-launch and in a launch is to be honest and share your story. I could absolutely identify with everyone who was just starting out because I was absolutely in that spot not too long ago.

Now I get into the whole frustration. I'm tapping into their frustration because I'm explaining what my life was like back then before I had a successful business.

This section is basically the 'I'm a lot like you' section. It is talking about the frustration I had with my job. I had a job I didn't like. It was frustrating. I couldn't do what I wanted. This is all 100% true talking about my wife and how I left my job. I quit my job and I was home taking care of the kids and playing Mr. Mom. I was trying to figure out how to get out of this jam I was in. This is all 100% true. You can go read my story.

Then, I talk about learning about information marketing and buying a product that taught me about it. In here, I'm actually talking about this decision to make this purchase. There is something that is sort of

subtle in here, but basically I'm modeling how I got this sales letter for this product about information marketing. It was a very difficult decision for me to go ahead and buy it, but after I bought it...and how hard times were, and how significant a decision this was. But I actually made the decision to buy it.

After I made the decision to buy it, that made all the difference. Again, this is 100% true, but it is a set-up that I'm modeling for them how I became successful. I was faced with a difficult decision of whether or not to buy this educational material. I bought it and it made all the difference.

Now I'm going to go to them and say, "Now you've got a decision to make and I know it might be difficult for you, but you have a decision to make about buying this training material that I'm about to put out. When I did it several years ago it worked out for me and it made all the difference."

This is all about making that decision. "It was a difficult decision. I was actually terrified to tell Mary, but the rest is history. The course provided an excellent introduction to direct marketing and information marketing."

Down here is a major transition. I was talking about buying that product and a difficult decision, and how that made all the difference. "I read the course over and over. I started working on building a business, but wrestling with that decision to buy the course, and finally taking that action taught me one essential lesson. The essential lesson was that I had to learn to do business like I was cornered and the only way to come out was with both guns blazing."

Now I'm going to shift from this idea of, "I'm a lot like you. I had this big decision. I made the decision. I bought it." Now I'm transferring into what we're going to talk about which is product launches. Up here I learned one essential lesson which was I had to make solid decisions. I had to then put everything into motion behind those decisions.

Then, right away I start to develop that idea. "I don't want to be condescending here. I know you are smart. I know you work hard. And maybe you are even one of those very few who already have it figured out. But the odds are, your product is sitting there on your

web site dead. It isn't selling, or it is barely selling, or it could be doing ten times better.”

Here I am setting up the basic value proposition for Product Launch Formula. Next, I'm talking about doing business like it really matters, which carries through this theme of what this entire course is about. I'm telling them that if you don't really take action, if you don't really put this launch together, your launch will likely be dead on arrival when it comes to launch day.

This is the back to the wall, the bare knuckles report. I'm baring it all. I want you to be a lot like me now. I took the massive action. I bought that course and now everything has turned around. This is more along the lines of really trying to motivate people that they really have to act now.

This is, “Don't take my word for it.” This is where I start to develop authority. Now I start talking about John Reese who is a well-known teacher and a big name guru in this marketing space. Remember, I'm brand new to this market even though I had that social proof call. I'm brand new to the market with this product launch. Now I'm talking about John Reese and working with him on his, million dollar day. This builds tremendous authority.

In fact, I even cut a section out of John Reese's PDF report where he thanks me for my help with his launch. That is more massive authority.

Now, I talk about Frank Kern. This is more authority. This is where Frank Kern made \$370,000 in just a few minutes. I show the e-mail that Frank sent out. Again, this is massive authority for me. I'm a relative unknown in this market so I'm borrowing the authority from well-known marketers such as John Reese and Frank Kern.

Now, I drop Yanik Silver's name as well, another well-known big name guru. I've developed some authority and then I head into objections. What is the number one objection for Product Launch Formula? Well, going into this, I thought (and it did turn out to be) that people would think that they only work in internet marketing, that these launches only work for internet marketing products, and they don't work in niches.

I actually took that and turned it around and showed them; that's what this subhead is about. In their mind they are thinking, "Okay, this stuff works in internet marketing but it's not going to work in my market. It doesn't work in other niches." I actually turned that around.

This question was designed to stop people and be fairly arresting. "These techniques work great in other niches. Will they work in internet marketing?" That is the opposite of what people are thinking. This places the fact that I developed these techniques in other niches, and that is a strong selling point that I needed to share with people back then.

Remember, this is several years ago before I released Product Launch Formula and before there was all this proof from many people in many different kinds of niches, working with launches and having great success. Back then I didn't have that kind of proof. I had to tell the story of how I did it.

I went through a few other objections. I don't think this was much of an objection any more, but back then people were all hot for these AdSense businesses. "What if I don't have a product or I'm just starting out?"

I go on and show a little proof. "A couple of weeks ago you probably never even heard of me. Now you're reading a report by me which is proof that this stuff works because I'm using my own stuff." Here's some more authority talking about Frank Kern. Now we are starting to pitch the whole idea of Product Launch Formula and how you can use it over and over and over.

I had given the overview as I had walked through these objections and answered the objections. I've given an overview of what the product is going to be and then I actually show them the product. I give them a photo of the product. From here on out this is all about product. It is all about piece by piece, walking through every piece of the product. This really was the important part of the PDF because it is all about telling them what the product is.

