



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

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.

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.

Bad News Item #1 – Boring Brochures

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.

Bad News Item #9 – “Deer In The Headlights Syndrome”

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.

SPECIAL NOTE: I am sorry if this title of this report offends you. To tell 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 I decided that it was time to shake up my readers as well. This is **IMPORTANT** material.

“Back To The Wall Marketing”

October 19th
From the desk of Jeff Walker

“Your Back Is To The Wall”

“You’re cornered—and you’re in danger—”

“You may even feel like the well-being of your FAMILY is on the line...”

Wow... that is a pretty shocking image, isn't it?

And if you know me very well (through my newsletters or presentations or maybe we met at a seminar), this might not be what you'd expect from me...

I am that quintessential “nice guy.” I talk about building relationships. I emphasize treating people well.

I mean, I don't even like violent movies.

But there is a disease out there, and I am a little worked up about it...

“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.

I'm talking about a business-killing disease... and stuff that once took me to the brink—not to mention the unbelievable strain that it put on my marriage and my new family.

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.

You see, I've had my world rocked in the last 18 hours.

Yesterday afternoon, at just about 3:00 PM, Mountain time, I started a contest on my ProductLaunchFormula.com blog that I thought would really spice things up.

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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.

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 am sitting here less than a day later and there are 216 responses piled up—and they are still coming.

The response was overwhelming... incredible...

HUMBLING.

Yes, I am humbled by the responses. The posts weren't one or two sentences... it was a huge OUTPOURING of wants, needs, desires... and yes, disappointments.

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."

Before I knew it, my imagination had transported me to a place that 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.

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—you might be surprised to find out that I'd never even heard of a 'sales letter' before 1994. That was when I got my very first offer for an "infoproduct" via the still brand-new communication format - email.

But I'm getting ahead of myself, this story actually begins when I was 27 years old, and I'll admit it...

"Back Then I Had One Of Those J-O-Bs"

What can I say? When I got out on my own it was the only way that I had ever learned to put food on the table and a roof over my family's heads.

And if you were on the outside of my life looking in, you might have thought I had it good. I'd leveraged my people skills and my focused, detail-oriented nature to help my company systematically make big financial gains.

I'd quickly risen through the corporate ranks and had a decent income. Heck, I was just two steps away from the CEO at a big multi-million dollar company.

AND I WAS MISERABLE.

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.

I was just about to turn 28, my wife had just finished grad school and my first child, Daniel, was about a year old.

Like so many young families, money was tight, but one night I told my wife that I needed to make a change.

And shortly after that, with a new kid and no idea of what I was going to do, I walked away from that "golden opportunity" job. Forever.

Now let me just say for the record right now that I don't know what I would have done if it wasn't for my wife Mary.

While I sat around and played Mr. Mom and contemplated how in the heck I was going to get us out of the jam that we were in - and what I was going to do with my life - Mary, pardon my French, busted her ass to feed us and to keep the lights turned on.

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.

I printed out a copy of that email sales letter on my dot matrix printer—it was 12 pages in all, and then I read it and re-read it. It was all about using direct marketing to sell information. It didn't even cover the Internet - that was too brand new back then. I was fascinated and at the same time totally at a loss for what to do.

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."

But I was terrified to tell Mary... wondering if she would think I was being a fool – so I didn't tell her.

The rest is history. That course I bought provided an excellent introduction to direct marketing... and information marketing.

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."

MOST OF THEM WILL BE DEAD ON ARRIVAL WHEN IT COMES TO LAUNCH DAY.

The rest of them are **ALREADY DEAD**... limping along in moribund businesses.

I Know... This Is HARSH...

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.

Don't Take My Word For It

Now that might all sound like a bunch of hype-filled tripe... if it weren't for the fact that I have been living and breathing this stuff very successfully for almost 10 years.

But instead of me talking about how great I am, I want to show you what a friend of mine said about me... and he said this **WITHOUT** my knowledge.

But before I show you this let me say one thing... **if you pull the "Jeff Walker Encyclopedia Of Direct Marketing" down from the wall and look up the word "strategy", there is a picture of one man – John Reese.**

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.

Just a couple of days ago as I write this, Frank put together a promotion and made \$370,000.00 in just a few minutes. That is just plain nuts.

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 maybe you don't know who John Reese and Frank Kern are (or Yanik Silver... some other time I will show you the nice things that Yanik said about me). In any case, let me say this:

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.

These Techniques Work Great In Other Niches, Will They Work In Internet Marketing?

You see, I developed these launch techniques in niche markets other than Internet marketing. I knew it worked in those markets... actually, "worked" is an understatement. Let's just say these techniques CRUSHED the market and OBLITERATED the competition.

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?”

What Are You Reading At This Very Instant?

Stop and think about what you are doing right now. This report you are reading is PROOF that these techniques work... and they can work even if you are in a brand new market.

I have never sold a marketing product before. I didn't have a marketing business. I only had a miniscule list of readers.

Yet, through a very effective launch I am able to put this report in the hands of thousands of people.

Including you!!

Somehow I squeezed into your overly full, overly busy life.

I was also able to put up a blog and get more than 497 comments in a week or two.

I have just created a BUSINESS right in front of your eyes. Not a product, but a BUSINESS.

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.

“The Product Launch Formula”



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 How Much Is It Going To Cost?

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.

[If you are ready to take a good hard look at what Product Launch Formula can do for your business, then click here.](#)

I am sorry if I offended you with this report... I am just sick of seeing people struggle. I needed to send a wakeup call.

That's it. Next time you see me at a seminar, I will be back to being a nice, polite guy. Come up and say hi – tell me about how you are marketing like you back is against the wall.

best regards,
Jeff
ProductLaunchFormula.com

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.