



JEFF WALKER'S PRODUCT LAUNCH FORMULA 2.0

Swipe Copy. Module 2.

Video 2: Building Buzz And Warming Your List Before Launch

Reluctant Hero: On Being Stuck

SUBJECT: PLF: more bonuses, and being stuck

{!name_fix},

A couple of more great Case Studies for you... I think you'll enjoy them.

And I have some more on the way - just yesterday I interviewed Wanda Loskot, who did a really nice launch in Poland! Of course, I don't know if her Polish language sales letter will make it into my swipe file. :-)

I also have an update on what's next for me..

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1. New Bonuses - Case Studies

I have just uploaded two more Bonus Case Studies.

The first is with Richard East... and this Case Study is for a launch that was far more unusual - and I think there are some really great lessons to be learned. Richard used PLF to launch an ESTATE SALE. This is a really remarkable story, and one that I highly recommend you check out.

We are talking about a launch where there was NO list, NO web site, and the product consisted of everything from golf shoes to jewelry.

The second Case Study is with Lisa Parmley, who did a really cool RELAUNCH with a great "reason why". She was running low on inventory and wanted to raise some money to pay for the new inventory. This was yet another launch that had nothing to do with Internet marketing... Lisa's has a test prep product.

You can get both of these Case Studies, along with all the prior extra bonuses here:

<http://>

2. On being stuck...

OK, I will admit it... I have been a bit "stuck" for the last couple of weeks.

You see... it is almost time for my "Next Big Thing". And frankly, it scares me (more about that in a minute).

But a couple of weeks ago I was in Las Vegas for a mastermind with "the gang" - John Reese, Frank Kern, Yanik Silver, Jeff Johnson, Jeff Mulligan, Jason Potash, and several others... and these guys were relentless - they just kept pushing me to "get over it" and "just go ahead and release it".

But this is something that is going to require a huge amount of work for me - which is what scares me... and which is why I am still only 80% sure I'm going to do it.

I am not going to give you all the details until I am sure it's a "GO", but I will say this - it's going to revolve around what I really love to do - follow up with my PLF Owners.

In effect, it will be a coaching program, and one that is small enough so that we get to know each other. It might even develop into a "meta-mind"... that's my term for a large mastermind group (say like 35 to 60 people).

At this point, I think it will ONLY be available to PLF Owners.

And you're gonna get to "peak over my shoulder" for some big-time launches. But the content will extend FAR beyond product launches. I want to show you how I take my basic underlying business approach (ie, what you saw in Product Launch Formula) and apply that approach to every aspect of the business cycle.

Like I said above, this would be a lot of work and a lot of interaction.

(That last part is particularly scary for me... and the main reason I am only 80% sure about this. I mean, I love to talk to my PLF Owners, but I guard my time VERY jealously.)

Of course, this is NOT going to be for everyone - I am going to warn you right now that it will VERY expensive. (Actually, I thought about writing "INSANELY expensive"... but decided it wasn't quite that bad.)

Again, I am still trying to work up the guts to actually offer this... which is why I'm feeling stuck. I think I will go for a long run in the woods this afternoon to try and clear my head.

By the way, since you folks know all my pre-launch "tricks" I will just say this right now - this isn't an anticipation play. If I decide to do this, then it will happen fast. Very fast.

I am dead serious about still trying to make up my mind. The idea has me incredibly excited and energized, but the amount of work has me terrified. That's why I'm only at 80% sure on this.

You will know more when I know more. In the meantime, enjoy those Case Studies... they are really great.

Best Regards,

Jeff

PS: I am nearly always full of ideas for where I am taking my business, and I never have a problem with staying motivated. However, sometimes I think all of us can get "stuck"... that's where I am at right now and I positively HATE this feeling. The good news is that I know it will pass. And I know that the best antidote (at least for me) is physical exercise and just going ahead and making a decision.

PPS: If you are a newer PLF Owner and you haven't been to the PLF Owner's page, be sure to check it out - there is an amazing bonanza of extra bonuses there:

<http://>