That is what this video, this part of the pre-launch, was designed to do. It was to show them what's included in the product and what they get.

So there's the call to action. We covered pricing a little bit and then sort of gave them some rah-rah stuff here at the end; the rags to riches and 'I was a lot like you.' In the end it was, "I was a lot like you but I had my back against the wall. I started to act like I had my back against the wall, and I'm giving you the opportunity to do that by buying the product from me." And that was it.

You'll note that I didn't have a call to action here. I did have this click-through. I think that just took them through to the countdown pages. This was just a few days before the launch. I didn't have a real strong call to action. It probably would have been better if I had something in here that sent them to the blog to make a comment.

I got lots of great comments on this because it was a very, very personal piece of pre-launch content. The intro piece gave a lot of details about my life, probably more than I've ever given anywhere else. It was very detailed and told them a lot about who I was and my early struggles. So this definitely did strike a chord. It elicited that emotional response early on and then I took them down and explained the product. This turned out to be a very effective piece of pre-launch content.

Those are a couple of the PDF reports that I've used. One was the Mortgage Web Success report. As you saw that was basically a pitch. It was released at the beginning of the pre-launch. It was a heck of a lot more pitch and a lot less pure content.

Initially, we have the whole continuum between pure content and pitch. This one was released at the beginning of the pre-launch. It sort of gave the whole story and foreshadowed the entire pre-launch. It was more pitch.

The next one was sort of a mix between content and pitch. I mean, the content that it had was more my personal story and it also had inspiration, their aspirations and touching on their frustrations. It wasn't hardcore how to get stuff done,, but this one doesn't feel nearly as much like a pitch. It is more about me sharing my story, because, people really do want to connect with you. Sharing a personal story in a compelling way is just as powerful as sharing content.

Those are a couple of PDFs. Now we are going to move on to talking about videos.

Video 6: Creating pre-launch content, part 3... using videos in your pre-launch.

I want to continue talking about pre-launch content. We are going to shift from PDFs to talking about video, specifically screen capture video in this case. The launch we are going to take a look at now is a launch for Membership Site Boot Camp. This is a launch that I did for clients. It was done last summer.

We did \$1.76 million within one week, so it was a highly successful launch, way beyond what anyone thought we would be able to do. My two clients were Tim Kerber and Ryan Lee. They were basically unknown. They weren't big name gurus. Tim Kerber had a business selling membership site software. Ryan Lee had spoken at one event at Yanik's Underground Event.

If you think about it, Yanik's Underground Event is for underground people, people that are unknown, so just by being there shows you the extent that he was essentially unknown. Both of these guys had a good story. They both had successful membership sites. I was convinced they had a good product, so the big challenge was first of all, getting people excited about membership sites, and also introducing those guys to the market and making sure they were taken seriously.

This product launch did a fantastic job of that. Since the product included a bunch of video, we thought it only made sense to use video as part of the pre-launch. I'm going to show you the first video we came out with.

The product, to be totally clear, was a home study course/coaching program. They would get CDs and DVDs. They would also get an ongoing coaching component to the program. A membership site is basically any site where people pay to be a part of the site, to be able to access the site.

You could have a site that has a monthly membership that costs \$8 or \$10 or \$30 or \$100 or \$300. It doesn't matter. Membership sites can be in any kind of niche. Hobby niches are great for it. It could be crochet. It could be growing tomatoes. It could be training horses. It could be a business site. It could be any number of things.

This was a home study course that taught people how to create and profit from membership sites.

We got together for this launch and talked about what we could do for the pre-launch. To me it was immediately evident that the big hook we wanted to lead with was just how much money people were making from these membership sites. A lot of people thought or didn't realize how big a business this is, and what a great business it is to have people paying you month after month after month.

It just so happened that with Tim Kerber, owned a membership site software program, so he had access to all kinds of proof of just how well people were doing with these sites. All he needed was permission from his successful clients, and he was able to do that.

We decided that definitely the biggest hook, the biggest thing, the thing with the most impact, the shock and awe that we could come out with, would be the higher earnings. We talked about a script. I didn't actually write a script for this one, but I walked through the script just talking on the telephone of what I thought we should do.

Tim and Ryan created a video. When I saw the video, I said, "That's just not quite good enough." I gave them some hints and then they went back and tried it again. Then I stepped in again and said, "That's close. It's much better, but it's not quite there. Tighten it up one more time."

They went back and ended up with the finished product. I actually have both the intro video and the final video that we ended up with. I should show them to you and show you the differences between them. I'm not going to run through the entire video for you, but I thought it would be instructional to see the before and after.

Remember, the 'before' had my input already, but it didn't have my input into the completed script. This is the 'before' video.

One thing I want to point out right away is the length of this video. If I just grab this video and scroll through it, you can see that it is 15 minute and 33 seconds. That struck me as being a little too long for the amount of content we covered. You don't want to bore people. The deal isn't that the longest video wins. You want to be as quick and snappy and as entertaining as possible.

