



JEFF WALKER'S PRODUCT LAUNCH FORMULA 2.0

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

Video 1: A quick overview of Module 5...

Welcome to Module Five of Product Launch Formula. This module covers a lot of ground. I made a real effort to make the videos shorter in this one because one piece of feedback I heard from a lot of people was that they would like shorter videos. So there are quite a few videos, but they are shorter and I think they will be easier for you to get through.

The first thing we cover in great detail is doing a big joint venture launch. This is stuff that has never been revealed before. It wasn't in the first version of Product Launch Formula. It is all about how you motivate your partners. I walk through a big launch in great detail. In fact, I took four full videos to show this, walking you through, step by step how we communicate with partners throughout the launch.

The next thing we cover is launching a product as an affiliate. Say you are publishing something that teaches people how to buy a car. You go to ClickBank or some other place and you find someone has a product on buying used cars. You check out the product and it is a very good product. You want to promote it as an affiliate. How do you do that? How do you launch that?

This is about using Product Launch Formula even if you don't have a product, and launching someone else's product. This was not covered in Product Launch Formula 1.0 either. This is some groundbreaking stuff. You can have great success doing this even without any product at all. It is pretty easy stuff to do.

Next we hit the ecommerce launch. Actually, if you aren't in ecommerce, you still want to watch this one because there is a lot of overlap between launching a product as an affiliate and doing an ecommerce launch. Basically, I walk you through an ecommerce launch and how to use Product Launch Formula if you are selling physical widgets.

Next we'll get into launch details. I cover the always important subject of getting paid. As I've been teaching over and over, if you follow the formula, if you follow PLF, making the sale is really not that hard to do. One thing that can be a little harder is getting paid from your merchant account, if all of a sudden, you do a huge launch and you've come out of nowhere.

This video is all about getting paid, working with merchant accounts and PayPal, and making sure that money makes it into your bank account.

Next, I know a lot of people are interested in the product launch math. What does it really mean when you do a launch in terms of dollars in your pocket? What kind of profit margins can you expect? I will walk through that.

Then we talk about your launch team and what you need in terms of a team. Frankly, for smaller launches, until you get up into the six figures and even higher, you really don't need much of a team, but I'll cover this.

Then I want to talk about something that is very, very important; your health. Launches are something that people can get carried away with. Launches can take over your life for a short period of time. You are building a business out of nowhere and you are building a product line out of nowhere. I think the benefits, the results are amazing. They go way beyond the initial dollars you make.

But none of it counts for anything if you are not taking care of your health. I'm not a doctor or anything like that. I want to be real clear on that. Over time, I have been through a lot of these and I've watched myself and other people go through them. I think I've learned a little bit about taking care of yourself through a launch.

Finally, I've been trying to hit on certain fundamentals over and over, throughout this course. You are going to hear these fundamentals again, quite a bit in this module, especially through a few of these videos in particular. These are the fundamentals, and they are so important and will become so valuable to you, that they are worth repeating and pounding into your memory.

First of all, you are building a business. Even if you have a business, what you are doing with Product Launch Formula is going to take your business to an entirely different level if you follow what I have taught you.

When I started teaching in the internet marketing space, about four years ago, the people at the top end of the market were doing about \$100,000 or so a year. Now, those people have taken what I've taught them and they all have seven figure businesses doing at least a million dollars. Some of them have eight figure businesses doing at least ten million dollars.

I can't claim that the increase in their business in the last three, four or five years is due entirely to product launches. There are other factors at play, but I think product launches are a huge part of that increase in business. Some of the top internet marketing gurus will tell you they wouldn't have a business if it wasn't for doing product launches specifically the way I taught them.

That is just in the internet marketing space. In the results are exactly the same for all kinds of other niches. People are building serious businesses. The dollars you get from any one launch will pale in comparison to what you are going to get in the long term in terms of increased momentum, increased market share, increased stature and positioning, increased list size.

Even if you do a million dollars with your launch, that result will get blown out of the water by the longer term bigger picture. Remember, you are building a business here. This isn't a one shot deal. This isn't a sprint. You are building a business.

Of course, that means you need to take the long view with everything you are doing. The way to build a business is to look at things, not from making a few bucks to buy a car next week, but what does this mean in the long term for your business. And not only your business, but what does this mean for your positioning. Even beyond your business, your positioning, and list build, you've got to take the long view of things, for all this stuff.

The fundamentals of what I've been teaching with Product Launch Formula is to create a conversation, listen to your market, give them what they want, respond to their objections, and always seek to create interaction that is part of the conversation.

If you are finding out what the market wants, then you can create it and you can't miss. If you are finding out what their objections are, or their hot points, what their aspirations are, you can speak to those objections and those aspirations and you can't lose.

The power of Product Launch Formula is the power of the sequences that you use. In this crowded market that we're in, you can't ever count on one piece of content, one piece of salesmanship, one e-mail, one video, or one sales letter, to do the heavy lifting for you. You have to work on a sequence. That is what my entire launch formula is about. It is about sequences.

Finally, make your marketing event-based. Events capture people's imagination. They capture their attention. That is how you win in the long run, so make everything you do event-based.

That is a quick introduction. Now let's get on with this module. I think you are going to find that we will cover a lot of ground. We cover it really quickly, but I think you will find it extremely helpful for your launches and your business.

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.

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 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’re 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.

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.

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.

Video 6: Using PLF as an affiliate - how to “launch” a product when you don’t have a product...

We are now going to talk about launching a product as an affiliate. This isn't a big joint venture launch. When you want to sell someone else's product, you are called an “affiliate” for that product. We are going to show you how to use this launch strategy as an affiliate to sell that product. This can be very, very effective. I'm going to walk through this for you.

The first thing I want you to do is remember the fundamentals. We've gone over this, and over this, many times. If you are selling as an affiliate, if you are doing a big joint venture launch, if you are doing an internal launch, a quick launch, an ecommerce launch, no matter what you are doing, what is really going to make the greatest difference for you comes back to the mindset that I keep trying to drill into you guys.

I keep on circling back, trying to tell you and express this to you in as many different ways as I can. If you can ingrain this into all your marketing you are going to win no matter what.

Doing a launch as an affiliate is really the only way to set you apart as an affiliate. By the very nature of an affiliate program, there are lots of other people selling the same things. If you are selling an e-book on learning to play guitar, then there are going to be lots and lots of other people who are affiliates who are trying to sell that as well.

So how do you set yourself apart? In my opinion, you never want to be in a commodity business where you are just trying to compete with people selling the exact same product. That doesn't mean you don't want to be an affiliate or you shouldn't sell affiliate products. I have personally made hundreds of thousands of dollars selling other people's stuff.

In my mind there are two ways to make money online. One way is by selling your stuff. The other way is by selling other people's stuff. The primary way you sell other people's stuff is through affiliate programs. I like to have a mix of both of those revenue models in any business

I'm in. I want to be selling my stuff and I also want to be selling other people's stuff.

There are lots of good reasons to do that. One reason for that is that even if you are only selling your own material, you are never going to be able to create enough material for your rabid customers. The customers that really love you and want to buy from you will always want to buy more than you could ever produce.

I think it makes sense to sell affiliate products. I think it makes sense to sell your own products and affiliate products. When I say affiliate stuff or selling other people's stuff, I am including selling pay-per-lead offers in all kinds of different ways. Even with Google AdSense, you are in effect going to be selling other people's offers. They are buying clicks from you.

We are really going to focus on affiliate products right here. The only way to set yourself apart is by doing a launch. If you are selling an even moderately popular affiliate product, there are going to be lots of other people trying to sell that as well. They are all going to be out there competing with the exact same thing.

You've noticed if you've watched me very, very closely, I don't want to be like everyone else. I want to be different from everyone else. I think it was Napoleon Hill who first said that if you look around, most people aren't really successful, so don't copy what all those other people are doing. In fact, study what they are doing and do something different or do the opposite of what they're doing.

If you look at what I'm doing, through all that I do, I always want to set myself apart from the crowd. That is what you are going to do if you do a launch as an affiliate for a product. Remember the fundamentals. We are always looking to create a conversation with your prospects. We are always looking for interaction to find out what they want, what they need, what their objections are, and what their hot points are.

