



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

Video 6: Creating pre-launch content, part 3... using videos in your pre-launch.

I want to continue talking about pre-launch content. We are going to shift from PDFs to talking about video, specifically screen capture video in this case. The launch we are going to take a look at now is a launch for Membership Site Boot Camp. This is a launch that I did for clients. It was done last summer.

We did \$1.76 million within one week, so it was a highly successful launch, way beyond what anyone thought we would be able to do. My two clients were Tim Kerber and Ryan Lee. They were basically unknown. They weren't big name gurus. Tim Kerber had a business selling membership site software. Ryan Lee had spoken at one event at Yanik's Underground Event.

If you think about it, Yanik's Underground Event is for underground people, people that are unknown, so just by being there shows you the extent that he was essentially unknown. Both of these guys had a good story. They both had successful membership sites. I was convinced they had a good product, so the big challenge was first of all, getting people excited about membership sites, and also introducing those guys to the market and making sure they were taken seriously.

This product launch did a fantastic job of that. Since the product included a bunch of video, we thought it only made sense to use video as part of the pre-launch. I'm going to show you the first video we came out with.

The product, to be totally clear, was a home study course/coaching program. They would get CDs and DVDs. They would also get an

ongoing coaching component to the program. A membership site is basically any site where people pay to be a part of the site, to be able to access the site.

You could have a site that has a monthly membership that costs \$8 or \$10 or \$30 or \$100 or \$300. It doesn't matter. Membership sites can be in any kind of niche. Hobby niches are great for it. It could be crochet. It could be growing tomatoes. It could be training horses. It could be a business site. It could be any number of things.

This was a home study course that taught people how to create and profit from membership sites.

We got together for this launch and talked about what we could do for the pre-launch. To me it was immediately evident that the big hook we wanted to lead with was just how much money people were making from these membership sites. A lot of people thought or didn't realize how big a business this is, and what a great business it is to have people paying you month after month after month.

It just so happened that with Tim Kerber, owned a membership site software program, so he had access to all kinds of proof of just how well people were doing with these sites. All he needed was permission from his successful clients, and he was able to do that.

We decided that definitely the biggest hook, the biggest thing, the thing with the most impact, the shock and awe that we could come out with, would be the higher earnings. We talked about a script. I didn't actually write a script for this one, but I walked through the script just talking on the telephone of what I thought we should do.

Tim and Ryan created a video. When I saw the video, I said, "That's just not quite good enough." I gave them some hints and then they went back and tried it again. Then I stepped in again and said, "That's close. It's much better, but it's not quite there. Tighten it up one more time."

They went back and ended up with the finished product. I actually have both the intro video and the final video that we ended up with. I should show them to you and show you the differences between them. I'm not going to run through the entire video for you, but I thought it would be instructional to see the before and after.

Remember, the 'before' had my input already, but it didn't have my input into the completed script. This is the 'before' video.

One thing I want to point out right away is the length of this video. If I just grab this video and scroll through it, you can see that it is 15 minute and 33 seconds. That struck me as being a little too long for the amount of content we covered. You don't want to bore people. The deal isn't that the longest video wins. You want to be as quick and snappy and as entertaining as possible.

The video we ended up with was nine minutes and 55 seconds. We were able to cut out five minutes and 38 seconds from the video, and basically not lose much in the way of content. That's the first lesson.

Just because you can make these videos long, doesn't mean you want to make them really long. You want every piece of the video to serve the video and keep the viewer engaged. We are going to go ahead and hit the play button here. There is some noise, some chirps and stuff, in this video. I'm not exactly sure where that is coming from. This is what I have and I wanted to show it to you. It is still instructional even though there is some noise in it.

I'm going to hit the play button. "Hello everybody, this is Tim Kerber, and this is Ryan Lee from Membership Site Boot Camp. Tim and I have put together a whole series of videos to help you guys understand all about membership sites. Those of you who don't know me, I currently run about 50 membership sites, all in the area of fitness, health, and personal training.

"Basically, I started from scratch. I started in my parents' basement a couple of years ago. I built my first membership site. I've done pretty well for myself. I was featured on the cover of Millionaire Blueprints magazine. I've spoken at some big industry events like Yanik Silver's Underground Event. I'm speaking at Dan Kennedy's Info Marketing Summit. I've had a lot of success in the fitness market.