The video we ended up with was nine minutes and 55 seconds. We were able to cut out five minutes and 38 seconds from the video, and basically not lose much in the way of content. That's the first lesson.

Just because you can make these videos long, doesn't mean you want to make them really long. You want every piece of the video to serve the video and keep the viewer engaged. We are going to go ahead and hit the play button here. There is some noise, some chirps and stuff, in this video. I'm not exactly sure where that is coming from. This is what I have and I wanted to show it to you. It is still instructional even though there is some noise in it.

I'm going to hit the play button. "Hello everybody, this is Tim Kerber, and this is Ryan Lee from Membership Site Boot Camp. Tim and I have put together a whole series of videos to help you guys understand all about membership sites. Those of you who don't know me, I currently run about 50 membership sites, all in the area of fitness, health, and personal training.

"Basically, I started from scratch. I started in my parents' basement a couple of years ago. I built my first membership site. I've done pretty well for myself. I was featured on the cover of Millionaire Blueprints magazine. I've spoken at some big industry events like Yanik Silver's Underground Event. I'm speaking at Dan Kennedy's Info Marketing Summit. I've had a lot of success in the fitness market.

"Again, I have not taught people before how to make money with membership sites. I do things strictly in my small niche market of strength and conditioning, and improving your vertical jump, all things you wouldn't think about in terms of membership sites. I've done really well for myself. I'm enjoying my life and I have a great partner, Tim Kerber. Tim, why don't you introduce yourself?"

"My experience with membership sites is that I run a membership software company called MemberGate. After about seven plus years, we have over 400 membership sites. I oversee the support and installation and launching of all of them. We are considered the Rolls Royce to membership site solutions. I also run a very popular membership site myself called Membership Site Owner. I'll be candid with you here; the main goal..."

Okay, we are now a minute and 32 seconds into this thing and there is no value proposition whatsoever. They are basically credentializing

themselves. They are basically introducing themselves at a minute and 32 seconds. I'm going to fast-forward here a little bit.

“...the amount of misinformation that is being perpetuated out there, a lot of it by these so-called membership site gurus. By far, the far majority of their advice is questionable at best. I think some of them just read books about being a membership site owner as opposed to actually running and seeing membership sites and seeing the ones that are very successful. We are going to just share some of that, with you right now.”

Here we are two minutes and eight seconds and they are doing some of the ‘us versus them.’ Selling against the gurus, that’s a good hook, but it is not a good thing to lead with in here, especially since we are more than two minutes into this thing. We still haven’t gotten to that hook that I identified as, “You can make a ton of money with this stuff.” So let’s keep on walking forward.

“...I just want to chime in for a second Tim. What I know ‘behind the scenes’, about some of these “gurus” that talk about membership sites, is that they will get all their internet marketing buddies together and do a big launch of a new membership site. Maybe they’ll get a thousand members in the first week or two paying \$20 or \$30 a month.

“All of a sudden, they made twenty or thirty grand the first month, but what they don’t tell you about is the 50% or 80% drop-off the next month. And one year, later they aren’t even running the site anymore. Then they start teaching about how to get thousands of people paying \$20 or \$30 a month, and again, all they are doing is setting up the sites, teaching...”

At this point we are still not really going anywhere. We are two minutes and 40 seconds into this thing. I’m going to fast-forward some. Here we are four minutes and 21 seconds; show me the money.

“...say one member a day at \$20 per month which is definitely achievable. I know Ryan generally gets many members to his site per day, and I do as well, but we’ll keep it very conservative here. One member at \$20 a month, that’s \$120 per year, and factoring in an aggressive 20% dropout rate, say six members drop out...”

Again, I'm really sorry for the bad audio and all the chirps and audio artifacts that are included in this video. I'll wrap up with this in just a sec. I just want to show that here we are four minutes and 39 seconds and we're just now starting to get into the business model. That's when I said that we have to take this back to the drawing board and make this start off a lot faster, a lot sharper and get people interested. We need to get them hooked right away.

Here's the video that we ended up with, the video we re-shot. I'm just going to go ahead and start playing that.

[music]

You can see right off we have a fancy intro. That is a flash intro that was put together. I think Tim spent somewhere in the vicinity of \$100 to get that done. It wasn't terribly expensive. I think he got it done at www.RentACoder.com. Let's keep going here.

"Hi everybody, this is Tim Kerber, and this is Ryan Lee. We have a great video for you today. This video is going to cover the business model of membership sites and what we believe is the absolute perfect business model. You are also going to see live financials from actual membership sites.

"These aren't trumped up, made up internet marketing sites. These are actual real world, working examples of membership sites. You'll see exactly how much money they make. You'll notice a box below. We are going to be releasing more and more..."

You can see they start off right away talking more about the business model and telling people they are going to see real world sites and real world numbers. We're 25, 30 seconds in and they are already talking about real world stuff, instead of doing a big long introduction. Of that 25 or 30 seconds the first five or six seconds was that flash video.

In this video we are getting right to the point a lot faster. Let's continue.

"...video clips including exclusive footage from our recent Membership Site Boot Camp. Just enter in your information below and we're going to send you links to these videos. You can only see

these when you opt in to this list. It is important for you to know why you should be paying attention to Tim and me.”

