



JEFF WALKER'S PRODUCT LAUNCH FORMULA 2.0

Module 5: The Launch: It's Time To Hit "SEND" And Get The Big

Video 2: The big "JV Launch"... how to take your launch into the stratosphere... Part 1

We are now going to focus on JV partners and affiliates. This is one of the things that are brand new since Product Launch Formula 1.0. I didn't cover this at all in Version 1.0 because this really didn't exist. The first time one of these sequences was really put together was when I did it for the launch of Product Launch Formula 1.0.

When I began the sequence for JV partners and affiliates the product was pretty much finished. As I started getting near the launch I wanted to motivate partners. I was looking to influence people. I used some old tricks that I always use when I want to make an impact and influence people. This is what was used in my Product Launch Formula with all the mental triggers.

The first time it was really used was in October 2005. The pre-launch started in late September 2005. I'm not saying that no one had mailed their partners or tried to motivate their partners before then, but this was really the first time one of these sequences was put together. Since then they have gotten better, stronger, and more sophisticated.

A few months after my launch, Mike Filsaime came out with Butterfly Marketing and did a great job with his partners' sequence there. One of the things he added was an extensive partner prize competition for the top partners. Again, that wasn't the first time there was a prize for JV partners, but he did it in a way that had never been done before.

Since then, in the last couple of years we've continued to develop and improve how we motivate and inspire JV partners and affiliates.

I'm going to be walking you through this sequence. I use the words "JV partners and affiliates," but it really doesn't matter in terms of the sequence, what you call them. I mean, it is a pretty gray area between what people call partners and affiliates. There is no hard and fast rule. This stuff will work whether you use the words "partners" or "affiliates." It just doesn't matter in terms of what I'm going to be teaching here.

You want to start off with giving them some advanced warning. Of course this is no different than what I've been teaching you all along with everything. It is all about relationship. It is all about relationship. You want to develop these relationships ahead of time. Just like with any relationship, it is much better to start off giving and just develop that relationship before you ask for something. Always look to develop relationships ahead of your launch.

You want to give them as much advanced warning as possible; one month, two months or more. When it is coming down to several months before my launch, I am always trying to reach out to my partners, and talk to them. I want to nurture the relationship. That gets turned up as you get closer to the launch and I start touching base with the top people on a weekly basis.

Even though you give them advanced warning, they are going to forget about you. That is why you keep checking back in with your top partners. Choose your date as far as you can in advance. Even though dates often change, try to come up with a realistic date. You will lose credibility if you say you are going to launch in June and you end up launching in December.

If you can nail down a date and are pretty sure of it, announce your date so other people don't end up taking your date. In other words, if you declare that your launch is such-and-such a date, other people in your market might avoid that date which is a good thing. Stake out your date in advance. Stake out your launch date and your pre-launch date.

Remember, we are almost always too optimistic on these dates. Some people stake them out months and months in advance. To tell you the truth, usually when I launch it is more like four or five weeks in advance for me. That is about as far out as I'm willing to commit to because I hate moving dates. If you look at Product Launch Formula 2.0, when I rolled that out, we had to move our dates two or three times. I can't remember exactly.

When you are dealing with partners always focus on what's in it for them. In other words, their commissions and how much they are going to make. What's in it for them? You'll notice as we go through the sequence that I am very, very focused on, what is in it for them, and I always try to address that right at the top of most of the e-mails.

Remember who your A list is. It is like anything else. It's the 80/20 rule. In this case, it is more like the 95/5 rule. 95% of your results are going to come from five percent of your partners and affiliates. Try to identify who they are and take care of them. As I was working on my most recent launch, I was talking to the people who I thought were going to be my top five percent nearly every day.

Just remember who the top people are and take care of them. This isn't some egalitarian society where you treat everyone the same. You treat your top people better than everyone else. You call them more often. You tell them what's coming. You write special copy for them if they need it. You take care of your top people.

Let's walk through the sequence. As we go through this sequence, one thing I want to emphasize is that this is pure fantasy. These are hypothetical. They are completely hypothetical. I made this stuff up. This is very similar to typically how one would proceed, but don't worry if your launch dates are a little bit off, it just doesn't matter. What is more important is that you understand how this is put together.

I'm going to be showing you a bunch of examples of an entire sequence. We walked through this sequence for a seven figure launch that I did recently. Don't get too hung up on the exact dates. This is for a 21-day pre-launch where we go into pre-launch on Day Ten. On Day 31 we launched it. So on Day Ten we go into

pre-launch. On Day 31 we go into launch. Then we have a seven day launch.

