



JEFF WALKER'S PRODUCT LAUNCH FORMULA 2.0

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

Video 5: This is the fourth part of the 'BIG' JV Launch.....

We're continuing with the JV launch. We are getting into the last few days of the launch and we are focusing on scarcity with our partners just like we do with our prospects.

Here is the e-mail we sent out. "JV standings, \$1,000,000 and 48 hours to go. We hit the one million dollar mark at 11:32 p.m. Eastern time on Tuesday. It took us 107.5 hours to get there." This is massive social proof that this is now a million dollar launch. There is also the specificity by giving them the exact minute.

By giving them the exact number of hours, the law of specificity makes things a lot more impactful and a lot more believable. Now we thank our JV partners. This is just really heartfelt. The partners made this launch, so we wanted to thank them.

Now we move on to the scarcity. We tell them that the price is going up. It is going up by \$500. Now we talk about the big finish. "Based on the metrics that Jeff Walker has been sharing with us, with the price increase at the end, we should see fully 25% or more of our sales in the last 24 hours." In other words, we're telling them that there are a lot of sales to be made out there.

"In fact, Jeff made this prediction to Mike Filsaime for his 7 Figure Code launch and Mike flat out didn't believe him. It turned out that Mike did 30% of his sales in the last 24 hours." That's sort of funny, because I still have a voicemail saved from Mike where he was really

excited because of the way that launch finished. He said that I nailed it and pretty much predicted exactly what happened. When I made the prediction he thought there was no possible way it would happen.

It is kind of funny because it creates more authority. In this case there is also my authority because I'm seen as a launch expert. There is the authority that I made this prediction and it already came into play once. Then there is also the authority of Mike Filsaime. We're using Mike and his name and my interaction with him to bring people into the story.

Then we make it real bottom line for them. "If this holds true we are probably looking at a last day in the \$300,000 range. That means there is \$150,000 in affiliate commissions up in the air." I just want them to have that image that this money is just out there waiting for them to pick it up. "There is this \$300,000 in sales, \$150,000 in commissions and all you have to do is mail and you are going to get your piece of the pie."

Then we give them the links. Now we give them the contest standings. "Big changes; the top ten spots have tightened up a lot. So if you want to hold on to your spot, you better mail." That is the subtext that we are implying. "We could see big changes. Everyone in the top ten has told us they are going to make one last big push before the deadline." That's the social proof.

All the top players told us they are going to mail, so you should mail as well. If the top players are all mailing, then I better mail too. That is social proof right there.

We are announcing the prizes again and we are putting the people's names next to the prizes again. We want them to start taking a sense of ownership for a prize so that they actually defend the prize. Possibly also, they can look at the list to see what they want if they push a little harder. And they can look behind them to see who is right behind them.

We give them the swipe file at the bottom, just the way we have with all these other e-mails. Again, we gave them five pieces of copy because I was feeling like I was in the overachiever mode, but you

don't have to do that for your launches. Obviously it is nice to do that, but often one or two pieces of swipe copy will be enough.

Moving along to the next e-mail, this is the 15th e-mail in this JV sequence. You can see we sent a lot of e-mails out to partners. You don't need to send this many but I'm showing you at the highest levels, in an ultra competitive market, this is what we do and these are the kind of results we get.

Again, this is the internet marketing space. If you are in another niche, it is probably going to be a lot easier to get people to mail and get people really excited. I'm just showing you the most intense market there is, where it is extremely hard to get people to mail. This is what we do to get them motivated to mail, and mail more than once.

Moving along, "It's money time, the home stretch. Okay, we're into money time. This is when the big commissions are made." This is a lot of authority and social proof. I'm talking about how Mike Filsaime did more sales in the last 24 hours of his product than he did in the first 24 hours. Again, he was the one who named the Walker W., because that was the first time we really saw that come into play.

"That was an amazing fete. We don't know if we can match it, but it means there could easily be \$300,000 or more in sales in the next 24 hours. That means huge commissions are available." Again, we're just underlining this idea, this fact, that there are a lot of sales to be made and there are a lot of commissions to be made. All they have to do is send out some e-mails and they'll get their fair share.

Now we tell them about the scarcity. Here's the bottom line. "One last e-mail today, or even one today and one early Friday, and you could see your commissions double or possibly even more." Then we tell them about our fresh swipe copy at the bottom again. The bottom line is, it's a no-brainer.

"Just send a quick note to your list telling them about the price increase and then watch the commission notices come pouring in." Then we give them their links.

Then we update them on the JV standings. “Here are the latest standings. The battle for the first three spots has become a downright epic. This is like a heavyweight fight. There are only a few sales separating most of the top ten spots. Most of the people in the top nine have confirmed that they will be mailing again with a last minute notice.”

That is social proof. Those top people are mailing, you should mail as well.

This is a little play-by-play. “Mike Filsaime is in the house. He didn’t get his e-mail out until Tuesday but he has already vaulted to ninth place and he is rising fast.” This is a fair warning for everyone above him in the competition that they have a new person that is rising fast, that is now in the running. “No telling how high in the standings he can go.”

Then we give them the full standings with the names next to each prize. Then it is the same old thing, the swipe copy is down below.