We always want to make our launches event-based, because then you can build anticipation. Everyone gets excited about events. We always want to work with sequences. You can't ever count on one

piece of information really getting through and making an impact, so we set up a sequence. The sequence also allows us to make it event-based.

For starters, if you are going to do this, you really need to have a list. It is tough to do a launch for an affiliate product without a list. Take a look at my List Building 101 and List Building 202 and the social media stuff. You have to get a list if you are going to launch as an affiliate.

It goes back to setting yourself apart. This is the way that super affiliates do really well. You can hope that you are the first person to bring an affiliate product to your market. Maybe you discovered someone who is just coming out with a product. Maybe you can take a product that was successful in another market and bring it to your market. That is one way you can set yourself apart.

If you have a monster list, or even better, if you have a monster list with a great relationship, that is another way you can set yourself apart. Really the way to do it, if you have both ingredients, or just one, is with a launch.

In any case, if you don't have a list at all you can still do this. You can be a joint venture broker. You can find a product and get with the product creator to work out a special deal. Then line up some joint venture partners and put yourself in the middle of that the deal. You can introduce the partners to the product and maybe put a bonus package together. You could do that as a pure joint venture broker. That is a pretty advanced proposition.

Next. I want to talk about a little less advanced approach, where you have a list and you find a product that you want to promote. You do need a list for what I'm going to walk you through here.

You have to find the product. One of the most important things is that you should know the product. You should probably purchase the product. You might be able to get a complimentary copy of the product from the product producer. Even if you could get it for free, you still may be better off buying it so that you can watch their follow-up systems and understand the product better. Get the

product, learn the product, go through the product, and use the product.

You want a good product. If you are going to do this and go through the effort, make sure it is a good product. It is a waste of time if it's not good. You don't want to be dealing with lots of returns. Even if they aren't returning it to you, you are going to lose out on commissions if the product gets returned.

Also, you don't want to burn your list by promoting a poor product to them. Find a good product that matches your list. This is really important. If you have a conversation going on with your list, you should have a clue about what they are looking for and what they need.

Next, I want to talk about timing. What I'm going to share with you here is a launch method that I think works best if it is not a brand new product. When it is a brand new product, there are going to be a lot of people trying to promote it. The airways are going to be crowded. There is going to be a lot of competition. Your prospects might be hearing about it from other people. You have to always remember they are probably on more lists than just yours. They are probably on some of your competitors' lists.

If it is a new product and everyone and their brother is promoting it that is not the best time to do an affiliate launch around that product.

Then there's the offer. What really makes this work is if you can add something to the offer. I recommend that you go through the product and find something that is missing, something that could make the product more complete, easier to use, more effective, or more attractive. Go through the product and find out what is lacking. What is the piece that I could add to this?

Then create a bonus. It doesn't matter if the product is a physical widget, or if it is an information product, or a physical home study course, or even a service, you can often identify something that you can add to it. Generally, I look to make it an information product. In other words, the bonus is an information product. The bonus could

be a teleseminar, a CD, a DVD, or maybe even some one-on-one coaching.

Put something like that together and that will be your bonus. That is really what sets up the launch. Go through the product. Find out what is missing. The reason I like information products as a bonus, is because they are generally easier to create and more inexpensive to create than some physical widget to go along with it.

If you are doing an affiliate promotion for a sailboat and you are trying to sell sailboats, you could make your bonus an extra sail that goes with it, or an extra tiller, or an extra rudder, or something like that. But then you are talking about spending a lot of time and effort and money creating that.

Whereas, if you just put together a bonus, for example, a three part DVD on the fundamentals of sailing this particular boat, that type of bonus is easier and cheaper to create. If you sell one sailboat or you sell ten sailboats, it doesn't matter because you can easily duplicate them. You don't have to get them made up ahead of time. Like I said, what drives your whole affiliate product launch is putting together some type of a bonus.

Now that we have the fundamentals and the basics covered, the rest is simple. It is so simple it's amazing. If you really want a lot of detail on how to do this, go back to the quick launch. This is very similar to what we did with the quick launch. There is just a little more build up before it, but it is very similar to the quick launch.

Also, if you look at the internal launch, the internal launch is much longer and much more involved. It is also a very similar strategy in terms of hitting the triggers. In any case, go study the quick launch for greater detail. I'm going to go through this fairly quickly because the important stuff is right up here.

I want to start with the initial announcement. Go back to what we talked about in the initial announcement for the internal launch. That is where you want to really talk about their frustrations, their hot points, their dreams and their aspirations. You let them know that something is coming.

“You know, I’m a lot like you. I’ve wanted to buy a sailboat for a long time. I’ll tell you what, once you start looking at these things it gets too complicated. Just the decision about what type or what size sailboat is just so involved that it stops me cold.”

You are basically hitting their frustrations and their aspirations early on here. You are setting the table for the product. You found a new product. You are taking a look at it. It has you really excited. You think it answers some of the biggest frustrations you had about whatever the topic is.

On day two, we just follow up. You could stretch this out. You could do the initial announcement and give them a day or two rest and then come back with the follow-up. The follow-up is generally about some of the reaction that you’ve heard from your list about some of the excitement that is building.

From there we go right into the next follow-up. The next follow-up happens shortly on the heels of the first follow-up on day two. At this point, give them some instructions. You tell them what is going to happen. You are starting to set the table for your offer.

You say, “This product is really great, but as I went through it, as I studied it, or as I used it, I found there is one key ingredient that is missing. This is just about the perfect product, the perfect widget, the perfect course, or the perfect service. It is almost perfect. I just noticed there is one thing missing. So I went out and created that one thing that was missing.”

Of course, what we are talking about is whatever your bonus is, whatever you are going to be offering as a bonus. It’s the, the thing that is missing, the thing that will make this the most perfect product ever, the most complete product ever. Without your bonus it is a nice product, but it still has a huge gap.

That’s what you are looking for. Don’t make this overly complicated. This is very, very simple. Your bonus doesn’t have to be amazing. It can be simple but just something that rounds out the product.

Then on day four, you could stretch this out if you want, or send an e-mail and announce that your launch has begun. You say, “Okay, we’re ready to go. Go here.” You give them your affiliate link. Explain to them that this is an affiliate deal. Don’t try to hide it. Send them to wherever they need to go to buy through your affiliate link with instructions.

After they purchase, they should send a copy of their receipt to you so that they can get the bonus. Then you have to emphasize that you can only give the bonus to the people who follow that link. Basically you are going to give your bonus to those who go through your link.

The day after the launch, this is exactly like any other launch. You follow up. This is generally a social proof message. You could even send a second e-mail here and have it be your tsunami e-mail about so many people buying and how excited they are.

They send you their copies of the receipt and you send them the bonus as quickly as possible. People are really excited about that. So you could even do a second e-mail on your launch day or you could follow up the day after your launch. This is basically social proof. People are excited. The feedback is already great. People love their bonus and so.

We are basically putting together a short four-day launch. On the third day of your launch, the sixth day of the whole entire thing, it is time to start talking about scarcity because you have the end of the launch coming. It is a 24-hour warning. You don’t want people to miss out.

Just go take a look at the scarcity messages I’ve already given you. Look at the 24-hour warning messages in the quick launch and the internal launch that I gave you already, and even the ones I showed in the JV copy earlier in this module.

Send them a 24-hour warning about scarcity. Then early on the last day, you send that final warning, the six-hour notice or the eight-hour notice. Tell them what is going to happen if they miss out. Also be sure to tell them what they will lose out on if they miss your bonus. Really, that’s it.

You can see these are the core pieces that we keep on repeating over and over again in this course. We walk them into the launch. Once we are in the launch, we walk them through the social proof and then right into the scarcity. Then you let them know that something bad happens at the end of the launch which means that your bonus goes away, if they don't buy now.

The people that I've seen follow this formula will often see four, five, six, even ten times the response they would get if they had just sent out a single e-mail that said, "Guess what folks? I've got an affiliate product for you. Go buy it now."

It seems very, very simple, and it is. This is really easy to do. You can get away with dropping a few e-mails out. You could get away with dropping the day two follow up e-mail and either the day five, follow up, social proof e-mail, or the day six 24 hour warning and scarcity e-mail. You could knock it down to four e-mails easily. These aren't long complex e-mails.