"Again, I have not taught people before how to make money with membership sites. I do things strictly in my small niche market of strength and conditioning, and improving your vertical jump, all things you wouldn't think about in terms of membership sites. I've done really well for myself. I'm enjoying my life and I have a great partner, Tim Kerber. Tim, why don't you introduce yourself?"

“My experience with membership sites is that I run a membership software company called MemberGate. After about seven plus years, we have over 400 membership sites. I oversee the support and installation and launching of all of them. We are considered the Rolls Royce to membership site solutions. I also run a very popular membership site myself called Membership Site Owner. I’ll be candid with you here; the main goal...”

Okay, we are now a minute and 32 seconds into this thing and there is no value proposition whatsoever. They are basically credentializing themselves. They are basically introducing themselves at a minute and 32 seconds. I’m going to fast-forward here a little bit.

“...the amount of misinformation that is being perpetuated out there, a lot of it by these so-called membership site gurus. By far, the far majority of their advice is questionable at best. I think some of them just read books about being a membership site owner as opposed to actually running and seeing membership sites and seeing the ones that are very successful. We are going to just share some of that, with you right now.”

Here we are two minutes and eight seconds and they are doing some of the ‘us versus them.’ Selling against the gurus, that’s a good hook, but it is not a good thing to lead with in here, especially since we are more than two minutes into this thing. We still haven’t gotten to that hook that I identified as, “You can make a ton of money with this stuff.” So let’s keep on walking forward.

“...I just want to chime in for a second Tim. What I know ‘behind the scenes’, about some of these “gurus” that talk about membership sites, is that they will get all their internet marketing buddies together and do a big launch of a new membership site. Maybe they’ll get a thousand members in the first week or two paying \$20 or \$30 a month.

“All of a sudden, they made twenty or thirty grand the first month, but what they don’t tell you about is the 50% or 80% drop-off the next month. And one year, later they aren’t even running the site anymore. Then they start teaching about how to get thousands of people paying \$20 or \$30 a month, and again, all they are doing is setting up the sites, teaching...”

At this point we are still not really going anywhere. We are two minutes and 40 seconds into this thing. I'm going to fast-forward some. Here we are four minutes and 21 seconds; show me the money.

"...say one member a day at \$20 per month which is definitely achievable. I know Ryan generally gets many members to his site per day, and I do as well, but we'll keep it very conservative here. One member at \$20 a month, that's \$120 per year, and factoring in an aggressive 20% dropout rate, say six members drop out..."

Again, I'm really sorry for the bad audio and all the chirps and audio artifacts that are included in this video. I'll wrap up with this in just a sec. I just want to show that here we are four minutes and 39 seconds and we're just now starting to get into the business model. That's when I said that we have to take this back to the drawing board and make this start off a lot faster, a lot sharper and get people interested. We need to get them hooked right away.

Here's the video that we ended up with, the video we re-shot. I'm just going to go ahead and start playing that.

[music]

You can see right off we have a fancy intro. That is a flash intro that was put together. I think Tim spent somewhere in the vicinity of \$100 to get that done. It wasn't terribly expensive. I think he got it done at www.RentACoder.com. Let's keep going here.

"Hi everybody, this is Tim Kerber, and this is Ryan Lee. We have a great video for you today. This video is going to cover the business model of membership sites and what we believe is the absolute perfect business model. You are also going to see live financials from actual membership sites.

"These aren't trumped up, made up internet marketing sites. These are actual real world, working examples of membership sites. You'll see exactly how much money they make. You'll notice a box below. We are going to be releasing more and more..."

You can see they start off right away talking more about the business model and telling people they are going to see real world sites and real world numbers. We're 25, 30 seconds in and they are already

talking about real world stuff, instead of doing a big long introduction. Of that 25 or 30 seconds the first five or six seconds was that flash video.

In this video we are getting right to the point a lot faster. Let's continue.

"...video clips including exclusive footage from our recent Membership Site Boot Camp. Just enter in your information below and we're going to send you links to these videos. You can only see these when you opt in to this list. It is important for you to know why you should be paying attention to Tim and me."

Okay, so right away there was a call to action in the first 45 seconds to go ahead and opt in on the page. He talked about the fact that you get videos including exclusive clips from their \$2,500 live event. Right away there is some benefit and a call to action to subscribe.

This page only has the video, but this was done as a full squeeze page with a headline at the top and then a subscription box down below. Let's keep on going.

