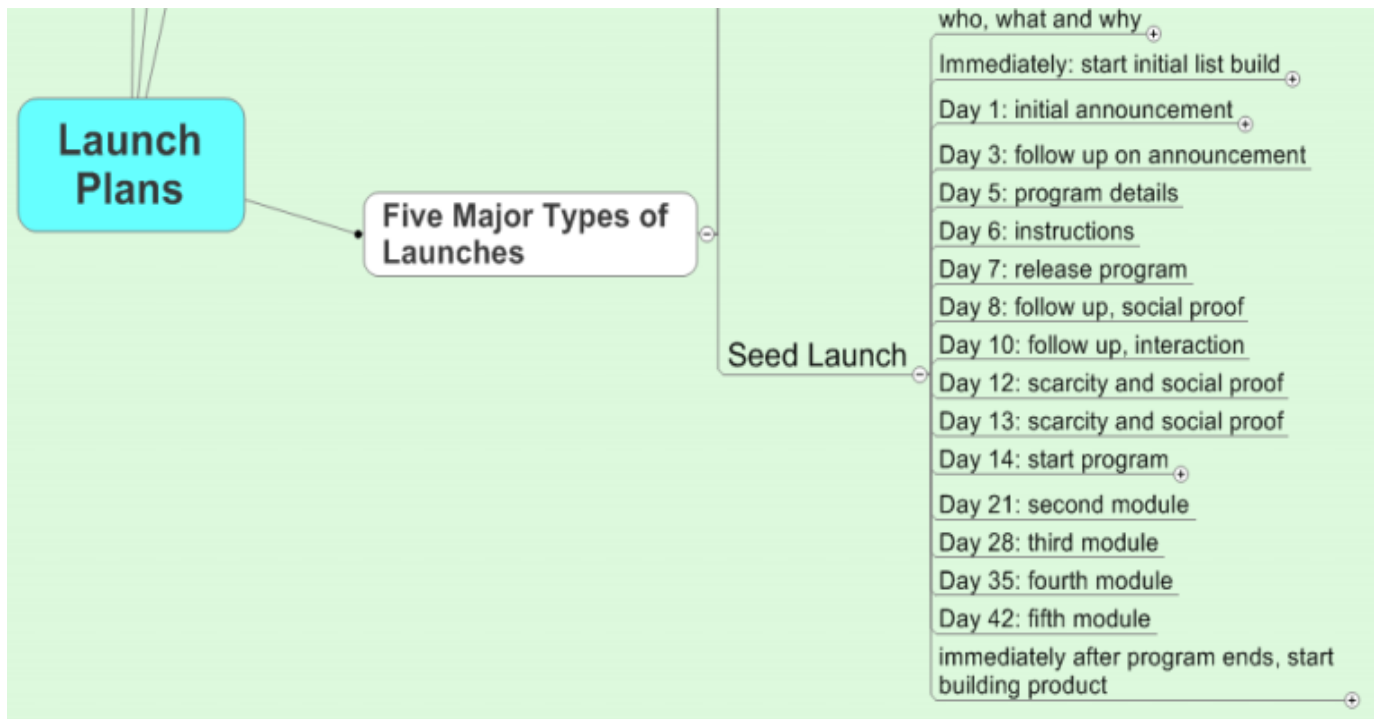


Module 4: Moving Closer To The Launch: It's All Starting To Gel Now... We're Almost There!

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

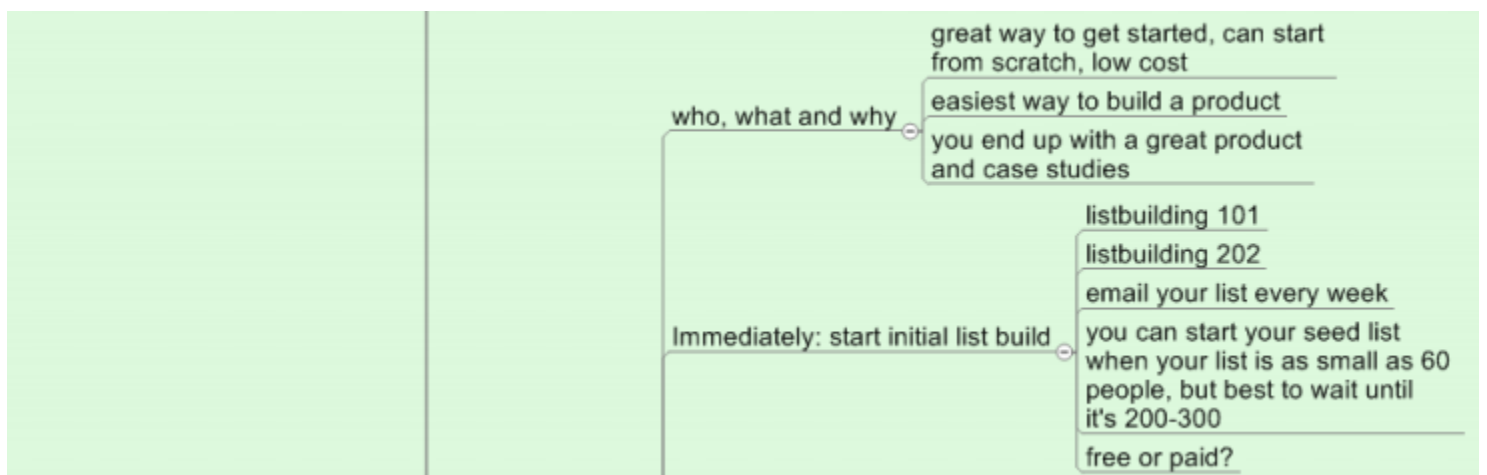
In Module Three we covered the internal launch. Prior to that, we covered the quick launch. Now I want to talk about the seed launch. I'm going to break this seed launch out into its own mind map to give us a little bit more room.