Moving along to the next e-mail, “It is last call. We are just about to close it down. Wow! We are finally here. There are just a few hours left. It ends today at noon. After that we are going to raise the price. I’ve got updated standings below and we’ll update you tomorrow on final JV standings.” Then we give them their links.

This is pretty short and sweet except of course we are giving them the JV standings. Now we are talking about Mike Filsaime moving up into fourth place. We have a three way tie between Russell Brunson, Jeff Johnson and Jeff Walker. Then we give them the updated standings and some swipe copy at the bottom of the e-mail.

Of course this swipe copy is totally focused on scarcity now starting with the subject lines. Deadline; only a few hours left; one last warning; price is going up. Here is the swipe copy where we are just pounding on scarcity.

If you want to grab this swipe copy to use in your launch, this is all good scarcity swipe copy. You can see from this e-mail that we are

definitely winding down the launch, winding it down even with our partners, but we do want to give them one last chance to e-mail and try to get a little last push from them.

Let's look at the final e-mail we sent out to partners. This is basically a follow-up congratulatory one-mail. "Final standings, \$1.71 million. We wrapped up the Membership Site Boot Camp at 12 Noon Eastern. What a ride it was. We are still sorting out the final numbers, but we ended up at \$1.7 million for the week. The last 24 hour push generated approximately \$508,000, so we had a huge final day." We definitely had a huge spike in sales..

That shows what happens when you use scarcity, when something bad happens at the end of the launch. I always focus on that. People think that phrase sounds a little weird, "...something bad happens." Basically, you are giving people a reason to act. You don't want them to look at your offer and think, "Ah, I'll just buy next week or I'll buy next month or I'll buy tomorrow." You give them a reason to act by creating something at the end of the launch.

It could be that the price is going up, the product is going away and you can no longer buy it, or there are bonus packages going away. Those are the three classic scarcity plays. There are some others I'm sure that I haven't come up with yet, but those are the three classics. Use any one or more than one of those three at the end of the launch and you will see this big spike, the Walker W.

The Walker W. is that first day, the middle day, and then that last day. Or even if you don't do the W, even if you just do the standard launch, you want that spike at the end. You have the scarcity. Usually you have some fast mover bonuses at the beginning, or you just have excitement about the beginning of the launch, then things tail off. Then you have the big finish because something bad happens at the end. There is some reason for them to move at the end of the launch.

Moving on, "The final standings show another shake up and other results below. First, I want to say thank you to all my amazing JV partners. The launch wouldn't have happened without you. All along

we pushed hard to convert the people you sent our way and the result is we are going to send out some huge affiliate checks.

“I also want to give a big thanks to Jeff Walker and his brother John. Without their help this whole thing wouldn’t have gotten off the ground. When I started I thought it would be an amazing mind blowing success if we could come anywhere near one million dollars. Well, we completely blew that number out of the water.”

This is completely true. Tim and Ryan came to me and they were thinking \$500,000 to a million dollars. I know in their heart of hearts they wanted the million bucks, but I also know that they thought it might just possibly be a pipe dream that was never actually going to happen. In reality they hit \$1.71 million which was awesome. It was an incredible home run for those guys. They were ecstatic about it.

“Finally, before I give you the standings, I just wanted to mention that we have a few more tricks up our sleeve. We’ll be having something of a re-launch coming with a great story behind it. This should generate some more big time commission checks.” Basically they are just starting to tease the re-launch, tease the next launch.

Then we tell them where they can check their affiliate stats. We tell them about payments. Then we give them the standings. In this case we give the full blow-by-blow with some commentary. “StomperNet led from wire to wire. Schefren had a strong performance. He promoted heavily early in the week and was able to hold on at the end. Filsaime came on in a big way out of nowhere.” We’re just giving them the play by play. It’s really about just giving props (acknowledgement) to these guys. It’s trying to create goodwill and enthusiasm, just because it seems like the thing to do, but also we do have the re-launch coming.

We went on and gave all of this play by play commentary and then a final thanks. That’s it. This is sort of a congratulatory e-mail and it also gives them a heads up on what happened and what’s to come.

Wrapping this up, you can see we sent a whole bunch of e-mail out. A total of 17 e-mails were sent as part of that sequence. You can see that we kept hitting certain things over and over. There was social

proof that this offer was going to convert, and then once we went live there was proof that the offer was converting. There was authority that other top marketers were mailing, and that they were having great results.

There was also social proof that these people were going to be mailing. These people were planning on mailing so you should plan on mailing too.

There was a competitive aspect in trying to get them competing against each other. This is remarkably effective. You'll be really shocked at how effective that is. I think it is primarily because entrepreneurs tend to be somewhat competitive. In your niche it might be a little different. Maybe these men and women don't know each other. Maybe they don't have that same competitive vibe to them, but it sure works in the internet marketing space, and I bet it would work in a lot of other markets.

We kept hitting on the proof, social proof, and authority. We used the entire sequence to hammer the launch dates, over and over again; when we were going live, when we were closing down. You saw how we repeated this over and over. That really is necessary when you are dealing with people that are as busy as entrepreneurs are.

This whole idea of this partner sequence is one of the most powerful things that has been developed in the last couple of years since I released Version 1.0 of Product Launch Formula. If and when you end up doing a partner launch, you absolutely want to put these principles into play. You want to use as many triggers as you can from Product Launch Formula. The ones I showed you here are the main triggers that we use over and over again, in JV launches.