I've got Day One as ten days before the start of pre-launch. In reality most of the times the sequence starts a little closer to the pre-launch so this isn't a best case scenario. Early on you want to tell people what the product is, so they know who it is for, how it is going to be delivered, what is in it, and if it has been tested.

If you did an internal launch and you generated some numbers, you want to tell them that. You want to give them your metrics and tell them how it converted. Give them the breakdown on what an opt-in was worth last time, and any other metrics that are important. You want to let them know that it was tested.

Then you want to tell them what the price is and what the commission is. You want to tell them when the pre-launch starts and when the launch day is. It's pretty simple.

About a week out from there you give them a reminder where you are reiterating what you told them. At this point it is really important that you are telling them when you are going into pre-launch. Let them know that you are still holding to your launch date and you are just about good to go.

The day before is just a last minute reminder. At this point you could give them some swipe copy and tell them when you are going to launch if you'd like. Then on Day Ten, at this point you give them basic instructions, like where to mail to. Remind them what's in it for them and you are going to give them some swipe copy.

I'll show you an example of this type of e-mail that we sent out. This is for the Membership Site Boot Camp launch. This is the launch in the last module, where I showed you some of the pre-launch videos. This is the e-mail that went out at the start of the pre-launch.

The first thing you are going to notice about this e-mail is that it is very short, very direct, and very to the point. The thing that you have to remember is that everyone in the world is too busy right now. Everyone has too much going on. When you deal with JV partners by

definition, those are people that have a business. They are entrepreneurs.

If everyone is too busy, well, I'll tell you what, your partners are even busier than your average person because they have a business. You'll see that some of these e-mails are longer when I really feel like I can make it a compelling e-mail that captures their imagination and their attention. But a lot of times it is very short and to the point like this e-mail.

At the top the focus is on what's in it for them. This is what the launch is about. "You give your list free stuff. We follow up. You make a bunch of affiliate sales. We send you a big check." The focus is that there is free content and we're going to follow up and you make lots of sales. This is just incredibly direct and to the point.

The way I put this, point one, point two, point three, point four made it just seem almost nearly automatic I think is very, very powerful.

Next, I tell them about the pre-launch content we're putting out. The video I'm talking about, you actually saw in the last module. This is the very first pre-launch video. We're telling them about the pre-launch video. I go on to tell them that it is just the first video. We are going to deliver valuable content. Here the point we are really trying to stress, is that you are going to be able to send your list to free content and get paid.

I wrote all the copy, but this is in the voice of Tim Kerber, who is the person we were doing the launch for and his partner Ryan Lee. Tim was mostly running the affiliates so the e-mail was coming from him. Here we give them contact information. Generally, when I'm dealing with partners, especially JV partners, I want to make sure they can contact us. We are always giving a personal e-mail and often a cell phone number.

Here are the swipe files we give them. For internet marketing launches, the nature of the internet marketing space is that people tend to be on multiple lists from multiple people. Often you'll have many partners all mailing the same copy. People get irritated that they are getting the same e-mail from multiple people. Probably even

more important is that the partners have this perception that they really want to have different e-mail, so you want to make it easy for them.

In other words, they don't want to feel like they are sending the same e-mail as every other partner. One of the things I do is give them a bunch of different subject lines. This way, when that e-mail drops into people's box, they are probably going to see different subject lines from different partners. I want to give them a whole bunch of choices.

Subject lines are pretty easy to come up with as opposed to writing a whole bunch of different e-mails. Here we gave them nine different subject lines that could actually work for either of these two e-mails that I've sent.

So I give them many different subjects lines and then I give them e-mail #1 and lay that out. This is the formula I've been telling you guys that I like to use, short copy, link, a little more copy, link, salutation, P.S., and then a link. That is one of the formulas I like to use for e-mails.

We used that and we created a nice e-mail for our partners to send. Then we gave them a second e-mail. This is the other formula that I like to use which is a longer piece, a longer piece of copy at first, a link, a short piece of copy, a link, salutation, P.S., and then a link.

Basically, we gave them a couple of swipe files or a couple of swipe copies that they can use. We gave them very quick short instructions at the beginning and a bunch of subject lines. That was the first e-mail that we sent out to our affiliates.