Okay, so right away there was a call to action in the first 45 seconds to go ahead and opt in on the page. He talked about the fact that you get videos including exclusive clips from their \$2,500 live event. Right away there is some benefit and a call to action to subscribe.

This page only has the video, but this was done as a full squeeze page with a headline at the top and then a subscription box down below. Let’s keep on going.

“Quickly, my background is that I went from a physical education teacher in the South Bronx to a millionaire. I now run almost 50 different membership sites, all in the health and fitness markets, in the health and fitness and sports training industries. I live the life of my dreams. I get to spend as much time as I want with my wife and my two young children. I can work from the beach. I can work from the bookstore. I have a little office. It’s a great life. Membership sites are definitely the way to go. Tim, why don’t you tell us a little bit about yourself?”

“Thanks Ryan. Again, my name is Tim Kerber and I run a membership software company called MemberGate. We are going into our eighth year setting up membership sites for our clients. We have over 400, approaching 500 clients right now running MemberGate. That gives me full access to all the behind the scenes.

“I provide support for them. I help them get going. I help them launch the site. I see everything; who is doing what, well, and what tactics those sites are using. Additionally, I also run a very popular membership site called Membership Site Owner. Members of that site share tactics as well, as far as what’s working for them on their own membership sites. As we are going to show you these videos, I think it is important to dive right in and show you...”

Now we are at the “show me the money,” portion and we are two minutes in, instead of four minutes and 21 seconds. We made it a lot punchier and they got to the good stuff a lot faster.

“...what’s of most interest to you I would imagine, is what the income potential is. We are going to show you some real numbers from sites we recorded this very morning. These are not made up numbers.

These are not made up sites. These are actual sites that I've gotten permission from. In this case, they are MemberGate sites because that's my sphere of influence, with MemberGate owners obviously.

"These site owners gave me full permission to show these. They did ask for a level of anonymity because they don't want competitors jumping in when they see how profitable some of them are, but these are in fact legitimate sites. This one particular site, you can see the date up here, so it is in fact very current."

Here we are two minutes and 34 seconds in, and we're already showing financials from live sites. In the other one, at 4:21 we had that "show me the money," clip, but we didn't even get into financials at that point. Then we started talking about monthly recurring income and this, that and the other thing. Here, we are hitting people right away with proof and authority, right off the bat. We are probably four, five, six minutes ahead of that other video.

Let's go forward and see how he establishes proof and the authority here.

"This site is at about \$4,500 for the month, so they are going to break \$5,000 easy for the month. This is a great example of what I call a hands-off site. I know the site owner and the amount of work that goes into this particular site is very minimal. I'd say probably a couple of hours a month for this particular site."

"Tim, let me interrupt you for just one second here. Over \$5,000 a month, which some people think, 'Oh, \$5,000 a month. That isn't that much,' but if you think about it, working a few hours a month, two or three hours a month, \$5,000 a month would pay for pretty much your mortgage on a house that costs about a million bucks. I mean, that could be life changing. That comes out to about \$60,000 a year which is more than what most people make in fulltime income. This is just a couple of hours a month.

"This is just one example of a site with minimal work for a membership site. And it's recurring. If you sell \$5,000 worth of e-books this month and then next month it's, "Oh my gosh, now I have to sell \$5,000 more."

"That's a great point. I want to bring up the monthly totals. This is from the same site. You can see that very consistently, this site has

been making right around \$5,000 to \$5,500 a month for quite awhile. If we scroll down, it actually goes back for a couple of years. This is a consistent recurring income for this particular site.

“Here is another site. Let me zoom in here for a second. This site is doing better. As you can see they are up to \$39,757 for the month so far. Just today, \$991 in subscription fees were processed today. That means that their payment for recurring members for today is \$1,000. They are on track to break \$50,000 for this month which isn't too bad.”

“Again, that's \$600,000 a year, and this is nothing compared to what you are going to show them in a minute. This is just the tip of the iceberg. Membership sites, I really do think they are the perfect business model. We can work from anywhere. Again, I told you once I got my wireless internet access; I work from the pool, from the beach, from the country club, from the bookstore, from my car...”

What they did is establish some authority and some proof. They promised more proof and now they are going to start to walk through the benefits of the business model. I'm going to skip ahead some here.

“For one, it is that recurring income that we mentioned. For a real quick analogy here, if you took a site that was \$20 per month and they added one member a day at \$20 per month, obviously they are going to make \$600 the first month. Even factoring in an aggressive 20% dropout rate, out of 30 people, 24 stay on the next month. In month #2 you'll gain another 30 members, but they have 24 from the previous month which works out to \$1,080.

“As you can see, it will start to balloon.. It is basically compounding interest on here. It can really add up to some significant numbers which I'll list out for you right here. Another huge benefit of a membership site is that it is a true asset. In other words, you can sell your site...”

Again, I apologize for the noise artifacts that are in this video. They are in the original video and I can't do anything about that. As they continue on, they are now coming up on six minutes into the video. They've given some proof, they've established authority, they did a quick introduction, and they are basically walking through and hitting

these bullet points, these high points, and moving through them pretty darn quickly.

