



## JEFF WALKER'S PRODUCT LAUNCH FORMULA 2.0

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

#### **Video 3: This is the second part of the 'BIG' JV Launch...**

For the third follow-up, I have competition listed. I have it here as well. First, let me explain competition. In the internet marketing space where most of the partners know each other, know of each other, or are at least on each other's list, there is a lot of competition.

A lot of these men and women, running these businesses have a really competitive streak. In fact, a lot of entrepreneurs are competitors. They really have a competitive streak. You can get them competing against each other. The competition can be amazing when the commissions involved are really big. It can often be a big a motivator to do better than someone else and their paycheck.

I have competition listed as Day 12, your third follow-up. The reality is that all of this is going to vary based on your launch and your pre-launch. Throughout the sequence, I have different follow-ups for different days. It really depends on when you are coming out with pre-launch content and what your launch plan is.

In this launch, we didn't get into competition until quite a bit later because at the beginning of this launch we didn't get huge support from our partners and our affiliates. It was a very, very busy market, so it wasn't until we were several days or even a week or two into the launch that we really started to see a lot of partners coming on board and promoting. That is when we really started to amp up the competition.

I've got a lot of different follow-up e-mails listed, but what it really comes down to is in the beginning you are giving a lot of instructions. You are telling them what's in it for them. Then you follow up with some social proof.

If you have a market where your partners know each other and are competitive, you are going to introduce the competition. Look for ways to follow up with social proof and proof as you move through your launch; proof that the market is really interested in your offer, social proof that your pre-launch material is going well, and that other partners who are mailing are doing really, really well.

I'm just going to walk you through a bunch of the e-mails we used in this Membership Site Boot Camp launch. I already showed you the first two e-mails that we sent to the partners. This is the third one we came back with. Subject line, "Holy cow, this is crazy!"

The beginning of this e-mail is all about proof and social proof. I guess it is more proof that the market is responding strongly to our offer. "You know the saying, 'Be careful what you wish for.' We asked for comments and questions about our first video and we have already gotten 2,733 responses. They came flooding in before we were able to pull down the forum. In fact, now we're looking at adding staff just to help us with all the responses."

You'll see over and over as we go through this sequence I keep on bringing everything back to the idea that, "The market's hot, so that means more commissions for you. Of course this is all good news for you because this means the market is hot for this product and that means you are going to make some huge commissions. If you haven't mailed yet, there is still time. Since there are so many launches going on right now, not many of the big boys have mailed about our videos yet."

This echoes the theme that I sent in the prior e-mail that this is the time to sneak in and get a leg up on the big boys. This is your opportunity to really step in and kill it on a launch.

Further down in the e-mail we have instructions. We're telling them that we're going to be releasing more pre-launch content. It is going

to be very content rich. In other words we are telling them this is a great video that your list is going to like.

The golden combination is to give your partners something to mail that has good content, and it is going to pay them down the road, because you are going to be tracking those leads. That is the golden combination, great content for them to mail so they look like heroes to their list, and then down the road, they make money.

Again, I show them more proof. I talked about the fifty percent opt-in rate on the video. Then I always try to take it down to the most elemental facts. "It's that simple. You tell your list about these content-stuffed videos and then you make big commissions on launch day."

I always try to give them the picture of the up coming launch day and how it will pay off big time, so, "Mail on the content right now. Look for an e-mail from me tomorrow with your affiliate link for the new video."

Then we follow up with a P.S. reiterating the same thing. "We know it is a crowded market right now," so we're not trying to hide this. We know that they are very aware. We want to show them that we're aware of the market. We want to show them that we are aware of their potential conflict. We are just telling them that we know it is a crowded market, but this is going to be a big time opportunity.

We reiterate the launch date and tell them to mark their calendar. "That's the day you're going to see all those commission notices hitting your inbox." I always like to paint this image for them so they have this strong image. They mail ahead of time and they can just sit back and watch all the commissions come in on launch day.

The next e-mail we send is when we release the next piece of pre-launch content. "JV partners: the new video is live." I often like to use a prefix here in my e-mails. Usually, when these partners sign up and they are on board to promote for you, then they end up joining your prospect list as well, just to watch what you're doing and to watch the emails come through. Remember that in their inbox they

are getting e-mails from you that you sent to the prospect list and they are getting e-mails sent to the partner list.

I always want to make it real clear so that if they see a new e-mail pop in their inbox from you, they don't just think it is a prospect e-mail, and they realize that this is a partner e-mail. I am much more interested in having them open up the partner e-mails.

Next, we tell them about the video, that it is pure meat. In other words, it is a content e-mail. We give them the link to the video using their affiliate link. We tell them it is their actual affiliate link. What we are doing is actually inserting their affiliate links into the e-mails.

