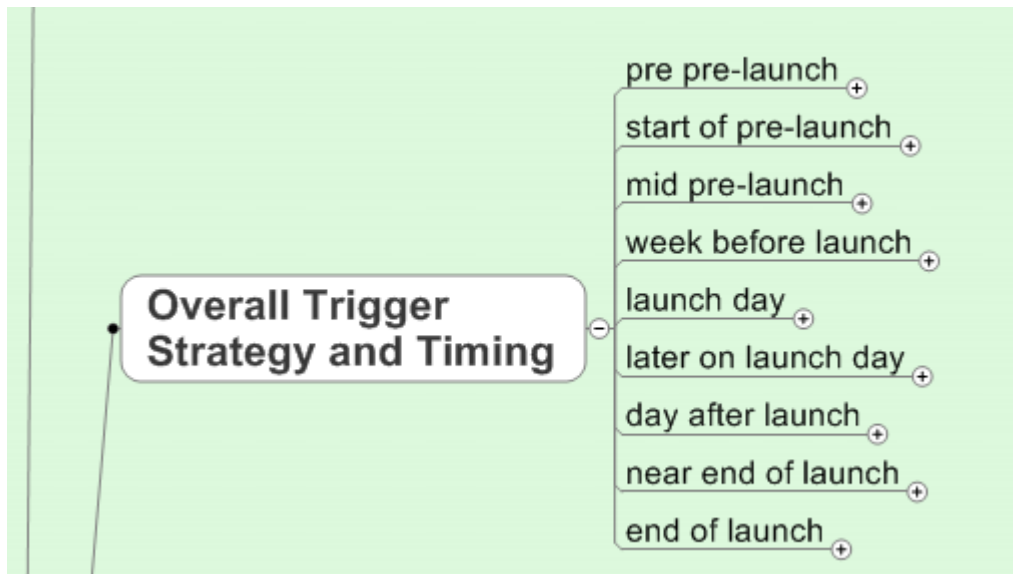


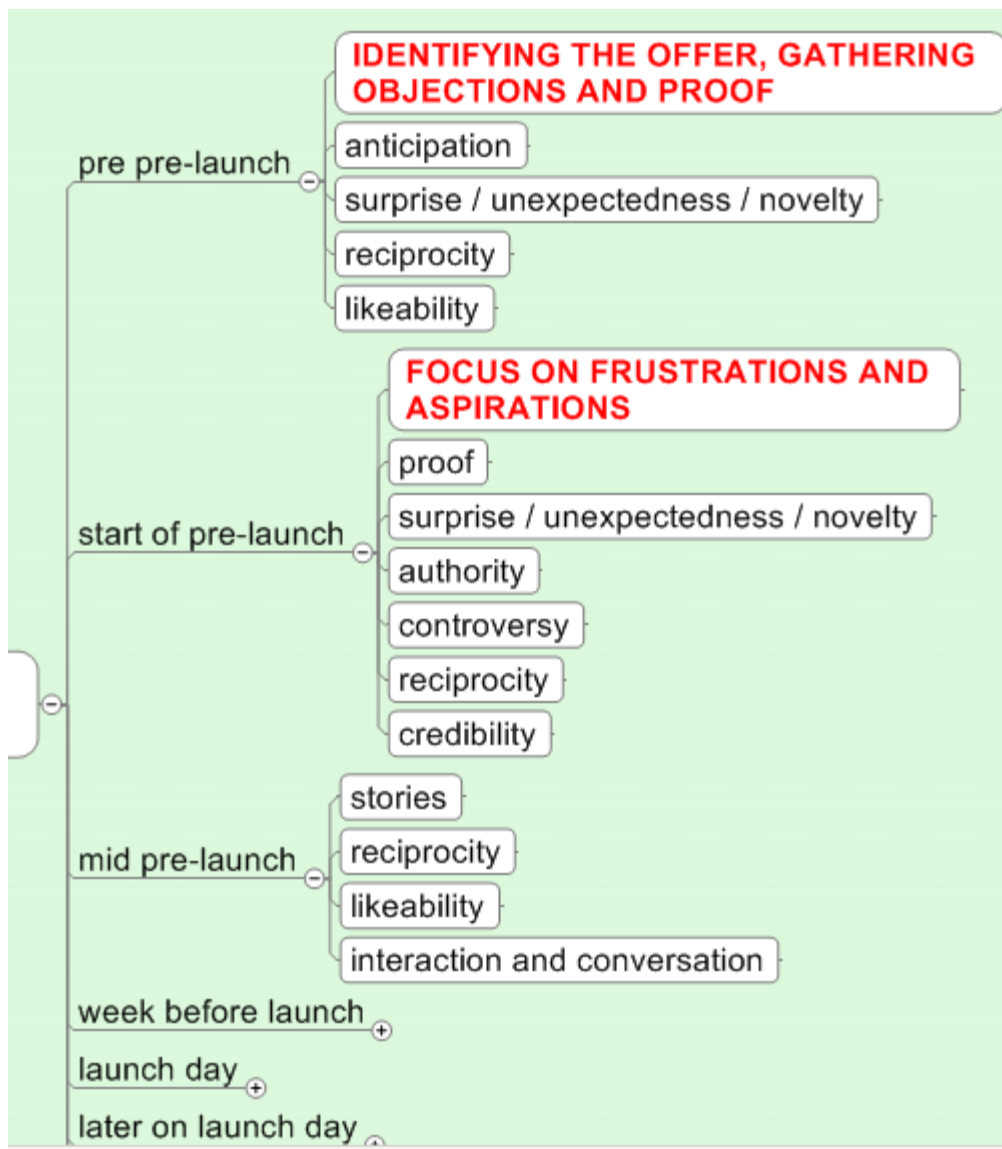
Module 4: Moving Closer To The Launch: It's All Starting To Gel Now... We're Almost There!