They explain recurring income and the fact that a membership site is a salable asset, and now they are going to go back and give more proof of even bigger success.

“...looking to buy them out. We showed you some shots a few minutes ago. I want to take a look at some sites that are even doing better for themselves than the ones we looked at a few minutes ago. Let’s take a look at that right now. If we can zoom in here for a second, here is a site that is doing \$93,262 so far for the month. That is not too bad. They are on track to make around \$120,000 or \$130,000 for the month. They are up, over a million for a two person operation so that’s not too bad at all.”

“Again, no goods, no product for sale, it’s all profit.”

“Your overhead is minimal at best, just hosting costs basically. We can see their totals here. We’re in May, so this month is \$92,000 and still growing. You can see they are very consistent, about \$130,000, \$135,000. It goes down the further back you go because they are still marketing the site. So the site is growing.

“I talked to the site owner just recently and he’s very happy that he’s up 30% from last year, and last year he thought he was doing gangbusters, so he’s very happy. Here’s another very good site. He has done quite well for himself. So far this month they are up to \$208,000 in revenue. That’s not bad. If you look at the fees processed just today, just recurring members today, is just under \$14,000.”

“Let me just mention one thing. First of all, I know the people who own all of these sites that Tim is referencing, and none of them have to do with internet marketing, none of them. These are sites and topics that you would never think of making money, with memberships and they are doing this well. Again, it has nothing to do with internet marketing.”

Now they go through and they show some pretty amazing proof. They built it up. You notice how we staggered it so we started off with a site that is just making a few thousand dollars a month, then one

that is making thirty thousand, then one that is making ninety, and now up to the two hundred thousand dollars a month.

We structured it that way because it seemed if we just came out with the \$200,000 a month, people might have a hard time believing it. This way we took them from a modest several thousand dollars a month, all the way up to these huge numbers. I'm going to skip forward quickly and move through this.

Basically, at this point they are just continuing to walk through the video showing the numbers.

“Hopefully just by showing you guys some of these screen shots we've given you just a little bit of a taste, of what's to come. The best is yet to come. We have upcoming videos that are going to show you more of this exclusive footage from our \$2,500 sold out Membership Site Boot Camp that we recently did in West Palm Beach. Tim and I had people fly in from all over the world to come to attend our event.

“You are going to get some exclusive video footage of that. If you want to keep these videos coming, if you want to see them for free, all we need you to do is opt in. Just enter your name and e-mail below where it says, 'Show me the videos,' button. You'll be e-mailed the links and you'll be able to watch each video as they are released.

“Again, they are only going to be for people who are on our list. If you really want to see it and you want to see some more information about membership site boot camps, we are going to give you some really good information and good video clips coming up. Just enter in your information and press 'Show me the videos.' Again, my name is Ryan Lee. On behalf of Tim Kerber, I hope you guys enjoyed this video. Thank you so much for watching. We will see you guys.”

Then they wrapped it up. It ended at the 9:55 mark with a strong call to opt in. This is basically a reverse squeeze page where it had a headline, a video and then an opt-in box below it. We definitely punched it up a lot. We put on the intro, then we quickly got into proof, gave some more overall generic 'this is why membership sites are good.' Then we discussed recurring income, the fact that it's a salable asset, yada, yada. Then we followed up with more big time proof and then we had the call to action which was to opt in on the page.

It was really a very simple video, ten minutes long. If you look here at the whole continuum between pure content and pitch, this one probably fell fairly close to the pitch, but the pitch was for the opt in. The content we gave was just proof showing that membership sites really do very, very well, the reasons behind why they do well, and also why they make a good business.

Now I want to quickly move through this second video we used. You'll see this is a 14-minute video so I'm not going to walk you through the entire thing. Basically, this time we moved quite a bit more towards pure content and really gave some pure content in this video as opposed to the first one which was more pitch designed to get the opt in.

This one was also designed to get the opt-in, but as you'll see it is designed to create interaction, community and conversation. Let's get going here and I'll be skipping through this one.

[Music]

“Hey everyone, this is Ryan Lee, and this is Tim Kerber. Welcome back for our next video in our membership site video series. First of all, thanks for all the great comments and questions left for us on our blog and through e-mail. We plan on covering as many of those as possible. Just a reminder, do look at the blog. The link is below, so continue to leave us your comments and feedback. We look over every single comment that you leave us, so it is important for you to do so.”

Of course that is social proof that we are getting so many questions and so many comments on the blog. Also, it is reinforcing the conversation and the interactivity that is happening. It also reinforces how they want to hear from you. There were two links to the blog that were underlined so they could continue or join the conversation.

“On this video today we are going to cover three main points. Number one is we're going to share some really, really important breaking news in relation to membership sites. Number two is the top questions we've been receiving. – 'How do I try and determine my topic and is it going to make a good membership site?' We are going to cover that in detail today and give you lots of tips. Then we are going to give you a preview of what's to come in the next video.”

“As Ryan mentioned, there is some late breaking news, so just to show how cutting edge we are, ClickBank recently announced that they are now accepting recurring billing. This has huge implications for membership sites. For those unfamiliar with ClickBank, here is a real brief overview.