"Quickly, my background is that I went from a physical education teacher in the South Bronx to a millionaire. I now run almost 50 different membership sites, all in the health and fitness markets, in the health and fitness and sports training industries. I live the life of my dreams. I get to spend as much time as I want with my wife and my two young children. I can work from the beach. I can work from the bookstore. I have a little office. It's a great life. Membership sites are definitely the way to go. Tim, why don't you tell us a little bit about yourself?"

"Thanks Ryan. Again, my name is Tim Kerber and I run a membership software company called MemberGate. We are going into our eighth year setting up membership sites for our clients. We have over 400, approaching 500 clients right now running MemberGate. That gives me full access to all the behind the scenes.

"I provide support for them. I help them get going. I help them launch the site. I see everything; who is doing what, well, and what tactics those sites are using. Additionally, I also run a very popular membership site called Membership Site Owner. Members of that site share tactics as well, as far as what's working for them on their

own membership sites. As we are going to show you these videos, I think it is important to dive right in and show you...”

Now we are at the “show me the money,” portion and we are two minutes in, instead of four minutes and 21 seconds. We made it a lot punchier and they got to the good stuff a lot faster.

“...what’s of most interest to you I would imagine, is what the income potential is. We are going to show you some real numbers from sites we recorded this very morning. These are not made up numbers. These are not made up sites. These are actual sites that I’ve gotten permission from. In this case, they are MemberGate sites because that’s my sphere of influence, with MemberGate owners obviously.

“These site owners gave me full permission to show these. They did ask for a level of anonymity because they don’t want competitors jumping in when they see how profitable some of them are, but these are in fact legitimate sites. This one particular site, you can see the date up here, so it is in fact very current.”

Here we are two minutes and 34 seconds in, and we’re already showing financials from live sites. In the other one, at 4:21 we had that “show me the money,” clip, but we didn’t even get into financials at that point. Then we started talking about monthly recurring income and this, that and the other thing. Here, we are hitting people right away with proof and authority, right off the bat. We are probably four, five, six minutes ahead of that other video.

Let’s go forward and see how he establishes proof and the authority here.

“This site is at about \$4,500 for the month, so they are going to break \$5,000 easy for the month. This is a great example of what I call a hands-off site. I know the site owner and the amount of work that goes into this particular site is very minimal. I’d say probably a couple of hours a month for this particular site.”

“Tim, let me interrupt you for just one second here. Over \$5,000 a month, which some people think, ‘Oh, \$5,000 a month. That isn’t that much,’ but if you think about it, working a few hours a month, two or three hours a month, \$5,000 a month would pay for pretty much your mortgage on a house that costs about a million bucks. I mean, that could be life changing. That comes out to about \$60,000 a year

which is more than what most people make in fulltime income. This is just a couple of hours a month.

“This is just one example of a site with minimal work for a membership site. And it’s recurring. If you sell \$5,000 worth of e-books this month and then next month it’s, “Oh my gosh, now I have to sell \$5,000 more.”

“That’s a great point. I want to bring up the monthly totals. This is from the same site. You can see that very consistently, this site has been making right around \$5,000 to \$5,500 a month for quite awhile. If we scroll down, it actually goes back for a couple of years. This is a consistent recurring income for this particular site.

“Here is another site. Let me zoom in here for a second. This site is doing better. As you can see they are up to \$39,757 for the month so far. Just today, \$991 in subscription fees were processed today. That means that their payment for recurring members for today is \$1,000. They are on track to break \$50,000 for this month which isn’t too bad.”

“Again, that’s \$600,000 a year, and this is nothing compared to what you are going to show them in a minute. This is just the tip of the iceberg. Membership sites, I really do think they are the perfect business model. We can work from anywhere. Again, I told you once I got my wireless internet access; I work from the pool, from the beach, from the country club, from the bookstore, from my car...”

What they did is establish some authority and some proof. They promised more proof and now they are going to start to walk through the benefits of the business model. I’m going to skip ahead some here.

“For one, it is that recurring income that we mentioned. For a real quick analogy here, if you took a site that was \$20 per month and they added one member a day at \$20 per month, obviously they are going to make \$600 the first month. Even factoring in an aggressive 20% dropout rate, out of 30 people, 24 stay on the next month. In month #2 you’ll gain another 30 members, but they have 24 from the previous month which works out to \$1,080.