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.

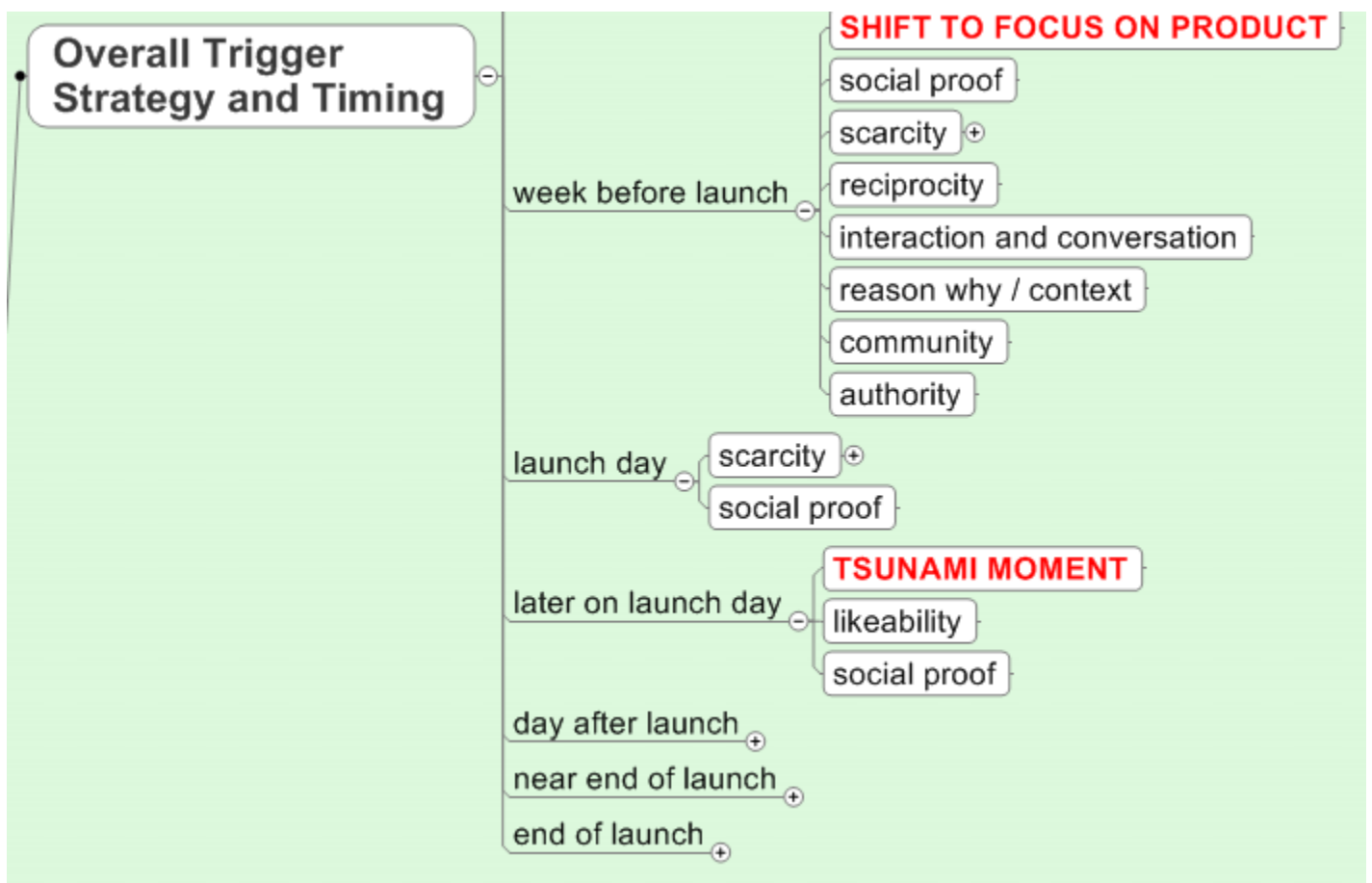
It just showed them what they needed. It may have covered a few of their errors on their web site, but it wasn't telling them how to correct it. It just helped them identify the errors. If you take a look at it, we didn't give away a ton of content in that one.