The initial announcement is a little bit longer because it is setting up the whole sale. Day three, follow up and instructions e-mail is also a little longer because it is setting up the bonus. The launch e-mail (day four) is obviously a short e-mail. The follow up social proof e-mail (day five) is a short e-mail and the final warning e-mail (day seven) is a short e-mail. It is not hard to do these. They are very, very simple and it is very, very effective.

Like I said, it is the only real way to set yourself apart as an affiliate so you are not just another affiliate promoting another product that people have seen hit their inbox ten other times. For the effort of putting together a bonus which generally is not very hard, you've really set yourself apart from the crowd. Your results will be much, much better.

Video 7: The eCommerce Launch – how to use PLF for your eCommerce site...

I'm going to cover the ecommerce launch sequence now. You'll notice this is very, very similar to the affiliate sequence I just went over. The fundamental dynamics of the two of them are very, very similar. You will also note that over and over we keep on going back to the same themes, the same approaches that we covered in the internal launch and way back in the quick launch.

If you are thinking, "Boy, that stuff works great for information marketing, or that works great for internet marketing, or that works great for services, or that works great for affiliate stuff," my advice to you is to stop doing that and ask,, "What can I take from this and use in my business?" You will be much better off.

I'm not saying that with an ecommerce launch you are going to do a million dollar launch like we've done with some of the information marketing launches in the internet marketing space. It is unlikely, that you are going to do a multi-million dollar launch in the ecommerce space, unless you have an exclusive for Grand Theft Auto or something similar..

What I want you to look at is, "How can we double our numbers? How can we greatly increase our response rate? How can we use it to build a relationship with our prospects and our customers so they keep coming back more often?"

That is enough of a pep talk. Let's get right into it. You see the first thing I have is a question, "What are you after?" That means what are you after with your launch? It depends quite a bit on where you are currently. There are lots of different ecommerce launches and there are a lot of different ecommerce businesses.

I want to divide it into two very, very big groups. The first group would be if you have an ecommerce site where you are only going to sell that one widget. Maybe you invented a widget, or you developed a widget, or you have exclusive access to a widget, and now you are going to bring that widget to the market.

The second case would be if you have an ecommerce store that sells a bunch of stuff and you want to periodically launch a new item that you've brought in. Maybe it is an item that you stock along with 10, or 20 or 100 additional items. How are you going to use this launch to spike your sales?

If you are in the first category where you are just bringing a product to market, you've invented it, you've developed it, or maybe you have an exclusive on it, that is going to be the primary focus of your site, then what you need to do is follow the internal launch. The internal launch that I already went over will fit your situation perfectly.

You don't need to do anything different even though you might think of that internal launch that I covered as being for information products. It will work perfectly if you are introducing a new widget or a new physical product to the market. Just do the internal launch just as I laid out and it will work fine for you.

If on the other hand you have an ecommerce site and you are selling a variety of different things, and you are coming out with a new product, then it is going to be very similar to the affiliate launch that we just went over. I just want to touch on these fundamentals really quickly again. If you just watched them on the affiliate launch video, then you can skip ahead a little bit because we just covered these in the affiliate launch.

Basically you want to focus on creating the conversation with your market and creating interaction with your market so you know what their hot points are. Let's say that you have a store. You have ongoing traffic. You have ongoing sales. You should be interacting with them. You should know what they want, what they need, what their objections are, what their hot points are, and what their aspirations are.

This launch process helps you do that. You want the release of this new widget to be event-based. I'm going to show you how to do that. You want to use this sequence. Again, just like the affiliate launch, if a lot of other people are selling the same product, this is one of the ways you can really set yourself apart.

If you just introduced a brand new product and you are the only person selling it, then it is easy to set yourself apart. But if you are one of a hundred other ecommerce retailers or one of a thousand that are selling that same thing, then this sequence can help set you apart.

Now we've got the starters. We're assuming that you have a list or you have traffic to your site. This launch that I'm going to walk through with you, you need one of those two things. If you have traffic going to your site, say for example it is an ecommerce site, you have people coming through, looking at what you have, and purchasing what you have then that is almost as good as having a list.

I suggest you use that traffic to build a list. If you have people buying stuff from you, then you have a buyers list, which is the best kind of list to have. This model that I'm going to lay out for you, this launch is dependent on having either a list or traffic.

Next I want to talk about product. You have to pick out which product you are going to do this for. Hopefully it is an exciting product, it is a product that your prospects will be excited about, and it is most likely a product that you don't already stock. I mean you could do it with a product that you already have and build up some story around it, but the story I'm going to give you works great and it is very easy if it is a new product.

The timing for the product is one thing that is different from the affiliate launch. With the affiliate launch I suggested going for a product that was already on the market. In this case, you could do it for a brand new product or a product that is already on the market, but one you haven't stocked.

We need to talk about your offer. I think what you want to do is put together a bonus, because if you are bringing in a new product that you are going to stock, you are going to want to offer that thing for sale on an ongoing basis. You don't want to go through the bother of finding a product, sourcing it, stocking it, bringing it into your ecommerce system, setting up a part number, and so on, only to

offer it on a once-only basis. You are going to want to offer this on an ongoing basis.

If it is going to be on an ongoing basis, then how are you going to create urgency and scarcity around your launch? That is done by putting together a bonus. Just like the affiliate launch. I recommend putting together an information based bonus for most things, not for everything, but for most things. Put together an information based bonus. You do this by looking at the product and figuring out what you could add to it to make it a more well-rounded product.

The other thing you could do instead of creating an information based product as a bonus, is you could bundle it with something else. You could put together a bundle, possibly with something else that you stock. The bottom line is you take a look at this product and you say, "What's the one thing I could add to this that would make it a more well-rounded product? What is missing from it to make it the perfect product? What could I add to it to just round it off?"

It could be with information. It could be a report. It could be a teleseminar. It could be a CD or DVD, possibly some training on how to use it better, that shows how to use it, that shows your experience with it, or that shows some way to use it that most people haven't figured out. You could do any one of those.

A teleseminar is real easy to do, a CD or DVD, a video, an audio, any one of those is pretty easy. You could also offer personal coaching or one-on-one telephone-based coaching if it is a high-priced item. Either that, or bundle it with something you are already stocking.

Basically, you need to figure out what your offer is. The offer is the product and what kind of bonus you can add to it. One way to do this is through the first e-mail you send out where you ask them to tell you what their biggest problem or concern is. Then at the end of that e-mail you also tell them something is coming. You found a really cool thing. You think it is just what they need because of course you are a lot like them. You are enthusiastic about whatever they are enthusiastic about. Something is coming, you are excited about it, and you are going to tell them about it in the next few days.

Depending on your market, you might reveal it right away or you might wait to reveal exactly what it is. The danger of revealing exactly what it is might be that the people on your list might get excited about it and just run off to one of your competitors and buy it.

You are really going to have to consider the nature of your market, the nature of your product, and the nature of your relationship with the list, whether they are going to run off as soon as you say, “Boy, I’ve got a Canon TX1 coming in and I think it is going to be cool.”

So this is the ‘something’s coming message.’ Day three is the ‘I’ve got it in my hot little hands’ e-mail. That is where you tell them, “Boy, I’ve got this thing. I just opened it up. It seems really cool. I’ll let you know what it is as soon as I finish some initial testing with it.” We’re just building the sequence and we’re trying to get them interested in whatever this thing is.

The more you talk to their frustrations and their aspirations in these first couple of e-mails, the more you are going to connect with them.

Then I’ve got day four. All this can vary depending on your product shipping cycle, how long a product takes to get to you, if this is an impulse item, or if it’s a big thing. If it is a new car or something big like a new boat, this is probably going to take place over weeks. If it is a new yo-yo or something like that, then you can do it over a few days. You might have to stretch these days out and turn them into multiple days or even weeks.

The next day you give your reactions. “Boy, it is so cool because it does this, this and this. I’ve never been able to do this before. I’m really excited about this.” It’s very simple. You are telling them what you like about the product. Of course, all of this assumes that you are in your target market and you actually use what they use. If you don’t, then you have to find someone else who can serve as your proxy to go through this and give you their reactions.

Next comes the ‘I’ve decided to sell it’ phase. You’ve gone from, “I’ve got something coming. I think it is going to be really cool. Boy, I got a hold of it. Wow! This is even better than I expected. It does this, this and this. Oh my gosh, I cannot believe it does this.”