“As you can see, it will start to balloon.. It is basically compounding interest on here. It can really add up to some significant numbers

which I'll list out for you right here. Another huge benefit of a membership site is that it is a true asset. In other words, you can sell your site..."

Again, I apologize for the noise artifacts that are in this video. They are in the original video and I can't do anything about that. As they continue on, they are now coming up on six minutes into the video. They've given some proof, they've established authority, they did a quick introduction, and they are basically walking through and hitting these bullet points, these high points, and moving through them pretty darn quickly.

They explain recurring income and the fact that a membership site is a salable asset, and now they are going to go back and give more proof of even bigger success.

"...looking to buy them out. We showed you some shots a few minutes ago. I want to take a look at some sites that are even doing better for themselves than the ones we looked at a few minutes ago. Let's take a look at that right now. If we can zoom in here for a second, here is a site that is doing \$93,262 so far for the month. That is not too bad. They are on track to make around \$120,000 or \$130,000 for the month. They are up, over a million for a two person operation so that's not too bad at all."

"Again, no goods, no product for sale, it's all profit."

"Your overhead is minimal at best, just hosting costs basically. We can see their totals here. We're in May, so this month is \$92,000 and still growing. You can see they are very consistent, about \$130,000, \$135,000. It goes down the further back you go because they are still marketing the site. So the site is growing.

"I talked to the site owner just recently and he's very happy that he's up 30% from last year, and last year he thought he was doing gangbusters, so he's very happy. Here's another very good site. He has done quite well for himself. So far this month they are up to \$208,000 in revenue. That's not bad. If you look at the fees processed just today, just recurring members today, is just under \$14,000."

"Let me just mention one thing. First of all, I know the people who own all of these sites that Tim is referencing, and none of them have

to do with internet marketing, none of them. These are sites and topics that you would never think of making money, with memberships and they are doing this well. Again, it has nothing to do with internet marketing.”

Now they go through and they show some pretty amazing proof. They built it up. You notice how we staggered it so we started off with a site that is just making a few thousand dollars a month, then one that is making thirty thousand, then one that is making ninety, and now up to the two hundred thousand dollars a month.

We structured it that way because it seemed if we just came out with the \$200,000 a month, people might have a hard time believing it. This way we took them from a modest several thousand dollars a month, all the way up to these huge numbers. I’m going to skip forward quickly and move through this.

Basically, at this point they are just continuing to walk through the video showing the numbers.

“Hopefully just by showing you guys some of these screen shots we’ve given you just a little bit of a taste, of what’s to come. The best is yet to come. We have upcoming videos that are going to show you more of this exclusive footage from our \$2,500 sold out Membership Site Boot Camp that we recently did in West Palm Beach. Tim and I had people fly in from all over the world to come to attend our event.

“You are going to get some exclusive video footage of that. If you want to keep these videos coming, if you want to see them for free, all we need you to do is opt in. Just enter your name and e-mail below where it says, ‘Show me the videos,’ button. You’ll be e-mailed the links and you’ll be able to watch each video as they are released.

“Again, they are only going to be for people who are on our list. If you really want to see it and you want to see some more information about membership site boot camps, we are going to give you some really good information and good video clips coming up. Just enter in your information and press ‘Show me the videos.’ Again, my name is Ryan Lee. On behalf of Tim Kerber, I hope you guys enjoyed this video. Thank you so much for watching. We will see you guys.”

Then they wrapped it up. It ended at the 9:55 mark with a strong call to opt in. This is basically a reverse squeeze page where it had a headline, a video and then an opt-in box below it. We definitely punched it up a lot. We put on the intro, then we quickly got into proof, gave some more overall generic 'this is why membership sites are good.' Then we discussed recurring income, the fact that it's a salable asset, yada, yada. Then we followed up with more big time proof and then we had the call to action which was to opt in on the page.

It was really a very simple video, ten minutes long. If you look here at the whole continuum between pure content and pitch, this one probably fell fairly close to the pitch, but the pitch was for the opt in. The content we gave was just proof showing that membership sites really do very, very well, the reasons behind why they do well, and also why they make a good business.

Now I want to quickly move through this second video we used. You'll see this is a 14-minute video so I'm not going to walk you through the entire thing. Basically, this time we moved quite a bit more towards pure content and really gave some pure content in this video as opposed to the first one which was more pitch designed to get the opt in.