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.

You might have noticed that I use the Internet a lot - just look at all the emails that I send you!

The thing that you might not know about me is that until a couple of years ago, my staff wouldn't let me near a computer. They thought I would break it if I even looked at it wrong.

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.

So why am I telling you this?

Well... this is something of an "open secret"... I have been working on a way for you to have the exact same system that I am using.

In fact, I have been working on this for almost two years. I even started a waiting list, and some folks have been on that list for a VERY long time.

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.

But before I unleash this thing, I want to do one final check to make sure that this system really has everything that YOU need. So I have this one question for you...

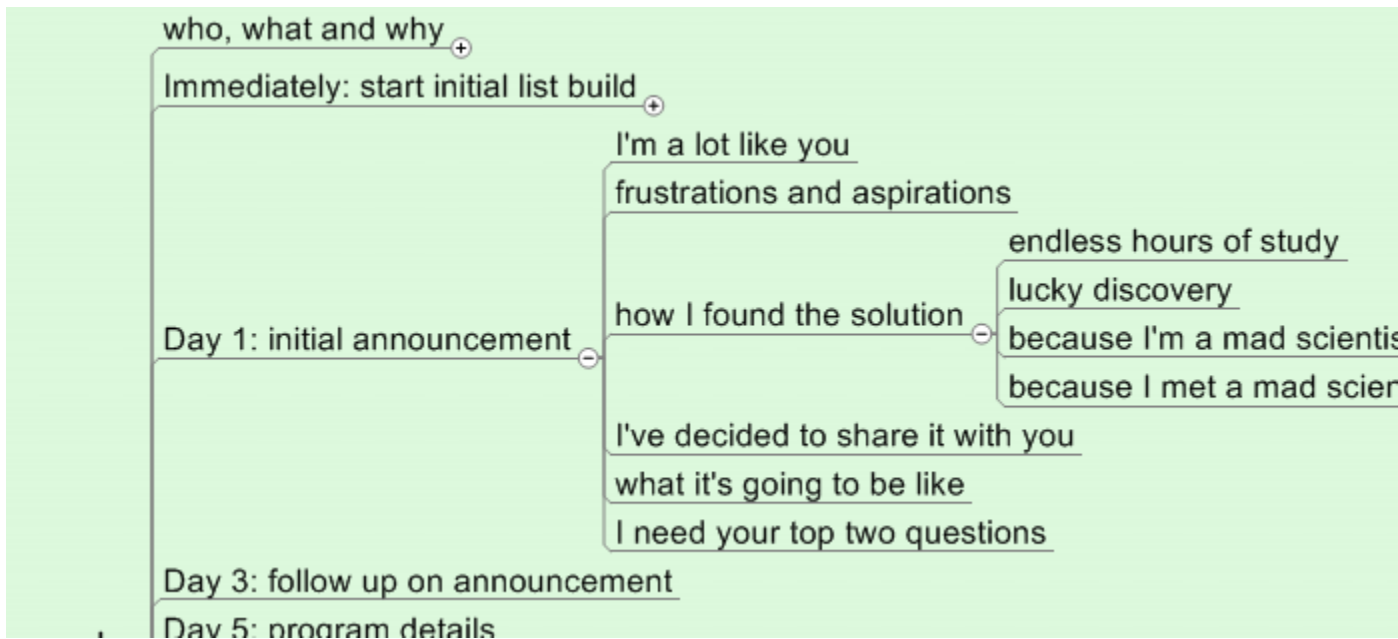
What are the two most important things that you need from your web site?

I really want to know... please press the reply button in your email program right now, type in a quick response, and then press your send button.

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.

What are the two most important things that you need from your web site?

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.