Then the next day, “This thing is so darn cool. I’ve actually decided I’m going to stock this. I just went ahead and ordered three dozen of them. I can’t wait to get them in. You are really going to love this thing.”

Here on day six, and again, this is hypothetical. It can stretch out much longer than this. Day six is, “Okay, I’ve got it on order. I have the FedEx notice that they’ve already shipped it. It is coming real soon. I have a delivery date that is going to be three days from now.”

Then you would entice them with basically, “This is why I’m so excited about it.” Here you are going back to your reactions. You are tying back to your reactions. You are going over again exactly why it is so cool.

Next, you are talking about the offer. You say, “I’m not just going to give you this widget. It’s just about the coolest widget I’ve ever seen in my life, but I did notice there is one thing missing. That one thing missing is this super-duper skills session DVD. I dragged my camera out yesterday and shot it.

“I have to tell you that it is not going to be some super fancy high dollar sophisticated Hollywood production. I got my son to shoot the video for me in my backyard, but what it does do, is show you the absolute one trick that took me eight hours of screwing around with it, to figure this trick out. But this trick makes this the greatest widget ever in existence.”

Right here you are telling them again why you are excited about it, but you are also telling them about the bonus that you have, and why the bonus makes this the best product ever.

Or maybe the bonus is a bundle. “We decided to make this an even greater over-the-top type thing and we’re bundling it with Widget B. Now you get this Widget plus Widget B.”

Then you tell them, “Wow! This thing is going to be here. I just checked the FedEx tracking number and it looks like it is going to be here tomorrow. This is what we’re going to do...” The instructions will

basically tell them how they are going to be able to order it the next day, how they are going to be able to order it and get the bonus, the timeframe that they need to order it.

Here we are giving them four days to order it to get the bonus. Then the next day is the launch. Again, the launch is just a fairly simple e-mail. You can choose to do the typical tsunami follow-up e-mail, later in the day. That will certainly work with this type of a launch. Then the next day you are doing a follow up. This is the typical day after the launch follow up with social proof; talking about the people who bought it and how excited they are.

If it is a widget that is getting shipped to them, the people who have bought it probably don't have it yet, so you can talk about how excited they are and their reaction after purchasing it or you can move the social proof out another day or two until after they actually get it.

Next you are coming near the end of the launch. This timing I gave them four days. You could make it longer or shorter. Basically, as you get closer to the end you do the typical 24-hour notice. You talk about scarcity. Again, I've given you lots and lots of examples of those e-mails.

Then you hit them with your last chance e-mail. That is basically the whole cycle for the entire launch. I've certainly given you lots of these last chance e-mail examples.

I know I blasted through that very, very quickly. There are a couple of reasons I did that. One is because this is so similar to the affiliate launch that I just ran through. Second, it is very similar to all the other launches. You can see that over and over we are hitting the same types of things in the same types of sequences.

We are using the same mental triggers. You can hit all these mental triggers as you go through this thing.

The big picture on this is that if you have an ecommerce store and you do one of these launches, it is probably overkill to do one per week. If you do a launch every couple weeks, or one every month,

obviously you can't repeat the exact same story over and over, but you can repeat something very similar to this, with great effect.

“Boy, I just found something and it looks really cool, so I decided to test it out. I’ve ordered it. I’ll be letting you know when I get it and how it looks.”

Another thing you could do is you could discount it for the launch and sell it at not much of a profit margin. I basically hate to discount stuff and I pretty much never discount stuff, but you could.

If you do these types of launches periodically, whether they are once a quarter, once a month, or even on a smaller scale every week, every two weeks, or whenever, then you are building personality into your business. You are going to start to build a relationship with your clients. You will get that good ol’ top-of-mind awareness where you will be the first person they think of. You will be the first web site they think of when they go shopping for something in your niche.

That is the really big picture on this thing, not that you’ll sell a whole bunch of your product but you will. You’ll get a nice spike in sales and you’ll sell a bunch of that product. The real benefit thing is you are going to be driving people back to your store. You are going to be driving people through your checkout process. You know what that means; often they will find something else they want on your site.

The big picture of this thing is that you are going to create an interaction with your prospects and your clients. You are going to create a relationship with them. You are going to build some personality. That is the thing that I see missing in most of the ecommerce businesses I look at. There is absolutely no personality.

Without personality, you know as well as I do, that your clients can just do a Google search on whatever your product is and come up with dozens of different places where they can buy that product from. You have to differentiate yourself.

Using this type of an approach, building a relationship, building interaction, making it event-based, making it fun, making it exciting,

showing them that you are their advocate when you are looking at these products, that is how you set yourself apart.

The big picture for using this for ecommerce is not about doing million dollar launches. It is not about taking in \$100,000 in a day. I'm sure some sites might be able to pull it off, but your typical ecommerce site is probably not looking at something like that. What you are doing is looking at creating a real presence in the market and driving more traffic through your site and more repeat traffic.

That is where you will really win with Product Launch Formula in your ecommerce site.

Video 8: Getting Paid – one of the secrets of a successful launch is making sure you actually get the money!

Now I want to cover some of the launch details. These are the nitty-gritty things as you come into your launch. The first one I want to talk about is getting paid. Once you do one of these launches and you figure out how to use the mental triggers and the whole launch process, you will realize that making the sale is the easy part. If you follow the formula it is not hard to make the sales.

I want to talk about getting paid which sometimes can be the tougher part. For starters, whether you are dealing with merchant accounts or PayPal, you are dealing with a bank. I want to talk about what scares banks. Generally the thing that scares banks is risk. They don't understand us. They are not entrepreneurs.

We are entrepreneurs. We love building things. They like very steady slow growth. Even if they have to sacrifice growth, that is fine with them. They want things to be like clock-work, by the book, step by step. That is not necessarily the way we work, especially with product launches, where we are looking to bring in a bunch of money fast.

What scares banks are big inflows of cash. That tends to alarm them. If they are monitoring a merchant account and you are ticking along doing a couple thousand, two thousand, three thousand dollars a month, and all of a sudden you bring in \$50,000 in a week, that is going to raise their eyebrows. They are going to wonder what is going on.

What they are worried about is that you are going to do all those sales, take all the money out of the bank and then skip off to Acapulco, the South Pacific, or somewhere beautiful, and sit on an island and never deliver your product. That is their concern.

They are also concerned that after doing \$50,000 in sales, you take the money out of the bank and spend it. You spend the \$50,000 and buy some cars, or you buy some electronics and then if your customers don't like your product and they all return it, or worse yet,

do charge-backs, they'll get stuck paying the money. You owe them money and you don't have it because you spent it. Those are the types of things they are concerned with.

Frankly, it is their job to protect themselves against that kind of stuff. You have to remember where they are coming from.

One thing that is very important as you go through this process is that communication always wins, especially when you are dealing with the bank. You have to let them know ahead of time what you think is coming. Talk to them about your upcoming launch. Talk to them about what numbers you think you could possibly do, and about what product you are going to be producing. Just know that they are going to be nervous.

The other thing that you need to know is that when you talk to them, (ahead of time,) they are not going to take you seriously. The bank will look at your business and say, "Okay, this person has been doing \$2,000 or \$3,000 per month. They say they are going to make a bunch of money. They say they are going to run a lot of charges. They think they might do \$40,000 or \$50,000, yeah, right. They haven't shown by their past performance that they can do those kinds of numbers."

So they are not going to believe you. Nevertheless, talk to them, put it in writing, and get them to put it in writing. That will carry more weight. Putting it in writing will count for a lot. If you are ticking along doing your \$2,000 or \$3,000 and then you tell them, "Hey, we're going to have a big launch. I'm not sure what we're going to do, but we're going to make a lot of money. I think it will be at least \$20,000 but it could even be \$40,000 or \$50,000."

In the back of their head they'll think, "Yeah, right." If you get them to write it down and then you do \$50,000 in sales, the bank will look back and say, "Well, you know, they said that they were going to do \$50,000. We should have believed them."

It does count for something even if they don't believe you, if you sort of keep them in the loop. Communication always wins.

I did an interview with Judd Smith from PowerPay. You should go listen to that. It is a full length interview somewhere between 40 and 60 minutes. It has some amazing information about how to work with merchant accounts. The discussion covers what they see as red flags, what they see as really good behavior, and the kinds of activity that makes them very comfortable, ahead of the launch, during and after the launch.