This one was also designed to get the opt-in, but as you'll see it is designed to create interaction, community and conversation. Let's get going here and I'll be skipping through this one.

[Music]

"Hey everyone, this is Ryan Lee, and this is Tim Kerber. Welcome back for our next video in our membership site video series. First of all, thanks for all the great comments and questions left for us on our blog and through e-mail. We plan on covering as many of those as possible. Just a reminder, do look at the blog. The link is below, so continue to leave us your comments and feedback. We look over every single comment that you leave us, so it is important for you to do so."

Of course that is social proof that we are getting so many questions and so many comments on the blog. Also, it is reinforcing the conversation and the interactivity that is happening. It also reinforces

how they want to hear from you. There were two links to the blog that were underlined so they could continue or join the conversation.

“On this video today we are going to cover three main points. Number one is we’re going to share some really, really important breaking news in relation to membership sites. Number two is the top questions we’ve been receiving. – ‘How do I try and determine my topic and is it going to make a good membership site?’ We are going to cover that in detail today and give you lots of tips. Then we are going to give you a preview of what’s to come in the next video.”

“As Ryan mentioned, there is some late breaking news, so just to show how cutting edge we are, ClickBank recently announced that they are now accepting recurring billing. This has huge implications for membership sites. For those unfamiliar with ClickBank, here is a real brief overview.

“They are a leading provider of digital content, basically e-books online. I know myself, as well as Ryan, we both have many ClickBank products and we do quite well with them. The bigger implication is that there are over 100,000 affiliates already in place with ClickBank. The bottom line with that is they are ready to put your product or your membership site in this case, because they are now offering recurring billing.

“This is very important because they are such a major player in the industry. They are finally acknowledging that recurring revenue is an excellent business model. This is really going to impact membership sites in general. The big thing that I’m excited about is the fact that you instantly have an army of affiliates ready to promote your site.

“I’m sure Ryan can probably agree to this as well, but with my e-books I already have on ClickBank, I have people signing up as affiliates automatically. They come across my site by visiting ClickBank and they sign themselves up. The next thing I know...”

This is where we used some news from the marketplace. ClickBank, which is a major, major source of affiliates, just started allowing recurring billing. That sets up membership sites through ClickBank. So it is a natural that we came out swinging with that news just to show people this business model works and ClickBank’s announcement makes it that much easier.

This was important news based around something very related to the product we were launching so we naturally seized the opportunity to talk about it.

“I have people promoting my products through them, so this is really huge. From the affiliate management end of things, you get paid automatically. Not only automatically, but it is very reliable and the affiliates appreciate...”

Okay, here is an important piece right here. I'll go ahead and play it for you.

“I love ClickBank and the fact that they have recurring billing. As a matter of fact Tim, you and I were both contacted by ClickBank months and months ago about this recurring billing. We were asked to be testers in the system, and we are excited because the biggest...”

That's dropping a little authority, the fact that both Tim and Ryan were contacted ahead of time by ClickBank to test out this process. This was big news in the marketplace, but both Tim and Ryan knew it was coming so that is an extra push of authority right there.

Now I'm just going to flip through here. I don't want to watch the whole thing with you and have you sit here through 14 minutes of it. This is only the second of four videos. Basically, you can see the low entry cost and they hit a bunch of triggers. Then they talk about finding your niche, your market, and they go through very specific research tools, and how to find out whether you have a good market.

They are giving real meat, in terms of exactly how to do it. On that big spectrum this falls in the pure content spectrum, as we get closer and closer to the launch. Then they talk about how to find your competition. They talk about Ryan's businesses, and how he was able, even though it was a very competitive market, how he was able to pick out a niche and do very well with it.

“We just touched on a very few ways that you can research the topic. We are going to go into more details on some of the upcoming videos for you as well.”

“I'm excited. In our next video we are going to show you actual footage from our recent Membership Site Boot Camp and one of the

topics we are going to cover is a huge one. It is content generation. I'm going to share with you some of my top secret tips and tactics on how I have enough content to run 50 membership sites. It is important right now to please take a moment to comment or ask us a question on the blog.

“The link is below and you can visit anytime. It is www.MembershipSiteBootCampBlog.com. Your questions are helping us create these videos.”

Here they have a very strong call to action to leave comments and questions.

