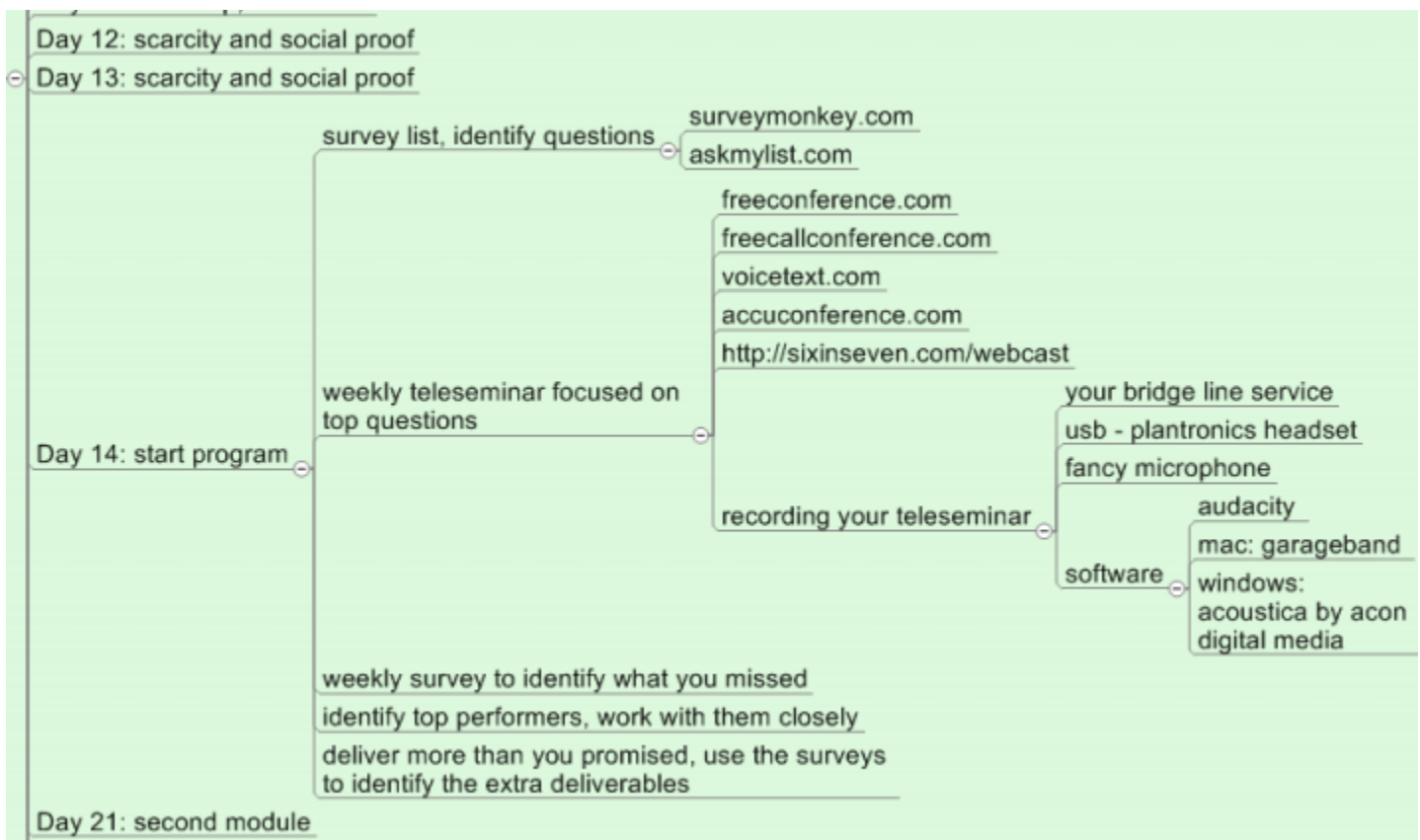


Module 4: Moving Closer To The Launch: It's All Starting To Gel Now... We're Almost There!

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.

2.



Plantronics DSP400 Foldable Multimedia Headset by Plantronics

Buy new: ~~\$43.99~~ **\$35.79** 45 Used & new from **\$30.00**

In Stock

★★★★☆ (9)

Electronics: See all 88 items

3.



Plantronics DSP-400 Digitally-Enhanced USB Foldable Stereo Headset and Software by Plantronics

Buy new: ~~\$129.99~~ **\$48.17** 7 Used & new from **\$40.00**

In Stock

★★★★☆ (168)

Electronics: See all 88 items

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.



Audio-Technica AT2020 USB Condenser Microphone by Audio-Technica

Buy new: ~~\$249.00~~ **\$149.00** 3 Used & new from **\$149.00**

Electronics: See all 5 items

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.

2.



Audio Technica AT3035 Condenser Microphone - Package with Boom Stand and Cable by Audio Technica

Buy new: \$224.00

Musical Instruments: [See all 3 items](#)

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.