



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

Video 4: This is the third part of the 'BIG' JV Launch...

Now we are going to focus on the e-mail once the launch goes live. This is inaccurate in terms of what we actually did in this launch because we had the equivalent of the tsunami e-mail. This is the e-mail we sent out one hour right before the launch. Now we sent an e-mail that same day, just six hours into the launch.

Remember the tsunami e-mail for prospects is, “Boy, things are going crazy. The response has been amazing. I’m just trying to keep my head above water. The orders are flowing in. We’re all in this together folks and I’m really doing my best to stay on top of this. Work with me and we’ll get through this.” That is the general theme of the tsunami e-mail for prospects.

In this case we sent something fairly similar to our partners. “Just getting started,” is the subject line. “We’re six hours into the launch, but remember, that it is going to last for seven days.” We don’t want people to just mail on launch day and then forget about it. We want them to keep on mailing.

“With bonuses expiring all week and a price increase at the end of the week, we have barely scratched the surface. Hopefully you’ve already seen some nice commissions in your inbox. We’ll publish affiliate standings on Saturday. Sales are now closing in on \$400,000; not bad for the first six hours.”

This is proof that this thing is killing it and that they should jump on board.

We basically tell them to keep on mailing. “Remember, the person who follows up the most wins. We are going to continue to follow up with the people you put on our launch list, but an extra e-mail or two from you will pay huge dividends. Here’s your affiliate link.” Then we give them the link.

“Let me know if you need any copy.” Since we just gave them swipe copy earlier in the day, we didn’t reiterate, we didn’t copy that copy down below.

In retrospect, I think we probably should have. If someone saw that first one and didn’t mail on the first one and saw this one and it convinced them to mail, why make them go and look for the e-mail we sent earlier in the day? I should have just copied the e-mail down below with the same swipe copy. It would have been really easy to do. Like I’ve mentioned over and over, no launch is perfect. You always make mistakes. I always make mistakes in a launch.

Looking at this now, I would say that was a mistake. I should have put the copy. It probably wasn’t a critical, or a big mistake, but the copy was already done. I should have just copied and pasted it down below.

The next day we follow up with another e-mail. This is where the competition comes into play with the JV standings and the contests. “Sales are continuing to pour in. We are well over a half a million dollars in sales in the first 24 hours.” That is social proof and proof that this offer is converting, and that we are doing really well.

Bottom line is that it’s a hot offer. People want it and they are buying. We are going to keep drilling this in just like we kept drilling in that the launch day was coming up. We are going to keep on drilling in that it is a seven day launch and we’re just getting started.

“In fact, based on Jeff Walker’s metrics, we are going to sell as many in the next six days as we did on the first day.” We continue on. My metrics are, if you have a seven day launch, a standard garden variety seven day launch, if you take your first hour and double it, you’ll end up with your 24 hour total. If you take that 24 hour total and

double that, you'll end up with your one week total. This is a very rough rule of thumb. It can be changed by any number of things.

I mentioned earlier on the Walker W. We actually used that in this launch and I'll show you when we actually used it. Also, if you have strong scarcity at the end, you'll often see a big jump at the end that will throw those metrics off.

Basically, what we are doing here is using authority. I'm known in this niche as the king of the launches. When I come out and say that if it is based on my metrics, my numbers then that means in the next six days we're going to do a lot of sales. Here we laid it out for them. "That means there is at least \$250,000 in commissions out there for you to claim."

That's real simple. If we did a half a million in sales in the first 24 hours, we are going to do another half a million going forward. That means there is \$250,000 in commissions. As you'll see in this launch, we completely blew these numbers out of the water and that's because of the Walker W and the scarcity at the end.

Here on this first day, we didn't want to overstate our claims, so we just said \$250,000. Now we go on to a little value building. "Since we were selective and there are not a lot of partners, then you have a great chance at that \$250,000."

Then we tell them what is working for partners and that is that they've mailed multiple times. Then we tell them that we are going to continue to have more stuff for you throughout the launch. Here's the old competition aspect. "Speaking of our top affiliates, here's the affiliate standings at the 24-hour mark." We give them the standings so far.

It is always nice to come out with more good news, to keep coming out with additional good news. Remember that a couple of days prior we told them the price we were going to charge is going to be higher so their commission is higher. Now we are going to tell them about our affiliate contest.

“We’ve been holding out on you. Up to now you only thought you were going to get \$748.50 per sale. We didn’t tell you about the affiliate contest and the really cool prizes. We’ll probably be announcing the prizes tomorrow, but take my word for it, they are going to be sweet and we aren’t messing around.”

Moving along, “I’ve included some fresh swipe copy, brand new and never been mailed. The first one to send wins.” I’m trying to create some urgency so that they mail before the other people mail the same copy.