“...we're going off your questions and that is how we are coming up with all this content. Please go there and make your comments. Ask your questions. Thank you so much for listening and watching this video. We are going to give you some really killer tips coming up in our next one. On behalf of Tim Kerber and me, Ryan Lee, we will see you soon. Take care.”

That was the second video and you can see how we delivered full out content on that one.

Okay, here we are in the third video now. You can see we went all out with this one. It is 19 minutes and 22 seconds. At this point we are going full out. This is a very content rich video. The first one was designed to get the opt-in.

Actually, look at how they started off, they said, “We've got a question straight from the blog.” That shows the interaction, the conversation, that they are engaged, and that it is a two-way conversation. Then look at the question.

“How to start up a membership site and is it really complicated?’ Tim and I after talking for awhile have come up with what we think is a great analogy. It's like mowing your lawn...”

I'll just tell you, I was the one that came up with this analogy. I can remember it like it was yesterday. For a lot of people, one of their big objections was that this seems complicated and hard to use, and the software seems too complicated.

So I said, “Okay, guys, the answer is, ‘It is not complicated.’ Actually, the software is complicated, but it is no more complicated than a lawnmower. Who among us could sit there and build a lawnmower from scratch? None of us, but just about any one of us could drive down to Wal-Mart or drive down to Ace Hardware and buy a lawnmower, drive home and put gasoline in the lawnmower and cut the grass.”

I told them to take this analogy that under the hood it is complex, but you don’t have to know how to build the software. You just have to know how to push a few buttons, just like you don’t have to know how to build a lawnmower. You just have to know how to stand behind it and walk behind it. So I gave them that analogy.

Ryan’s delivery of the analogy isn’t quite as good as the one I gave him, but it still serves the purpose.

“If you want to mow your lawn and want to buy a lawnmower, you basically go to a Wal-Mart or a local hardware store and you buy a lawnmower and you mow your lawn. That doesn’t mean that you necessarily know how a lawnmower works or you know how to build a lawnmower or every intricate detail including every moving part.

“You just know that you go buy the lawnmower and you mow the lawn. It is the same thing even with using a program like Microsoft Word. We all know how to use it. We all know how to type and bold and highlight, but very, very few of us, probably none of us can actually code Microsoft Word and actually build it.

“So it’s the same thing with a membership site. Software has become so easy to use. It is literally plug and play. When I started back in 1998 with my first site it was so hard. I had to hire programmers. It was very complex. Now it is really, really simple to run and manage your own site with all this great software. It is really simple to use. Tim is going to spend one or two minutes explaining some of the software solutions that are out there.”

“There are some excellent solutions out there...”

They are defeating the objection that this is all really too complicated. The very truthful answer from them was, “It’s not complicated at all. It is actually very, very simple and you don’t need to know what’s going on underneath the hood.”

Let's skip ahead in this video. Tim basically goes through and talks about some various solutions including his solution, but he made sure to highlight other solutions as well. Now they are going to give footage from their live event.

“How do you find ideas on what to write about? Let's say you've had your membership site for six months. Now you are like, 'All right, I talked about everything I know about selling marketing to people who do janitorial services.' One thing on your membership site, look at your forum. Always look at your forum. Tim gave you some resources as well for other forums. There is another great site called www.Big-Boards.com.”

Now they are going into pure content. There is some real proof here because parts of their product are the DVDs from the live event. They are showing you pieces of that. They are showing you compelling pieces of it. They are showing you big chunks of it. Look at how much they're giving. We are up to 11 minutes. Pretty much the whole entire video is pulled from the live event.

The beautiful thing about this is that it establishes a lot of authority. It shows you know what you are talking about. It shows Ryan standing in front of a room of people that paid him \$2,500 and lecturing. There's a huge amount of authority there. There is a huge amount of proof there. In addition, he's able to create this video. That makes the creation of this pre-launch video pretty darn easy.

They created that initial intro, that first two or three minutes where he answered that one objection and then they create their exit, the end of the video. In the middle they have somewhere in the vicinity of 15 or 16 minutes that they didn't have to do any work to create that the material. The DVDs already existed

Remember, if it is scripted, it is going to be a lot more effective in getting someone to do exactly what you want them to do. This is now the middle of their launch. This part of the launch is more about creating the story, and authority, and proof. They did a great job here.