“They are a leading provider of digital content, basically e-books online. I know myself, as well as Ryan, we both have many ClickBank products and we do quite well with them. The bigger implication is that there are over 100,000 affiliates already in place with ClickBank. The bottom line with that is they are ready to put your product or your membership site in this case, because they are now offering recurring billing.

“This is very important because they are such a major player in the industry. They are finally acknowledging that recurring revenue is an excellent business model. This is really going to impact membership sites in general. The big thing that I’m excited about is the fact that you instantly have an army of affiliates ready to promote your site.

“I’m sure Ryan can probably agree to this as well, but with my e-books I already have on ClickBank, I have people signing up as affiliates automatically. They come across my site by visiting ClickBank and they sign themselves up. The next thing I know...”

This is where we used some news from the marketplace. ClickBank, which is a major, major source of affiliates, just started allowing recurring billing. That sets up membership sites through ClickBank. So it is a natural that we came out swinging with that news just to show people this business model works and ClickBank’s announcement makes it that much easier.

This was important news based around something very related to the product we were launching so we naturally seized the opportunity to talk about it.

“I have people promoting my products through them, so this is really huge. From the affiliate management end of things, you get paid automatically. Not only automatically, but it is very reliable and the affiliates appreciate...”

Okay, here is an important piece right here. I'll go ahead and play it for you.

"I love ClickBank and the fact that they have recurring billing. As a matter of fact Tim, you and I were both contacted by ClickBank months and months ago about this recurring billing. We were asked to be testers in the system, and we are excited because the biggest..."

That's dropping a little authority, the fact that both Tim and Ryan were contacted ahead of time by ClickBank to test out this process. This was big news in the marketplace, but both Tim and Ryan knew it was coming so that is an extra push of authority right there.

Now I'm just going to flip through here. I don't want to watch the whole thing with you and have you sit here through 14 minutes of it. This is only the second of four videos. Basically, you can see the low entry cost and they hit a bunch of triggers. Then they talk about finding your niche, your market, and they go through very specific research tools, and how to find out whether you have a good market.

They are giving real meat, in terms of exactly how to do it. On that big spectrum this falls in the pure content spectrum, as we get closer and closer to the launch. Then they talk about how to find your competition. They talk about Ryan's businesses, and how he was able, even though it was a very competitive market, how he was able to pick out a niche and do very well with it.

"We just touched on a very few ways that you can research the topic. We are going to go into more details on some of the upcoming videos for you as well."

"I'm excited. In our next video we are going to show you actual footage from our recent Membership Site Boot Camp and one of the topics we are going to cover is a huge one. It is content generation. I'm going to share with you some of my top secret tips and tactics on how I have enough content to run 50 membership sites. It is important right now to please take a moment to comment or ask us a question on the blog.

"The link is below and you can visit anytime. It is www.MembershipSiteBootCampBlog.com. Your questions are helping us create these videos."

Here they have a very strong call to action to leave comments and questions.

“...we’re going off your questions and that is how we are coming up with all this content. Please go there and make your comments. Ask your questions. Thank you so much for listening and watching this video. We are going to give you some really killer tips coming up in our next one. On behalf of Tim Kerber and me, Ryan Lee, we will see you soon. Take care.”

That was the second video and you can see how we delivered full out content on that one.

Okay, here we are in the third video now. You can see we went all out with this one. It is 19 minutes and 22 seconds. At this point we are going full out. This is a very content rich video. The first one was designed to get the opt-in.

Actually, look at how they started off, they said, “We’ve got a question straight from the blog.” That shows the interaction, the conversation, that they are engaged, and that it is a two-way conversation. Then look at the question.

“‘How to start up a membership site and is it really complicated?’ Tim and I after talking for awhile have come up with what we think is a great analogy. It’s like mowing your lawn...”

I’ll just tell you, I was the one that came up with this analogy. I can remember it like it was yesterday. For a lot of people, one of their big objections was that this seems complicated and hard to use, and the software seems too complicated.

So I said, “Okay, guys, the answer is, ‘It is not complicated.’ Actually, the software is complicated, but it is no more complicated than a lawnmower. Who among us could sit there and build a lawnmower from scratch? None of us, but just about any one of us could drive down to Wal-Mart or drive down to Ace Hardware and buy a lawnmower, drive home and put gasoline in the lawnmower and cut the grass.”

I told them to take this analogy that under the hood it is complex, but you don’t have to know how to build the software. You just have to

know how to push a few buttons, just like you don't have to know how to build a lawnmower. You just have to know how to stand behind it and walk behind it. So I gave them that analogy.

Ryan's delivery of the analogy isn't quite as good as the one I gave him, but it still serves the purpose.

"If you want to mow your lawn and want to buy a lawnmower, you basically go to a Wal-Mart or a local hardware store and you buy a lawnmower and you mow your lawn. That doesn't mean that you necessarily know how a lawnmower works or you know how to build a lawnmower or every intricate detail including every moving part.

"You just know that you go buy the lawnmower and you mow the lawn. It is the same thing even with using a program like Microsoft Word. We all know how to use it. We all know how to type and bold and highlight, but very, very few of us, probably none of us can actually code Microsoft Word and actually build it.