“Mail today or early tomorrow. Saturday and Sunday have tested out to be great days to be mailed on lately.” Then, you’ve already seen this several times before, we give them a bunch of subject lines. We give them the copy. This falls under the long copy formula, a link, a short amount of copy, a link, a P.S., and another link.

Here is the short copy formula, a link, a P.S., and another link. Now here’s a third e-mail. This also falls under the short copy formula, a link, more copy, another link, a P.S., and a third final link. Here’s a fourth e-mail. Folks, I was definitely being an overachiever in this launch in sending out often three, four, even five pieces of swipe copy. You don’t have to do that yourself. I mean you can do just one piece of swipe copy. Often I’ll just do two pieces.

I was really going all out in this launch. I believed it was going to do really well, so I was really pushing hard.

Our next e-mail had lots going on as you can tell from the subject line up there. “We are now well over \$600,000 and we are on our way to a million dollar launch week. There is still at least \$200,000 in commissions out there waiting for you to grab your piece.”

What I’m doing is taking the numbers and coming up with our good estimate of what we’re going to be doing. Then I’m telling them what that means in terms of commissions. I just want to paint the picture of those commissions just sitting out there waiting for someone to grab them. The whole idea, and you’ll see me use this in the copy, is

those commissions are just waiting to be picked up. Someone is going to get them. It might as well be you.

Then I tease about this idea of a sprint bonus which none of them have ever heard of before. This is my new invention. It is the first time it had been used. Just like I kept on pounding into them when the launch date was, now I'm pounding into them that this is a seven day launch so keep on going. We're just getting started.

Now we give the prize list. First prize is this million dollar sales letter by Ray Edwards. What we do is tell them who has the prize locked up so far. Second prize is a MacBook Pro which is currently Rich Schefren. Then we go right down the affiliate contest list, a plasma TV to Jeff Johnson. The idea is these people can actually see who's getting what.

Hopefully they even take some ownership. Maybe Jeff looks at this and says, "Boy, a 50-inch TV. I don't want to lose that TV to the guys behind me, so I have to keep on mailing for this launch. I have to keep on supporting it." Or maybe he's saying, "I'd rather have a MacBook Pro," or, "I'd rather have that sales letter."

This way we put everyone's names next to the prizes. It's the idea of either trying to get them envisioning winning that prize so they'll defend their position, or maybe moving up in order to get another prize.

The amazing thing is these top partners are getting a lot of dollars in commissions. These guys down here could easily run out and buy an iPod. The reality is, in terms of the commissions they are going to get, the value of an iPod is not that great in relation to the commissions they are going to earn for this spot.

But nevertheless, the idea of these prizes is very, very motivating. I've seen this over and over and over again. It is not only motivating in that they are getting something for free, some toy for free, it is that it is great to have toys. Maybe Jeff isn't about to go out and buy a 50-inch plasma TV, so it is great to have something they are not going to run out and buy for themselves.

Also, this defines the competition a little bit more. Remember these guys are all very, very competitive and so having prizes attached to the competition is a lot more effective. These are really nice prizes but in reality, compared to the commissions we are paying out, they are relatively small. Nevertheless, the prizes really do drive the competition.

Down below I tell them about the sprint bonus. This is my brand new invention, in terms of online product launches. We identified the third day of the launch is often the lull day. I told you that in prior modules. When you get into the second day and the third day, things can often slow down.

We put together a sprint bonus so that people had incentive to mail. Even if someone can't compete with the people with bigger lists for one of the top prizes, we give them an incentive to mail on this day.

We tell them that anyone who mails from 6:00 p.m. tonight until just before midnight on Monday was going to get their choice of one of these three prizes. This is a sprint bonus. In other words, those other bonuses are for whoever does the best over the seven day launch, but now we are introducing this new piece.

Maybe you don't want to compete, or maybe you can't compete, and even if you are competing, you can participate in this additional bonus.. If you mail later on Sunday or early on Monday you can win the sprint prize.

Finally we tell them that we just released a new video and this is going to do a great job of pre-selling. It is often nice to hold some content, some pre-launch content back and drop it during the launch week. That can help the excitement with both your prospects and your partners.

Further down, we give them the swipe copy. This is new swipe copy for the new video. You can see I'm following the same formulas I tend to follow. Once again I was Mr. Overachiever and I gave them five pieces of pre-launch copy. I'm not going to go through those for you. You are welcome to take a look at those because those are

included with the module. You can go take a look at all the swipe copy.

Moving along, here is our next e-mail. We are going to give them the standings and a new four-pay option. “Things are moving so fast. We are having a hard time keeping you up to date.” Does that sound a little like the tsunami moment e-mail?