This is also great reciprocity. They actually gave 15 minutes of really solid content from their event. That was a great video they put out. “...more experts, again they say their name, their area of expertise.”

“But also provide some excellent content. The question at this point is, ‘What do you want to see next on our upcoming videos?’ The way to let us know is to go to the blog right now and leave your comment or question for us. I can reveal a little bit about the next topics. We’re considering showing you actual membership site topics and what some of those sites are specifically offering people to come on board and stay on as members of the site. We’re going to try to cover a variety of them so that you can get ideas...”

Right here they are selling the next video and keeping people engaged. This very much shows the interaction and tells their audience how much they want to hear from them. It also continues to create the conversation. There was a lot of building conversation throughout this launch.

“...information out there for people who want to do it for themselves. So whatever you do, don’t stop watching because we have some very big things coming, things I guarantee you do not want to miss. Now before you forget, head on over to the blog and post your comments or questions for Ryan and me. On behalf of my business partner, Ryan Lee, I am Tim Kerber and we’ll see you shortly in the next video.”

There you go. That was the third video. Now let’s get to the fourth video. This next video is a short one. It is only four minutes long. This was released halfway through the launch. It was a one week launch. After they went live, several days later they came out with this video.

Basically it showed some real world membership sites. They started off with the Wall Street Journal. That is ultimate authority right there. Even though it is not your authority, you are showing that this really does work, that membership sites are very real, and because the Wall Street Journal is a huge company and they’re running a membership site.

They go through some small niches and some sites that don’t look so professional. Then they give examples of various sites, scrapbooking, dreams of Italy, and dog grooming. The video talks about how working with niches can be good. It closes with a bit of a pitch. Basically it is a scarcity message for the membership site program.

“In a few days we’ll either be raising the price or pulling it off the market.” This is just a quick, short video that gets dropped in the middle of the launch to add just a little more content. In the middle of the launch, as I have mentioned earlier, there is a lull day, around the second, third, or fourth day, right before you press the scarcity towards the end of the launch.

In those few days where you can have a bit of a lull and things slow down a little bit, we re-energized the launch by giving them another video. This time though, it was a pretty short video.

So that’s a walk through using pre-launch videos. Since this video is getting too long, I want to wrap up by talking about the actual mechanics we used to create these videos.

These are the steps we take. We basically write the script. I’ll edit and rewrite the script. Then we record the script. As I mentioned earlier, this can take several tries to record the script to make it sound natural and get it right, but you don’t have to record the thing straight through. You can record it a paragraph at a time or a sentence at a time or a couple hundred words at a time.

Editing audio is very easy to do. I gave you some tools earlier to use for that. You record the script. You edit your recording. Then you do your screen shots. You put together a Keynote or a PowerPoint presentation. That is typically what you’ll use. You can put together a PowerPoint. You can put photos right in your PowerPoint. You can type up your text in the PowerPoint.

Once you get the PowerPoint done, then you basically start the screen recording program which would either be Camtasia in Windows or iShowU or ScreenFlow on the Mac. You start the recording and you record the PowerPoint or the Keynote.

Once the recording is started, you’ll hit the play button on your audio. Now you are playing back your audio. You can hear the audio, and your screen capture is recording the audio as well. Now you’ll actually flip through the screen shots in your PowerPoint and that puts it all together.

Not to get too technical here, but the other thing you can do is play the audio and then start recording the screen of the PowerPoint or

the Keynote. Then in your video editing software you can marry up the audio with the video.

That's starting to get sort of complicated, but if you know how to use Sony Vegas or Premier, you can get it done pretty easily. I'm not sure if you can do that in iMovie or not. But if you are using Sony Vegas or Adobe Premier or any of the more powerful video programs, then you can actually record the video separately from the audio and sort of patch them together. You can have them all go together in your video.

Otherwise you take your audio recording and you start playing your audio recording. Then you flip through the screen shots, your PowerPoint presentation as you are recording the screen and the video. There are so many different programs and so many different ways to do it, but I don't want to get too complicated.

The key is that you write your script first and then record the script. After that you get the script edited, you get the audio edited down so you have a good audio, and then you do your screen shots and add it into your video. To sit there and create your script and read off your script and be able to read your script while you are manipulating through the slides is not that easy to do, especially if you want it to sound like a professional presentation that moves along pretty quickly.

That is your general workflow for how to put together these pre-launch videos.