The next day we are going to follow up and it is just like the launch. The day after the start is typically a social proof e-mail. Sometimes, we want to give fresh swipe copy, depending on how much take-up you had on the first day in terms of partners actually jumping on board and mailing and whether or not those partners used swipe copy.

I personally try to get on the lists of all my partners so I can track what they are doing. I can see when they mail and I can see if they

used my swipe copy. If I see a whole bunch of people using my swipe copy then I'm probably going to want to create fresh swipe copy. The downside of that is that you have to write more copy. As you get into a launch, things start to get busy. You have started your pre-launch and this is just another thing you need to do, so you have to weigh how many people have actually used it.

Let me show you the second e-mail in this sequence. When you are doing a partner launch you really want to know what is going on in your market. One of the ways you do that is by getting on the lists of all your partners and your competitors so you can watch what is going on.

In this case, this is the second e-mail. This is coming out just a day after that first e-mail. Right off I start with, "A weird chain of events." That is the kind of subject line that I think captures a lot of people's attention. The word 'weird' is a good one to use in subject lines. It gets people's attention.

Since I knew what was going on in the internet marketing world, I was able to tap into that. It was a busy time. There were a lot of launches going on at that time. I sat down and thought, "How am I going to make this work out so I can get my partners excited to mail for me, even though they have other choices and launches they can mail for, or maybe they just mailed on other stuff?"

Here is the reason why. We all love 'the reason why' copy. I've been teaching you 'reason why' copy now through all the modules.

"I want to tell you about a weird chain of events that could mean a huge amount of affiliate commissions for you." Of course I am focusing on what's in it for them, a weird chain of events that could mean a lot of money for them.

"Right now there are a bunch of things in pre-launch. We have major stuff coming from Rich Schefren, Mike Filsaime and a couple of others. Right now, most of the big boys have their eyes on other promotions." I'm not trying to hide the fact that there are other things that people can be promoting. I realize that all my partners are

getting hit up by everyone else and there is a lot of competition. I'm being very upfront about it.

I'm saying, "You know what? A lot of these other launches are pulling a lot of support from a lot of the big boys." This is sort of an 'us versus them.' Everyone thinks the other people are the big boys and they're the underdog. Their list is smaller, less responsive or whatever. In this case, we are using a little bit of the edge in using 'us versus them' and I'm telling them that now is their chance to swoop in and crush it.

"Which means now is the time to sneak in and crush it with a quick promo from Membership Site Boot Camp." I'm telling them that this is their opportunity to sneak in on a major launch before anyone else can promote it. "Trust me, this thing is going to convert into big time JV commissions."

This is 'what's in it for them' copy and why now is the time for them to mail. I'm not saying that this type of thing is going to set up for your launch when you go through yours, but you have to sit down and think about what those partners are thinking about right around the time of your launch. What is going on in the market and how can I tap into what's going on in the market. How can I use that to influence them and get them to mail for me?

Then later in the second email, and remember I said this second e-mail is often about proof or social proof. "But don't take my word for it. Here's some proof." I tell them first that the opt-in rate is killing it at 50% which is very good. "Almost 60% of the people that opt in are filling out our survey." This shows that people are really rabid for the information.

Remember, I'm writing this so it is sort of funny, but Tim Kerber was at my live event. "I was at Jeff Walker's Product Launch Workshop last weekend and he showed just a part of our pre-launch video to the crowd and the room was buzzing with excitement from the video. I had two people ask me if they could give me their credit card information." This is just more proof that this is an offer that is going to convert.

“We are going to have a killer offer. It is going to go way beyond a standard home study course and we are going to do the hard work of follow-up for you.” Here is a simple instruction. “Send your list to the video and we will work to close that sale when we launch on July 10th.”

We give them the affiliate link in case they want to write their own copy. You always want to give them your link fairly high up. “I have copied some text below that you can use in your promo and no one has used any of this copy yet, so you can just cut and paste.”

In this case I used the exact same copy as the day before, but I told them that no one has used this yet so they are free to use it. Or maybe if I saw one person mail on it, I could say, “I only had one person mail on this, or only two people have mailed on this, so you can just cut and paste.”

Remember, they are busier than ever. They are extremely busy. They are busier than your average person so you want to make it as easy as possible. You give them the e-mail that they can just cut and paste. “If you have any questions call me.”

Here’s the ‘what’s in it for them.’ “Remember, your minimum commission is \$500 on a \$997 sale,” and then there’s the same copy that I gave them the day before. So that was our second e-mail.