“I know you’re busy, so we are going to try to keep this as short as possible. Forgive us if it gets a bit long. This is important stuff. We are now at \$865,000 and just over halfway into this launch.” We tell them that we are just gaining momentum. Now we focus on this four-pay option.

“We just announced a new four-pay option. It is red hot. This keeps the payments under \$400 and people are jumping on board this option in a big way. This is the perfect reason to get out another e-mail.” We are giving them something to mail about and we’re telling them to mail. This is where that Walker W which I’ve briefly mentioned comes into play.

Let me just draw this Walker W out for you. This was actually named by Mike Filsaime after I sort of walked him through this strategy. You’ll see what I mean in just a second. Over on this axis is dollars. Obviously as we go up the dollars get higher. This is the timing of the launch. This would be Day One. Over here would be Day Seven. In the middle would be Day Four at the middle of the launch.

We see sales peaking right here on launch day. You have this big peak, real high sales, then they drop off the second and third day. Then we have this peak in the middle. This will come from something like this, where we released an additional payment plan option or we make the offer sweeter. In other words, we add some bonuses.

We add something here to get partners to mail. Make it really compelling, so they can mail again. That gives you an upwards spike. Remember these are often lull days; the third and even the fourth day are lull days, where there is a lull in sales. Things slow down, you lose momentum some, and then you typically build momentum again into the end of the launch.

You have the classic 'something bad happens' if people don't act and that is your scarcity play at the end. In most launches you'll have a nice peak at the beginning and a nice peak at the end. In the middle you really lose momentum. With that W, what you end up doing is you introduce something else for partners to mail out and people to get excited about, and that bumps up sales in what would have been a lull period.

The reality is it isn't so much the offer that we gave this payment plan that spiked sales. It is that the payment plan gave the partners new ammunition to mail out and got them excited to mail. So we saw that big spike in the middle of the launch week.

After the big spike things drop off some. Then we drive at scarcity towards the end. That's the Walker W, again, that I created and was named by Mike Filsaime.

Let's get back to this e-mail. Remember that the day before we had released a video. Now we tell them that we have a new video page. This video page is going to have all the videos. In other words, we are just creating another thing for them to mail out. We tell them what's coming soon.

The day that this e-mail went out is the day we released that four-pay option. That gave them a reason to mail. Now we tell them we have something else coming tomorrow so that they have to mail again. Now we start mentioning the scarcity that is coming up at the end of the launch.

Here we are just bringing in a little bit of authority. We're telling them when Mike Filsaime did his launch he saw a big spike at the end of the launch. Now we report back on the sprint bonus and the prizes going out.

Now we update them on the affiliate prizes. This is a really long e-mail, but we had a lot to cover. We're telling them about what's happening, bringing them up to date, and adding some sort of gossip in here. People love to read that stuff.

Later in the e-mail, we tell them another e-mail is coming out as we get into the last few days. Then we mention all the people that are going to be mailing. This is more social proof and authority. If all these folks are going to mail in the last day or two, it must be a smart thing to do, to mail, right?

Next, we gave them the updated launch standings. That's it. We tell them we have swipe copy below. So there's a lot going on in this e-mail. There is a lot of proof. We have the competition elements here. We have a little bit of teasing in here. I didn't do a lot of teasing in this e-mail; probably not as much in this launch as some of the launches where we really get into teasing people, giving people a hard time if they're dropping in the standings.

Again, these folks all know each other and they are very competitive with each other so that type of thing goes a long way. That's about it for this very lengthy e-mail.

Let's move on to the next one. Our next e-mail is a really quick short one. This just tells them about the new video page. All we did was release a total of four pre-launch videos, actually four in the pre-launch and one during the launch. Now we put them all together on one page so that this is just another thing that they could mail out.

It was sweet because it didn't really require any work building this page. It was just taking four videos that we had already done and putting them on one page. This really wasn't much work, yet it gave us something that felt like new content. It gave them something to mail out without doing too much work in the midst of the whole launch. There's a lot going on so you don't want to be putting in a whole bunch of work.

This is a way to create something for the partners to mail that wasn't going to require a ton of work for us. This is a very simple e-mail. Just tell them about the very meaty content. We are sort of being above board here, but we are also just being nice guys going for the convertibility play. We're just saying this is untested, so we don't know how well it will convert, but it gives you something to mail about.

“If you’ve already sent to the sales page, this gives you something different to work with,” and that’s about it. Then we give them a link to the video page. In case they wanted to mail to the sales letter, we give them the link to the sales letter.

Down here you can see we are sort of running out of steam because we didn’t include any swipe copy. Again, I probably should have just copied the swipe copy from the prior e-mail. The reason I probably didn’t do that is because that copy didn’t mention this new video page at all.

You can see this is very simple. We’ve been hitting these people with a lot of e-mail. I wanted to keep this one fairly short, but we did want to update them on the new content that they could mail out.