"So it's the same thing with a membership site. Software has become so easy to use. It is literally plug and play. When I started back in 1998 with my first site it was so hard. I had to hire programmers. It was very complex. Now it is really, really simple to run and manage your own site with all this great software. It is really simple to use. Tim is going to spend one or two minutes explaining some of the software solutions that are out there."

"There are some excellent solutions out there..."

They are defeating the objection that this is all really too complicated. The very truthful answer from them was, "It's not complicated at all. It is actually very, very simple and you don't need to know what's going on underneath the hood."

Let's skip ahead in this video. Tim basically goes through and talks about some various solutions including his solution, but he made sure to highlight other solutions as well. Now they are going to give footage from their live event.

"How do you find ideas on what to write about? Let's say you've had your membership site for six months. Now you are like, 'All right, I talked about everything I know about selling marketing to people who do janitorial services.' One thing on your membership site, look at

your forum. Always look at your forum. Tim gave you some resources as well for other forums. There is another great site called www.Big-Boards.com.”

Now they are going into pure content. There is some real proof here because parts of their product are the DVDs from the live event. They are showing you pieces of that. They are showing you compelling pieces of it. They are showing you big chunks of it. Look at how much they’re giving. We are up to 11 minutes. Pretty much the whole entire video is pulled from the live event.

The beautiful thing about this is that it establishes a lot of authority. It shows you know what you are talking about. It shows Ryan standing in front of a room of people that paid him \$2,500 and lecturing. There’s a huge amount of authority there. There is a huge amount of proof there. In addition, he’s able to create this video. That makes the creation of this pre-launch video pretty darn easy.

They created that initial intro, that first two or three minutes where he answered that one objection and then they create their exit, the end of the video. In the middle they have somewhere in the vicinity of 15 or 16 minutes that they didn’t have to do any work to create that the material. The DVDs already existed

Remember, if it is scripted, it is going to be a lot more effective in getting someone to do exactly what you want them to do. This is now the middle of their launch. This part of the launch is more about creating the story, and authority, and proof. They did a great job here.

This is also great reciprocity. They actually gave 15 minutes of really solid content from their event. That was a great video they put out. “...more experts, again they say their name, their area of expertise.”

“But also provide some excellent content. The question at this point is, ‘What do you want to see next on our upcoming videos?’ The way to let us know is to go to the blog right now and leave your comment or question for us. I can reveal a little bit about the next topics. We’re considering showing you actual membership site topics and what some of those sites are specifically offering people to come on board and stay on as members of the site. We’re going to try to cover a variety of them so that you can get ideas...”

Right here they are selling the next video and keeping people engaged. This very much shows the interaction and tells their audience how much they want to hear from them. It also continues to create the conversation. There was a lot of building conversation throughout this launch.

“...information out there for people who want to do it for themselves. So whatever you do, don’t stop watching because we have some very big things coming, things I guarantee you do not want to miss. Now before you forget, head on over to the blog and post your comments or questions for Ryan and me. On behalf of my business partner, Ryan Lee, I am Tim Kerber and we’ll see you shortly in the next video.”

There you go. That was the third video. Now let’s get to the fourth video. This next video is a short one. It is only four minutes long. This was released halfway through the launch. It was a one week launch. After they went live, several days later they came out with this video.

Basically it showed some real world membership sites. They started off with the Wall Street Journal. That is ultimate authority right there. Even though it is not your authority, you are showing that this really does work, that membership sites are very real, and because the Wall Street Journal is a huge company and they’re running a membership site.

They go through some small niches and some sites that don’t look so professional. Then they give examples of various sites, scrapbooking, dreams of Italy, and dog grooming. The video talks about how working with niches can be good. It closes with a bit of a pitch. Basically it is a scarcity message for the membership site program.

“In a few days we’ll either be raising the price or pulling it off the market.” This is just a quick, short video that gets dropped in the middle of the launch to add just a little more content. In the middle of the launch, as I have mentioned earlier, there is a lull day, around the second, third, or fourth day, right before you press the scarcity towards the end of the launch.

In those few days where you can have a bit of a lull and things slow down a little bit, we re-energized the launch by giving them another video. This time though, it was a pretty short video.

So that's a walk through using pre-launch videos. Since this video is getting too long, I want to wrap up by talking about the actual mechanics we used to create these videos.

These are the steps we take. We basically write the script. I'll edit and rewrite the script. Then we record the script. As I mentioned earlier, this can take several tries to record the script to make it sound natural and get it right, but you don't have to record the thing straight through. You can record it a paragraph at a time or a sentence at a time or a couple hundred words at a time.

Editing audio is very easy to do. I gave you some tools earlier to use for that. You record the script. You edit your recording. Then you do your screen shots. You put together a Keynote or a PowerPoint presentation. That is typically what you'll use. You can put together a PowerPoint. You can put photos right in your PowerPoint. You can type up your text in the PowerPoint.

Once you get the PowerPoint done, then you basically start the screen recording program which would either be Camtasia in Windows or iShowU or ScreenFlow on the Mac. You start the recording and you record the PowerPoint or the Keynote.

Once the recording is started, you'll hit the play button on your audio. Now you are playing back your audio. You can hear the audio, and your screen capture is recording the audio as well. Now you'll actually flip through the screen shots in your PowerPoint and that puts it all together.