That is your actual link so we want them to know that they can mail right away on that link. We are very upfront that we don't have opt-in stats for the videos since we just loaded it, but we expect it to do as well as the last one.

Then we tell them that if they haven't mailed, they might want to mail on the first video. Here they get a choice to mail on this new video or on the old video.

Next we reassure them, "Remember, when your people opt in on either of those pages, we're going to follow up with them for you, using your link, and a lot of them are going to buy our Membership site Boot Camp course which means a big fat commission check for you."

Again, we're just trying to paint that picture of launch day, installing that picture in their mind of what's going to happen when they open up their inbox on launch day and get a whole bunch of commissions. Once again, we've been hitting this theme hard, over and over again, that a lot of people aren't mailing so this is your opportunity to sneak in. "Sweep in and grab some serious commissions."

This is where we instruct them on what to do. People will follow instructions so we're giving them very explicit instructions. "What you need to do now is copy and paste the text below and send it to your list ASAP. Scroll down for copy for both videos. First is the copy for

the first video and then the second.” So we are giving them copy for both videos.

Next we give them the headlines for video #1 and the copy. We gave them two pieces of copy for video #1. Then we begin copy for video #2. We give them headlines for video #2 and we give them two pieces of copy for video #2. We are giving them a total of four pieces of copy total. There’s the whole thing.

Two of them are for the first video and two of them are for the second video. It still sort of follows my formula, a short amount of text, a link, some more text, another link, P.S., and a third link. The next one is a little longer copy so up at the top I added a link and I broke my formula. Because this e-mail had longer copy, I broke the formula a little bit. Basically, I’m allowed to break the rules since I made the rules.

Generally my formula is some copy, a link, more copy, another link, P.S., and a third link. That was our fourth e-mail that we sent out to partners.

In the fifth e-mail I use a prefix again for the e-mail so they know it is for partners. We’re trying to get them excited, “People are rabid for this stuff.” It’s very short and punchy. I’m not going to read the copy for you but we’re talking about people being rabid. We are telling them why they are excited. We are talking about them being excited by these videos, and now we’re talking to them about how this next video is going to be even better.

Then we gave them the affiliate link to the video. We tell them we’ve got copy down below.

Next we reiterate when the launch is. This is a key, in this internet marketing space there are often bonuses put together for the launches. The partners will offer big bonuses. So I tell them, “I just heard from one affiliate who is putting together a killer bonus package,” (which I had). But it is important to let partners know that other people are putting bonus packages together because that puts that idea into play for them to consider doing also.

Then they will start putting bonuses together and start competing with each other for bonuses. In this way, you can really take the launch to another level if these partners are competing with bonus packages.

Here I give them a little bit of insider information. “StomperNet is dropping today or tomorrow. Mike Filsaime is about to drop.” That term ‘drop’ means mail. They are about to send out an e-mail. These are big players, big partners with big lists. “It looks like Rich Schefren will be dropping around launch day. If you want to beat the big boys to the punch then now is the time to mail. Your cut and paste e-mail is just below.”

This is a very powerful P.S. It basically says, “Now is the time to mail. Mail now and get ahead of these people with these really big lists.” Here is the instruction again, “What you need to do now is copy and paste the text below and send it to your list as soon as possible. Scroll down for copy.” Then we give them the copy for the videos. You’ve already seen that.

This e-mail gives them some instructions. Launch day is coming up. We’ve talked about why people are excited, earlier, and now we tell them why the time is critical for them to mail now, because several other big partners with major lists are going to be mailing soon.

Now we are going to move on to the next e-mail. This is a very, very short e-mail. Again, we are focusing on the payday. “Payday is in less than 48 hours.” I want them to have that vision of getting a whole bunch of e-mails, a whole bunch of e-mail commission notices on launch day.

We reiterate when launch day is. It is amazing how often you can tell people over and over again, but they still won't know when it is. So we’re reiterating exactly when it is, that it is less than 48 hours away.

Now I tell them that there is still time to mail. I tell them that if they mail now, their list is going to be more responsive on Friday. Then here’s the key, I give them fresh pre-launch copy then a little bit of social proof.

“The videos are drawing raves; people are hot for this.” Then we send them to the blog where they can see these comments. People are making comments and they are really excited about the product coming up. We want to use that to our maximum benefit. That is social proof for the prospects who are commenting on the blog, but it is also social proof for our partners, that people are really interested in this stuff.

Then we give them the subject lines. I created a whole bunch of different subject lines. Many of these are reminiscent of the subject lines we’ve already been using, but they are fresh subject lines.