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.

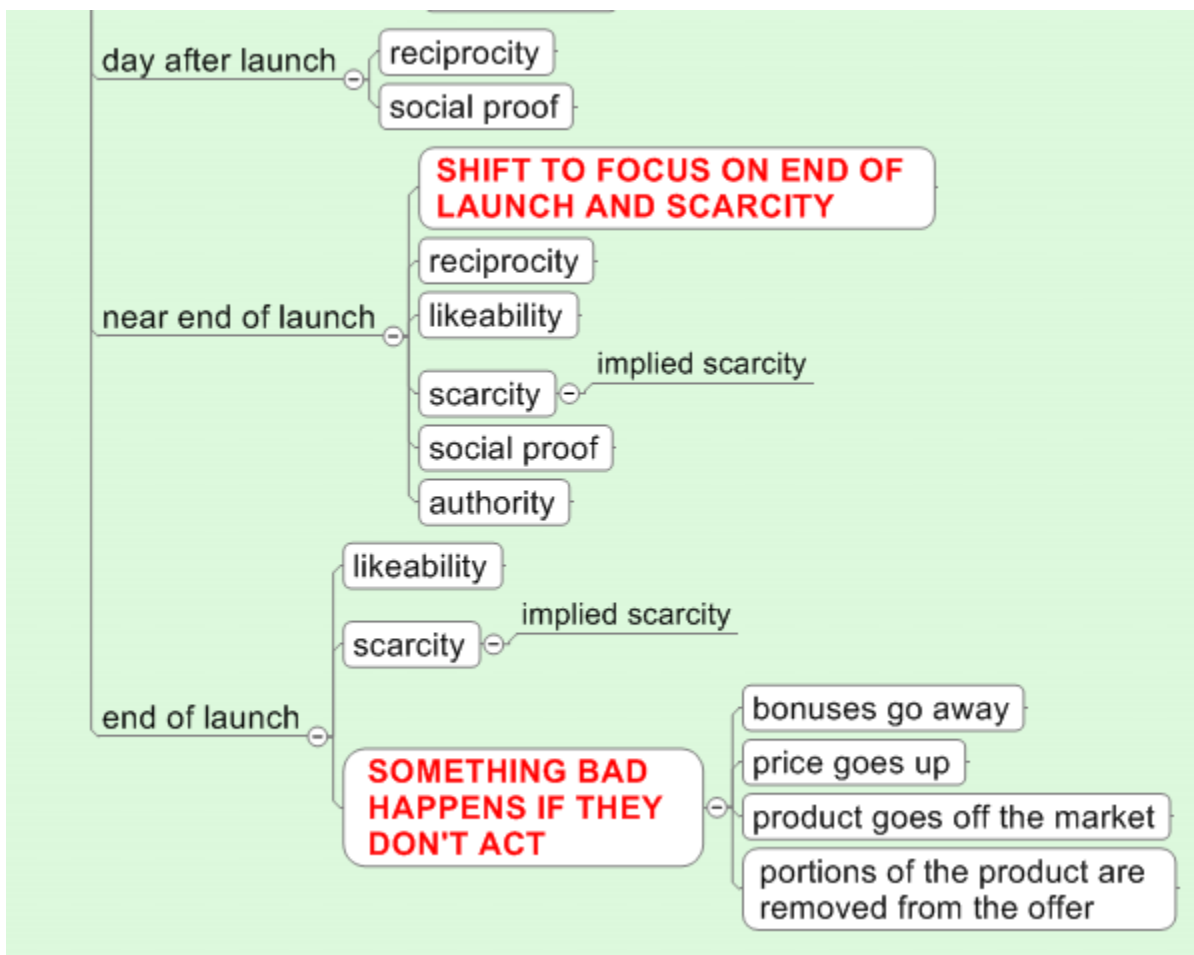
Again, if any of this is not crystal clear, then go back to Module Three where I walked you through the entire Mortgage Web Success launch and I showed you how we went through this step by step with each e-mail. Once you are into this week before the pre-launch, you really use the conversation and interaction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