Not to get too technical here, but the other thing you can do is play the audio and then start recording the screen of the PowerPoint or the Keynote. Then in your video editing software you can marry up the audio with the video.

That's starting to get sort of complicated, but if you know how to use Sony Vegas or Premier, you can get it done pretty easily. I'm not sure if you can do that in iMovie or not. But if you are using Sony Vegas or Adobe Premier or any of the more powerful video programs, then you can actually record the video separately from the audio and sort of patch them together. You can have them all go together in your video.

Otherwise you take your audio recording and you start playing your audio recording. Then you flip through the screen shots, your PowerPoint presentation as you are recording the screen and the video. There are so many different programs and so many different ways to do it, but I don't want to get too complicated.

The key is that you write your script first and then record the script. After that you get the script edited, you get the audio edited down so you have a good audio, and then you do your screen shots and add it into your video. To sit there and create your script and read off your script and be able to read your script while you are manipulating through the slides is not that easy to do, especially if you want it to sound like a professional presentation that moves along pretty quickly.

That is your general workflow for how to put together these pre-launch videos.

Video 7: A quick run through your Action Guide, and instructions for applying for a Hot Seat.

For this final video I just want to walk through the action guide. This action guide is directly related to the hot seat application in case you want to apply for a hot seat. This looks like a lot of work as you walk through here, but you are going to find that you've already done most of the work if you kept up with the homework in the first three modules.

First, I want you to go ahead and describe your prospect and then fill out what your prospects' top fears and frustrations are. What are their dreams and aspirations, and what are their hot points? We've pounded this stuff into the ground because this is the cornerstone of your launch. And you probably did this in Module One.

If you'd like to, you can cut and paste it from Module One into the action guide. If you are a superstar, you probably want to have the absolute best results, so go and take a look at what you did in Module One, and reflect on that and think about it. Check it out and see if any of that has changed, matured, or altered at all through the work you've done since then.

Of course, remember that as you get into the launch, you are going to further refine that. Go ahead and take a look at Module One and either cut and paste it or fill it out with fresh eyes based on what you've learned since you went through Module One.

Next, in Module Two, we took the information up above and basically used that to create your story. We went through the exercise where we used your answers from Module One to create your story in Module Two. Go ahead and fill in your story here. You can cut and paste it from Module Two or if you want to take a look at what you wrote in Module Two and refine it at all, then go ahead and do that.

Now, I want you to write down your offer. Basically, you want to write down what is going to be included in your offer, and I want you to write down any bonuses you are going to include. First of all, put down all of your bonuses, but if you have some of those bonuses planned as being fast mover bonuses that will be available at the beginning of the launch, then note that. If you have some that are

planned for the end of the launch that might go away at the end of the launch, go ahead and note that as well.

This is going to be straight out of your homework from Module Three. Now, we want to talk about your pre-launch content. This homework, if you did this in Module Three, it has probably changed after what you just saw here in Module Four. You might want to think it through again. You might want to refine what you wrote. Go back to Module Three. Put down what you are going to do for pre-launch content. What are the broad topic areas?

Or, if it is beyond broad, if you narrowed it down...if it is learning guitar, this first one is going to be about tuning your guitar. Are you going to do a video on it? Go ahead and write down your ideas for pre-launch content, how many different pieces of pre-launch content you are planning and what format are they going to be in?

Are they going to be screen capture video? Are they going to be full motion video? Are they going to be PDF reports? Are you going to do teleseminars? Whatever it is, go ahead and write those down.

Once again, this is from Module Three. That is where we talked about objections. Remember, you are going to get a much better handle on objections once you get into the launch. That is really what the pre-launch and the pre-pre-launch is about. It is defining these objections. I want you to go ahead and think through what they are going to be right now. Go ahead and put your first three objections down here. Again, this is from Module Three so you can cut and paste that. You might want to refine them with what you've picked up from Module Four. As soon as you do that, then scroll on down and put down your answers to those three objections.

Now I want you to write down your scarcity elements. You might have already started to touch on this up above when you were writing down your bonuses, but go ahead and write down what your plan is for your scarcity elements. What is your plan for initial scarcity, your fast mover bonuses right at the start of the launch, and what is your plan for scarcity at the end of the launch? In other words, what's the bad thing that happens if people don't act before the end of the launch?

You really want to have this in place, some type of scarcity at the end of the launch, because that will spike your results like you would not believe. Go ahead and stop the video and write those in now.

Next and finally, let's talk about your overall launch plan. What type of launch are you planning on doing? An internal launch, a big JV launch, a seed launch, an ecommerce launch, or something else that I haven't covered yet, or I haven't invented yet, something you came up with? Then tell me how long will your pre-launch be and how long your launch is going to be.

If you want to put in for a hot seat, go ahead and sign up for it in the Action Guide. I've also got another entry at the end. If you have any other things you want to tell me about your launch go ahead and fill that in. I'm going to be using this data to do some hot seats going forward.

That's it for Module Four, but make sure you go through this homework because I think you are going to get a lot out of it. This document right here will give you a huge head start on your launch plan.