That is truly a groundbreaking interview. We covered stuff there that has to my knowledge never been disclosed before in this market. I very highly recommend you go and listen to that interview with Judd Smith. We are going to put a link to that interview here in this module. It is great stuff and you are going to want to listen to learn how to work with merchant accounts and also, by corollary, how to work with PayPal.

I cannot stress how important it is for you to listen to that interview. First of all, this is PowerPay. My affiliate link for PowerPay is www.PowPay.biz. If you sign up for a merchant account with PowerPay at that link above, you'll be serviced by people who really understand product launches. It is Judd Smith's company. I will probably make a quarter of a cent for every ten dollars you sell.

My affiliate commission is pretty much insignificant with these guys, but the reason I give you this link is that if you use www.PowPay.biz, then when you put in your application, it will go straight to Judd Smith's desk. He is the VP of Risk Management at PowerPay. It's not like there are a bazillion VPs. I mean the guy is a serious player. Judd understands our market. He understands internet marketing. He understands Product Launch Formula. He has seen a lots of launches.

He will actually call me up if he sees something happening in the market to find out what's happening with big launches. He'll call me up and say, "What's the word with this guy? Do you know anything about him?" He knows all the players in the market. He knows about product launches. He knows my whole model of doing launches. I have worked with him extensively.

What I'm saying is he is a good person to work with. When you say, "Hey, Judd, I'm a Product Launch Formula owner, I've gone through Jeff's stuff. I'm not in the internet marketing space. I'm in the making wine space or the learning guitar space. I'm about to do a launch. I know I've only been doing \$2,000 a month, but I've put this thing together. I think I'm going to do \$50,000 with my launch," he'll know what you are talking about. He understands that you can see those kinds of numbers.

For total disclosure, the deal with PowPay is that I get a very small commission. I don't even know what it is to tell you the truth. The real deal for you is that when you go through that link, he'll know it came from a Product Launch Formula owner. You'll be that much closer and you'll get a little bit of a leg up, in that he knows that you've been working with PLF.

In addition, PowerPay is a great merchant account company to work with. They have low rates. They haven't given me any problems like other accounts have.

Once you are established and you're running some bigger numbers, then you can consider setting up multiple merchant accounts. But, I wouldn't set up multiple merchant accounts right away. If you are doing launches that do more than \$100,000 and you are in the two, three, four, five hundred thousand dollar range,, at that point I would consider getting multiple merchant accounts.

You don't want to tell your merchant account provider that you have multiple merchant accounts. It is not that it is illegal, but I think they might get a little jealous, so I don't go around advertising the fact that I have multiple merchant accounts. I guess I just did, since I just told you about it, but I like to split up orders. I've actually had Paul Galloway build in some custom functionality with my Synergyx Software so orders alternate between my merchant accounts.

Order A comes in and goes to merchant account #1. Order B comes in and goes to merchant account #2. Let's just say I do that hypothetically. That's not a bad way to go, that way if you run into problems with one merchant account you have a fallback.

There are costs to having more than one account and there are complexities to having more than one account. Once you get big, before you start getting really big you need to figure out the logistics. The adjustments are not overly complex. You just have to figure out if you have orders coming in with questions or refunds coming in, you have to figure out which merchant account it went to. You have to figure out how to do this technically.

I'm just saying for the bigger players, once you get into these multiple six figure launches, it is not a bad idea to have multiple merchant accounts. Another thing you should do is consistently ask for increases. In other words, when you get a merchant account, they will say that they can process X number of dollars for you per month or X number of dollars for you per year.

I know that when I started out I had an initial limit of \$4,000 per month with my initial merchant account. That limit was gradually raised higher and higher until by the time I closed that account, it was \$70,000 per month that they would allow.

You do that by building a track record over time where you continue to be a good risk for them. Continue to be a good client for them by not having lots of charge-backs. I know a couple people that every single year, at the beginning of the year, they go back to their merchant account provider and ask, "Can you increase my limit?"

It is not a bad idea to consistently ask for a bigger limit. Put it on your calendar and then every year or maybe every six months, go back and ask them if they can increase your limit. Generally they are going to want to know why. You can say that business is increasing and give them a justification for that.

If you get into a launch and things just go crazy for you and you have a fantastic success, then it is possible that you might get frozen. There are many different levels of this. I don't want you to be too scared off. You really have to do some serious numbers. You are going to have to do \$100,000 in sales for this to happen, at least for me that is when it has kicked in.

It could happen to you at a lower level, and if you have a \$4,000 limit and you do a \$30,000 launch, then you are probably going to run into getting frozen or some hold back. There are different levels here.

Generally, it is very, very unusual for them to actually shut down your merchant account. That has never happened to me. It has never even been threatened. It has never been in play. I don't really know if I'm even familiar with people who actually did get completely shut down. I know people have been shut down because they've had too many charge-backs, that type of thing, but I don't know anyone who has been shut down for a launch, but you might get frozen.

This is what happens when you get frozen. Let's say you have a \$20,000 limit and you do a \$30,000 launch. They might get back to you and say, "You've now done \$10,000 over your monthly limit. We are going to hold this money." The typical holding period is 60 to 90 days. They say, "We're going to hold this money for this period of time, 60 to 90 days, and make sure there aren't any extra refunds or anything."

What they do is take that money and set it aside in a separate account. They generally do not pay you interest on it. Generally, you have to go back to them and remind them after that amount of time and say, "Hey, the 60 days is up. Give me my money." Then they will give you your money. This has happened to me, two or maybe three different times. It is generally not a big deal unless you really, really need that money because you have a cash flow problem.

In general, you have some negotiation power. In reality you just ran a bunch of sales through them, so they are making money off of you. You do have some negotiating power. You've shown yourself to be a real business person who can generate real results. There is generally some negotiation room in terms of how much they are going to freeze. A lot of times they will say 90 days or even 120 days, and usually you can get them to negotiate that down. I can usually get that negotiated down to 60 days.

Listen to that interview with Judd Smith to learn how to talk to these people because they are bankers. As bankers, you will talk to them a

little differently than you'll talk to other entrepreneurs. You have to be professional. You have to treat them with respect and be courteous.

Getting mad and screaming; this is not the time to do that. At the same time, you don't want to be intimidated by them. You are the customer. They are making money off of you. Go listen to that interview with Judd Smith that I did because it has very critical information about how to talk to them and what the magic words are you have to say to them.

They may call you up. You'll probably be in the middle of your launch, your second or third day of the launch, and it is going to be busy. Maybe you haven't gotten a lot of sleep but they are going to call you. Sleep or no sleep, this is going to be a very important discussion. You want to be very professional and you want to be sharp and on your game. You need to know how to handle that discussion and know what to do when you get the call. So go listen to that interview with Judd.

Another thing, some merchant accounts will have hold-backs. They'll say, "We're going to hold back four percent of your money, or ten percent of your money, on a rolling basis and give that to you 60 or 90 days later." I have actually never had this situation with my merchant accounts, but I know a lot of people that have had it. Just be aware that sometimes you will have that experience.

Another thing that sometimes happens when you have a big launch is that they will want to contact some of your clients. Generally, they will not have their contact details, so they'll come to you and say, "We want to talk to some of your clients." Then they'll ask you for the contact information.

Most of the time in your launches you'll have your A list clients. These are the clients that love you, you actually know their names, and know a little bit of their stories. Maybe they've given you case studies and testimonials. Obviously, those are the people that you give to the merchant account to talk to.

In other words, they are going to say, "Give us the contact information for ten, twenty, or thirty of your customers." Obviously

you cherry pick them. Don't just give them the first ten orders you see. Give them the ten orders from the people that love you. If you don't have ten people that you know love you, then you'll just have to give them a random sample of customers. Obviously, if you do have A list clients, this is the time to give them your A list clients.

Let's talk about PayPal now. PayPal is great to use. Testing has shown that it will increase your sales. In other words, maybe your launch did \$20,000. If you went with a merchant account and offered PayPal, you would probably have seen a ten or twenty percent increase in sales, up to \$22,000 to \$24,000 in sales instead of only \$20,000. It's great to have a PayPal option.

Just like merchant accounts, you want to give PayPal advanced notice. This is really critical. When you call PayPal, the first level person you get is just that, they are the first level customer service person. They are not terribly sophisticated, so don't expect to get the greatest service from those people.

