



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

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.

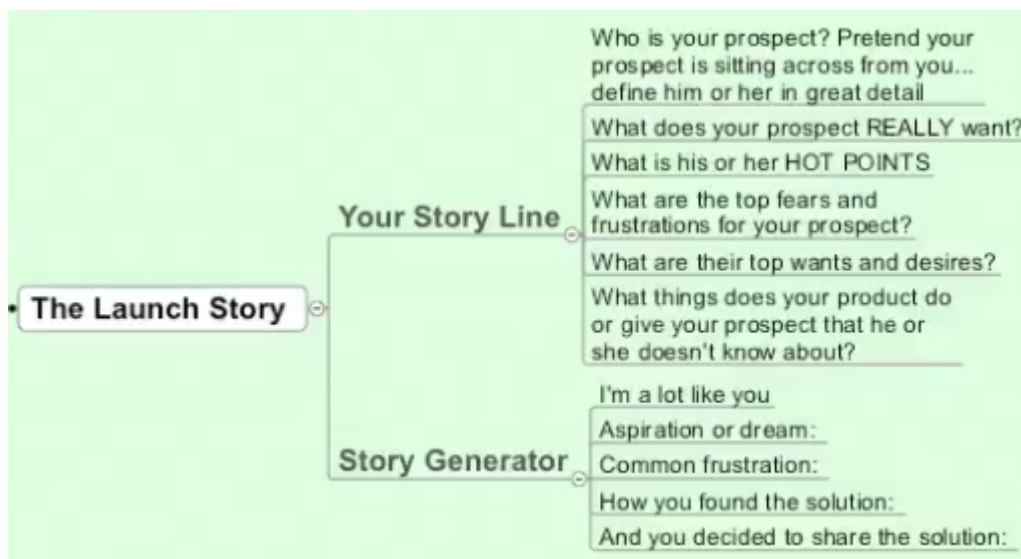
I hope you've gone through the homework for Module One. If you haven't, now is the time to go back and complete this homework. You basically walk through the steps.. What does your prospect really want? Then you identify his or her hot points. You identify the top fears and frustrations for your prospect.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

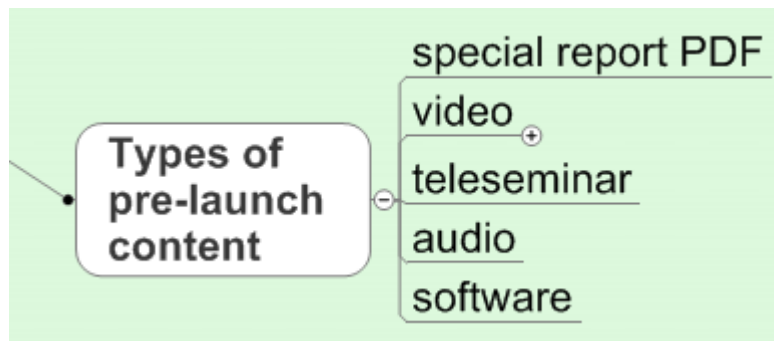


From there you talk about their aspirations. You could go two ways. You could lead off talking about their aspirations or their dreams, or you can lead off talking about their frustration. If you lead off talking about their aspirations, you talk about their aspirations and then, "Boy, I've always dreamed 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.

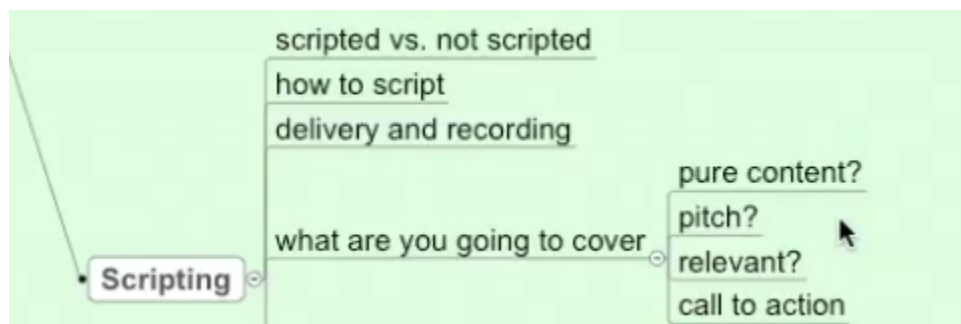
You stream the audio online through a flash based player. This really isn't being done all that often because if you have an audio, you might as well take it and turn it into a screen capture video, and it will be a lot more compelling.

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.