In the swipe copy we sent them I use my standard formula, a short amount of text, a link, a little bit more text, another link, then the P.S., and a link. The next one is slightly longer copy and again I use my formula, copy, link, copy, link, P.S., and a link. Then I give them another e-mail. I gave them three e-mails this time. It is basically the same formula. Actually, I gave them four e-mails.

On the longer copy, where I gave them a little bit longer copy, I still used the same formula, link, copy, link, P.S., and a link. You can check all of this, out. I don’t want to walk through every bit of copy here, but you are free to take a look through all this copy and the swipe files.

I forgot to mention something about an e-mail we sent. When I talked about the big players and I said that StomperNet is dropping today or tomorrow, Mike Filsaime is about to drop and it sounds like Schefren will be dropping around launch day, these are all top joint venture market leaders. This is social proof. This is social proof when I tell them that these people are going to be mailing. I’m trying to get them to move now.

I use a very persuasive angle when I tell them to, “Mail now before these other guys mail,” but there is also strong social proof that I’m telling them these people, these market leaders will be mailing. There is also a little bit of authority in there that I have these folks behind me and we’re going to have a big launch. I just wanted to point that piece out.

Now let's walk through the next e-mail. Again, there's a prefix here and, "-Eighteen hours to go-." I set this off with little dashes. Again, I am reminding them when we go live. I sound like a broken record here, but remember these partners are very busy. They need to know that.

In the next communication with my list I wanted to be sure to answer the question, "What's in it for you?" It's always about what's in it for them. "Some breaking news, we're going to give you even more money." We basically go on to tell them how we created a much bigger offer than we had planned on and that the price is going to be \$1,497 instead of \$997. Remember, it is always what's in it for them. That means they get \$748.50 per sale instead of just \$500 per sale.

Then we tell them we are going to launch with a two-pay option. Later in the week we are going to blow that out to a four-pay option. This is just a bit of news for them.

Then we tell them even more good news that people are rabid for the product. This is what we've been reiterating to them over and over. The message has been about how well the pre-launch has been going, the opt-in rate, how many people are commenting, how people are commenting on the blogs, and now we are talking about people who want to preorder and they are all okay with the price.

"Our pre-launch video e-mails are just killing it. Just read the comments on our blog." We are just trying to get them excited by showing them the excitement that exists in the market. The reality is that your partners are always wondering if your offer is going to come off. It is like you are gambling with their list. They are mailing for you and they are hoping that your offer is going to convert, but they are taking all the risk.

We are trying to show them that the risk is minimal because of all the excitement in the launch, all the excitement that your prospects have for your product. "Even as we're closing in on the launch, now is a good time to send people to the pre-launch videos." We give them the link. We are trying to get some last minute mailings out of them before the launch.

We tell them that we have swipe copy below. “We’ll be sending the launch copy later on today.” Then there’s the reminder once again, of when we go live. Here’s the copy. This is basically the same copy we sent out in the prior e-mail.

Now we’ve come all the way to launch day. On launch day you are just typically trying to get out of their way. You give them instructions and swipe copy and then let them mail away. It is just like the launch day for your prospects. It is not a big lengthy e-mail. It is basically just the instructions and then send them to the sales letter. Do the same with your JV partners.

Let’s look at what we did here. The subject line is very simple. “Launch in 60 minutes.” We’ve been telling them over and over about this launch coming and now the launch is in 60 minutes. “Today is the day. We go live today at 12 Noon Eastern. The blog is going nuts. People are nearly foaming at the mouth for this product. It is almost like they don’t care what it costs.”

There’s not too much copy here, just, “Today’s the day. We’re going live at noon. And people are excited.”

Now we get into the instructions. “We will do our best to load the sales letter at exactly 12 Noon Eastern time. The sales letter is pretty much done and we are in final testing. Remember, what’s in it for you is you make \$748.50 per sale. We’ve got swipe copy below. Here’s your link.” We gave them fresh swipe copy and a bunch of subject lines.

This is the second formula, a little longer copy, a link, P.S. and a link. Here’s a real short one, very, very copy at first, then, the link, P.S., and then a link. Another very, very short one since this is for launch day. We tend to like the shorter e-mails. Even this first one that is a little bit longer is still a pretty darn short one.

There’s e-mail #2. There’s e-mail #3, e-mail #4. This is the longer copy version, but it is still not very long. E-mail #5, I tried to be the total overachiever here and gave them five different pieces of swipe copy. One e-mail is very different looking. It has no P.S. on and there is only one link in the e-mail.

With this e-mail, this launch e-mail, I gave them a bunch of swipe copy and only a very short e-mail. I gave them a little bit of excitement, a little bit of what's in it for them, and then some instructions. "We're going live at noon." It was very, very simple.