You'll tell them, "Hey, I'm about to do this product launch. We are going to make a lot of money. I think it is at least going to do \$20,000. It might even do \$40,000 or \$50,000."

They'll say, "Okay, we'll make a note of that," or make sure to ask them to make a note of that in your account. Again, they are not going to believe you if this number is a lot bigger than what you've done in the past, but they will write it down. Trust me on this, it is very important. After the fact, when you get a call from PayPal and they say, "Hey, you've been doing a lot of sales. What's going on?" you can say, "You know what? I called you guys and I told you about this."

And they'll look and say, "Yes, you did. You warned us; thanks for that."

I've just been through this with my launch for Product Launch Formula 2.0. Again, I called them up and said, "We are going to do some big, big numbers."

They said, "Okay, we'll note that." It completely sounded like they didn't believe me, but after the fact, it was very significant when I had a higher level rep call me up. It was very significant to him that we had warned them ahead of time. So give them advanced notice.

PayPal can, and will at times, freeze you. When they do, you are still going to be able to get money into your account. I should mention, generally when you are frozen, they will still allow you to process money and put money into your account.

If you have a \$20,000 limit and you do \$30,000 in sales, they will call you up and say, "Okay, we have a little problem here. You are over your limit. We are going to have to freeze you. We are going to have to start holding back the amount over \$20,000."

In general, when they do that, they will not stop your sales. You can continue to make sales. I think this is a good thing. Say you are at the \$20,000 limit and you do \$30,000 in sales. When they call and say, "You've gone over your limit," basically they will say that they will allow you to keep on processing, but they aren't going to give you that money for 60 or 90 days. They will let you go from that \$30,000 up to \$34,000.

This is important because if you are in a launch, you don't want to be stopped from taking orders. It is better to get the money 60 or 90 days from now than having to turn people down and say, "We can't take your orders."

In any case, PayPal is generally the same way. They will let you log into your account and see your money, but you won't be able to withdraw it.

Say you get frozen or you are having issues, when you call in you are going to get a first line tech. One of the differences between merchant accounts and PayPal is that you are going to be talking to a different rep every single time you call PayPal. You are going to call in and you are going to get that first line rep.

I don't know how many they have sitting in the room, but they probably have 500 people there. You are going to talk to a different

person each time and you are going to have to give them your big sob story each time. What is important is to get them to take notes and put the notes in your record, that way the next time you call the rep can see the entire record of your conversation. Make sure they take written notes and put it in your record.

Another thing you do is push for them to escalate it to a supervisor. Once you get up to a supervisor, then you are talking to someone who can make decisions, who has more business experience, who can make better judgments, and you will get a lot further. In addition, at that level, they will often give you their direct number.

Once you get up to that next level rep, the supervisor, they will give you an extension. "Call me direct at 4388," or whatever. Now you can start to build a relationship. When you are calling in and getting a different rep each time, you can't build a relationship with them. When you start talking to someone at the supervisor level or an account management level, you are going to be able to build a relationship.

This story will play out over time. Generally it is not one phone call if you are frozen. It is going to take several phone calls and checking back in and calling them everyday and staying on it. That's what it is going to take.

Another thing is if you are ticking along making a few thousand dollars and then all of a sudden your sales have a huge jump, you are going to get the same call, the call I was talking about when they ask you what's up. You are going to get that same call from PayPal. It is just like dealing with a merchant account.

They are going to call you up and they are going to want to know things like, "What kind of an offer it is? What are you selling? When are you going to deliver it? Is it a widget or is it something you are shipping? How long is it taking you to ship it out the door? How much do you have in stock? How are you shipping it and do you have tracking on your shipping? How much of what has been ordered has already been sent? How much of it is still to be sent and when is that going to be sent?"

We covered all that stuff in the interview with Judd Smith, so even if you are just using PayPal, go back and listen to that interview with Judd Smith. It is very, very important.

One of the nice things about PayPal is that you can run huge numbers through them. With merchant accounts, you might have a \$20,000 limit. With PayPal, they probably have a limit somewhere, but they don't tell you what it is. They can deal with huge sums of money.

Another thing with PayPal is that they are going to judge you based on your longevity of your account with them. If you don't have a PayPal account right now, it is good to go get one, even if you just buy some stuff off of eBay. Get one and start aging that account. Go through the process of getting your account verified which is a very simple thing to do.

You don't even have to be selling stuff right now. You can just be a verified buyer and that will help you. So go ahead and get a PayPal account and start using it even if you are not selling anything. Start using it as a buyer right now because the longer your account is there, the more transactions you've had, the better as far as they are concerned.

Briefly, I want to mention a few other alternatives. If you are selling very high-priced items, you might offer to let people wire money to you. Use a bank wire. If you are doing high-end coaching, people can wire directly to you. We are talking about other ways to get money into your business without it depending on merchant accounts or PayPal.

Next is bank wires and checks. I think there might be some security vulnerability with bank wires. You have to tell them what your bank account is. I'm not very sure. The only time we've done this is with real high-end coaching clients, where we had a prior existing relationship with them. Then we allowed them to send a wire.

When people paid me \$18,000 for my Platinum Club and I had a pre-existing relationship with them, I allowed them to wire the money.

The beautiful thing about wired funds is that it doesn't cost you anything. If you are using PayPal or merchant accounts, you are paying two to three percent of the money as a fee to the merchant or PayPal. On an \$18,000 ticket item like my Platinum Club, it would have cost \$540 in transaction fees at 3%.

With a bank wire you don't pay any fees whatsoever. It's the same thing with checks. Of course, checks have to clear so there are some complications there. In general, it is not bad to have other ways to receive money into your business other than with merchant accounts and PayPal.

One thing you have to worry about if you have a merchant account, is to make sure that your partners or affiliates are getting credited for orders. With checks or with bank wires, you are going to have to ask the person for the link that they wanted to buy from or where they heard about your offer. It is a little messier to make sure affiliates get taken care of.

Obviously you want to take care of your affiliates because the more money they make, the more money you end up making in the long run.

That is what I wanted to cover on getting paid. I don't want this stuff to intimidate you. It shouldn't intimidate you. The worst case scenario is that you have a home run launch, and it might take you a little bit longer to get your money.

I know that when I was frozen with PayPal, it took ten or twelve days of going back and forth with them and talking to them. It was a bit of a pain in the neck, but in the end we got all our money. If you just stay on top of this and deal with these people the way I've told you here, and the way we covered it in the Judd Smith interview, you are going to get your money. The worst case scenario is you might have to wait a little bit. But it is important that you are ready for all of this stuff before you go into your launch.

Video 9: Product Launch Math – so how much money are you going to make?

Something else I wanted to cover real quickly is product launch math. Product launch math is about how much money you stand to make from one of these launches. Before we get into the actual math, the thing I want to stress so that you remember, is that the money you make from your launch, in the long run is going to be insignificant compared to the list and the momentum you build, from a product launch.

One of the benefits of doing a launch is that your list of prospects and your list of clients will grow. Even if you make a million dollars with your launch, that's not the big prize. In the long run, the million dollars will pale in comparison to the other benefits you get from the launch which includes the momentum, the positioning, the list you build, and the clients you get.

That being said, launches are pretty darn lucrative. The way the math works out really depends on your launch and how your launch is structured. These vary quite a bit so I've laid out four different types of launches.

For the internal launch your costs are really just your merchant fees, your hosting fees, and the fees for delivering your product. For a digital product let's go back to my Six Figures in Seven Days. That was for an internal launch of a trading product that I put together. It was a digitally delivered product where I was going to send people an e-mail trading advice and tips every trading day for a year. I was going to send them 252 e-mails because there are 252 trading days in a year.

The e-mail hosting for that was insignificant. It was probably \$20 or \$30 for the entire year. I already had other lists, so it basically didn't cost me anything. I did \$106,000 in sales. My hosting fees were nothing. I had a \$17 a month web site. Since it was an internal launch and we didn't have a huge amount of traffic, I hosted it right on my normal web site and there were no incremental costs for that launch.

Actually, there were no incremental costs for delivery because I already had the e-mail host and there were no incremental costs for hosting, so there were no hosting fees. My only fees were merchant fees which ran between 2.5% and 3%, which was probably \$3,000 to \$4,000. Of the \$106,000 I kept nearly the entire piece. I kept \$102,000 to \$103,000 out of total sales of \$106,000.

Typically, with an internal launch, especially for a digital product, your profit can be as high as 96% even if it is a physical product you are shipping out. Your profit can be very, very high. 96% is just amazing.

For a JV launch, expenses tend to be a lot bigger. You do much, much larger numbers, but your profit margin goes way down. You still have your merchant fees of 2.5% to 3%, your hosting fees, and your delivery fees. If it is a big JV launch, your hosting fees might go up quite a bit if you have tons of traffic. You might need to get a dedicated server or a beefier server. Your hosting fees could go up quite a bit.

You could potentially also have fees for serving a lot of content. If you are serving a lot of video and you have a lot of traffic that can be more expensive. That can run into thousands of dollars for the video hosting. I've been using Amazon Web Services, otherwise known as S3. If you do a search for 'Amazon Web Services' they have very reasonably priced video hosting. You can actually put your video files there and serve your video files off of Amazon instead of off your web site.

If you do a great big JV launch you might have to staff up. You might have to add customer support. You might have to add tech help. You might need to hire a JV manager. You could have increased staffing costs depending on the size of your JV launch.

If you are just bringing in one or two partners and you are teaching how to play guitar, then your hosting fees aren't going to go through the roof. Your staff fees aren't going to go through the roof. But these are things that can add up with really big time launches. With some of the huge internet marketing launches, people have to add significant staff.

Of course, you will have to pay commissions. With a lot of digital products these days, we are paying 50% commission. Sometimes it is lower. Sometimes it is 30% or 35%. It all depends on what is happening in your market and what the norms are for your market. You might have to pay 30% or 40% or 50% in commissions.

If you have a joint venture contest with prizes among partners, you are going to have to buy the prizes. You could spend anywhere from a few thousand up to thirty thousand dollars, depending on what you are going to give away.

That math is pretty easy for you to do. Just look at what you want to give away. Go to Amazon and see what it costs and you'll know what you are spending.

You might have fees to pay for technical help. I guess that could really come under your staffing, but you might need additional tech help. In a typically huge internet marketing joint venture launch, your margin can plummet all the way down from that 96% in the internal launch down to 35% or 40%. You really give up a lot of margin, but if you are ready to pull off a JV launch, it could be 20 or 30 times bigger than your internal launch.

Remember my formula. I like to do an internal launch first. You get a nice pop in your bank account and you get to refine your launch process and your offer without the whole world watching you. When you have everything tightened up, then you could come back with the JV launch. Even though the margins are much, much lower, the payout, the end gain, is generally a lot higher. Another huge plus is that you generally do a big list build during the JV launch. The end result is that you end up with a big list. That is very, very valuable.

If you are paying out smaller commissions, let's say you are paying 30% commissions instead of 50% commissions; your margins might rise to the 50% to 60% range. It really depends on what kind of commissions you are paying out. The bottom line is you generally have a much lower margin, but you can make that up in volume.

If you are doing an affiliate launch like I just showed you where you are selling someone else's product, your only costs are for your

bonus creation and your delivery. You don't have the merchant fees. You don't have technical fees. In general, you won't have hosting fees, because you are running your traffic through your site. Typically, you will be pushing all the traffic to the site with the affiliate product. You have very, very low costs.

Depending on what kind of bonus you have put together and how you are going to deliver that bonus, then it all comes down to the commission rate. If it is a product that pays 50% commissions, and you have a digitally delivered product, then you can make 50% of the sales. That would be your profit margin. Affiliate launches can be very lucrative. In fact there are some affiliate products that pay 70% or 75% commission.

You don't have any merchant costs. You don't have any customer service costs. You don't have any hosting costs. You don't have any tech costs. Maybe you put together a bonus, maybe it is a digital bonus, and maybe you are making 75% commission, this could potentially be a very profitable affiliate launch. In other words, your profit margin could be 75%. That is why these affiliate launches can really make you a ton of money.

With an ecommerce launch it is all over the board. Basically, you have the cost for your bonus creation and your bonus delivery. The real key factor is what does your product cost? What is your margin on your product? That is the number one influencing factor on what your overall profit margin is going to be.

If you are selling something and your cost of goods for a physical product is 50% then you could have nearly a 50% margin based on a product launch. But it really depends. If you have a margin of 10%, then your overall profit margin is going to be really small. It is really impossible to do the math for an ecommerce launch because it is completely dependent on what your product cost is.

That is a little bit about product launch math. The key thing to remember, especially for the internal, the JV and the ecommerce launch, is what you are going to get out of it in momentum, what you are going to get out of the list build, and top-of-mind awareness, and

also positioning. These gains are almost always, worth way more than just the profit from the launch itself.

Even though you have dollars signs in your eyes thinking about these huge numbers you can do, and the huge numbers are great, trust me on this that is just the beginning of the payoff for your launch.

Video 10: Your Product Launch Team...

I'm going to talk about your launch team now. First of all there is you. I just want to say that you can do a good size product launch by yourself. I did a \$100,000 launch by myself. I did a \$600,000 launch by myself. You can pull it off.

That \$600,000 launch really pushed me to the limit. Beyond that, even at that, it probably would have been better if I staffed up a little bit. Here are some of the things you are going to need.

Copywriting – I personally do all my copywriting. On this last launch I actually did hire someone to help with e-mail copy. He mostly wrote e-mail copy for my partners. I just used his stuff as the starter and I went back and most of the time I did some heavy editing. I think a few of the e-mails I let go unedited after I looked at them, but in general I do the copywriting for my stuff.

With all the copy that you're getting as part of this course it is going to eliminate a lot of the copy you need to do. Because you can really take the stuff I'm giving you and cut and paste it, and do a tiny bit of massage, and you can pretty much drop it right into your launch. Hopefully I have taken care of 80% to 90% of your copywriting with this course.

Customer support – you'll need customer support before the launch, but specifically on launch day. It is often good if say you have one customer support person right now, it would probably be good to get a second or third person to help you out on launch day. You can even go with a temporary agency and get some temp help. You can often enlist family members.

In this case, if you have a good customer support person, that person should be the person directing the other people. The other people shouldn't be doing high level customer support because there are going to be some things that you can split off, like, "I lost my username and password." Those are the types of things that secondary people can often handle if given some training on that.

The bottom line is on launch day and maybe the day after launch day you will often need increased customer support.

Technical – you might need a technical person. I wish I could tell you that I'm great at hiring technical people. I do have one – Paul Galloway is my guy. He is a high-level tech. I pay him a lot of money. He isn't one of these '\$20 to install WordPress' kind of people.

Typical places to hire technical people are www.RentACoder.com or www.eLance.com. Craigslist is the one where I know most people are having the most success hiring people. I know people who have built up a following on Twitter and have put out a request on Twitter and found help almost immediately.

This is also a good thing to do – tap into your mastermind group to find out if they have any people or if they have any resources or if they know where you can find people. Often, in a launch you might need some technical help.

You don't have to worry about a JV manager in an internal launch, but in a JV launch once you get beyond five or ten partners, then dealing with the partners is going to be one of the biggest time drains you are going to have.

This happened to me with my first launch of Product Launch Formula back in 2005. I had about 37 to 40 partners when I started. By the end of the launch it was closer to 50 or more. Working with my JV partners took as much time as the rest of the process combined.

If you are going to have a big JV launch, it is important to find someone who can manage the partners. It is just keeping track of them, keeping track of who's mailing and who's not mailing, if they are not mailing, calling them up and saying, "Hey, when are you going to mail?"

They'll write to you and say, "I can't find my login information or I need copy." If one of your top partners comes to you and says, "Hey, can you write some copy for me?" well, your answer has to be, "Yes," if it is one of your top partners and they can really move a lot of

product for you. Then you have to take care of them. That includes writing custom copy for them.

Even if your JV manager isn't the person who is writing the copy, they have to keep track of those requests, get with your copywriter or if you are the person writing the copy, get with you and make sure the copy gets done. Make sure the copy gets back to them. Make sure it has the right link inserted. There are just a bazillion little details.

The bottom line is if you have 40 partners and each day 10% of them come to you with a request, then that is four of them. Four of them are coming to you each day with a request. Say that request takes 20 or 30 minutes. That is an hour or two that is getting pulled out of your day every single day.

The reality is, more than four of them are going to come to you. Ten of them are going to come to you every day. A lot of them are going to be five or ten minute things, but a few of them are going to be 30 or 60 minutes things. Once you get into a big JV launch, this is one of the most critical positions in my opinion you almost have to do – you have to have a JV manager.

I did my first Product Launch Formula launch without one. I definitely corrected that for the second time. It is a really critical skill.

Finally a product czar – if you don't have your product completely done as you go into your launch, it is really good to have someone looking over your product, making sure all the details of the product are taken care of, that the transcriptions are getting done, that the graphics are getting done, that the web pages look okay, and that all the links are working.

As you get into a really big launch, if you are talking hundreds of thousands of dollars, you have other things on your plate that you have to be focusing on. You don't want to have to worry that all the links are good and all the mp3s are in place or whatever. A product czar can be an important piece as you get into really big launches.

Again, I did \$100,000 launches completely by myself with absolutely no help whatsoever and I did a \$600,000 launch with just the tiniest

bit of service help. Otherwise I did that all on my own. You don't need the whole team until you start to get really, really big with your launches. You saw that in the product launch math. In those small internal launches you can be seeing a 96% margin. As you get bigger and bigger, the margins drop down.

That's all about your launch team. I hope that smooths things out for you on your pre-launch and your launch day.

Video 11: Your launch and your health...

Finally, I want to talk about your health and maintaining your health throughout your launch. This is very, very important. In fact, not to get all wishy-washy here, but your health is far more important than your launch and even more important than your business.

As you've seen this isn't an overnight process. This is something you have to work through and work towards. Even beyond that, if you don't take care of your health then your launch is actually going to suffer. In the bigger picture of things, you have to stay healthy. That is way more important than your business. It's not just important in the big picture, but even in the micro view of things, to do well with your launch, you have to stay healthy.

I've been through this. I made myself sick. I beat myself up and just went crazy during launches in the past. You pay a price. I don't want you to have to pay the price because you don't have to. You can do a launch without it taking a toll on your health, your family, and your relationships. That's what I want you to do.

First of all, remember, early on in planning for a launch, I talked about not planning around external events. For example, don't say, "Oh boy, the Olympics are coming to my hometown so I'm going to do a launch based on the Olympics," or, "I'm going to do a launch based on my birthday." or, "I'm doing a seminar on January 17th and I'm going to launch from the seminar." If you do that type of a launch where you are locked into an external event, then you can't move your date out.

Often with these launches you have to move your date out. What do you end up doing? You end up working 24 hours a day for a week and going insane. You make yourself sick and you end up with a lousy launch.

Avoid doing external events. Remember, almost every big launch I've been involved in, we've moved the date out. Often we have moved the date out multiple times. It is just not a big deal.

It is important to try to get some sleep during your launch, because the bottom line is, that this is a creative process. If you don't have sleep it is tough to be creative. I've run into this in the past. where I'm sitting there trying to write copy and I've been up for 22 hours straight. The time to write copy is not when you are exhausted. Try to get some sleep. Also take a nap every now and then. Naps are a critical thing. I think naps are very important.

A lot of times, I'll have so much adrenaline running through me during a launch that I can't sleep more than five hours a night. I'll lay down at midnight or 1:00 a.m. and I'll wake up at 4:00 a.m. or 5:00 a.m. and instantly my thoughts are racing. I have stuff going through my head for the launch. I'm excited. Sometimes it's like I'm on a four week adrenaline rush, doing these launches. It can be tough to get eight or ten hours of sleep at night, so it is important to take naps during the day.

Especially early to mid afternoon, once you start feeling sluggish and tired is often a time where your body wants to take a break. You need a break about seven or eight hours after you get up. It's not a bad thing to lie down and get a 20- or 30-minute power nap. I'm not a sleep expert or a health expert, but the studying I've done said that to go through a full sleep cycle is about 90 minutes. Take a 20- or 30-minute power nap, or go the distance for about 90 minutes and get a full sleep cycle in as a nap.

I can only imagine that some of you are laughing and thinking, "Jeff Walker, Product Launch Formula expert, is giving health advice." Well, I want to let you know that I am not a health professional. I'm not a doctor, dentist, nurse, nurse practitioner, or physicians' assistant. I don't know anything about this stuff except through experience and through study.

What I do know, is that I can't write copy and I can't be creative when I am dead tired. Get good sleep. It is more important to get sleep than it is to sit there and try to knock out another e-mail or something like that. You will be more productive in the long run. I do know that I have a hard time sleeping full nights when I'm in the midst of a big launch. It is like I'm on a full out adrenaline rush, so I go for naps.

Exercise – I know not everyone loves to exercise, but personally I find it very, very important. My friend Eben Pagan spends a lot of time running up and down stairs. He has a bunch of staircases in the building he lives in. One of the ways he gets exercise is to run up and down the stairs. He has a mantra that he says to himself. “The answer is in the staircase.” That means that if he is stuck on something, he’ll find an answer, when he exercises running up and down the stairs.

It is magical how answers just come to you when you get some exercise. I’ve had that same experience. In fact, when I rolled out Product Launch Formula 2.0 it was springtime, but we had really good snow this year in southwest Colorado, so the trails were not good for running, but there wasn’t enough snow for skiing. So I was stuck in that, I couldn’t run.

I’m not really much of a runner. I don’t really do all that much running. There are lots of other things I like to do for exercise, but when I’m in a product launch I go out and run because I can get a good workout in about thirty minutes. I can go right out my door. All I have to do is put on some running shorts and some shoes and run so I can get away from my computer for 35 minutes and get a good workout. It is very efficient that way.

I like to run. Every time I am stuck, I go for a run. Magically, the answers for what I need to do next, what the next piece of e-mail copy needs to be, what the next video should be, just comes. So exercise not only lets off steam and it is good for you obviously, but it is great for you mentally, in terms of solving problems. When I’m in a launch, I try to exercise every single day; not just to keep myself healthy, but to make sure I get good ideas for my launch and my launch comes off great.

Be sure you are eating. If you are taking supplements, don’t get away from it. I’m a big believer in herbs and vitamins. I’m not going to tell you what to do, but I know they seem to help me. It is easy to get off a routine when you get into a product launch. It is easy to forget you are supposed to exercise, supposed to get sleep, supposed to eat regular, healthy meals, and you are supposed to take your vitamins

and herbs. Just don't forget that stuff. If you have to schedule it and write it down, do it.

Another thing, I try to avoid going on a massive caffeine binge. I think you get short term results and you pay the price in the long run. Remember a launch isn't a sprint.. If anything, it is a marathon instead of a sprint. It takes place over a period of time. You've seen how I lay these launches out. They take days and weeks, so you have to take care of yourself.

Pounding down ten energy drinks when you first go into pre-launch is not a good idea. You are going to pay the price down the road. I've always got some Red Bull on hand during a launch, especially for the last few days, but I try to avoid having more than two in a day, tops.

Finally, take care of your relationships. It is easy to ignore friends and family during a launch. Generally, they'll get it and they'll understand what you're doing. Probably, at some level you are going to have to curtail some of your socializing, and cut back a little on your relationships, but try not to completely ignore them.

Also, there are the relationships within your business. If you have a team, you are working with your launch team and you have to let them know ahead of time. "Hey folks, this is the deal. We're coming into the last few days of the launch. I'm extremely busy. I'm under a lot of stress. I have a lot of pressure on me. I put a lot of pressure on myself. Please forgive me if I'm a little short and sharp with you. If I don't have the normal patience that I usually have, please understand that it is due to this launch and I'll be back to my normal self after the launch."

I guess I just want you to stay healthy and sane for a couple of reasons. I already said this: Your health is more important than your business. Your health is more important than your launch. I want you to remember that. I don't want people out there sacrificing their health because of what I taught them with product launches.

These product launches will completely change your business and by doing so they will change your life for the better. As you've seen, I have a very holistic approach to your business. It is not just about

doing one launch, it is about doing many launches. It is about continually building your business. I am convinced this is the best way to start and to build your business. But it is a holistic process, and I want it to integrate into your entire business and I want it to integrate into your entire life.

Remember this health stuff. You might just think I'm being too touchy-feely, Jeff lives out in Colorado and he talks about this kind of stuff, but it is really important. It is important to your overall life, but it is also important to your performance during the product launch. You will do better in your product launch if you take care of your health.