

You know who he is. You know why he's here. So launch expert of the world and did a really cool job with the certification program, which we haven't talked about much yet but we will. So I leave you in Jeff's capable hands for a little while and then I'll be back and we'll do some Q&A.

So this is the quick version of Product Launch Formula but first before I get into that, basically Product Launch Formula it's this thing created, it's basically this method of selling that I created. It's to launch a product or re-launch product, if you launch a business or re-launch business. This is an online thing. This is what it's basically, it's internet marketing. It can be used for an offline business. It could be used for an offline service. But it's primarily selling online.

Works best for information products, which also includes seminars, membership sites, continuity, anything like that. It also works for e-commerce for widgets but the perfect fit is the fit where you just drop it in and get instant money. So one other thing is I'm not a professional speaker. I've certainly spoken plenty of times. I'm plenty comfortable up here but this is something I completely made up this presentation for you folks because I've never talked about this. I've never revealed this stuff at all. I have Platinum group and I've revealed a little, a small portion of it to them on a call once but otherwise no one else has ever heard this story.

This is a presentation I've literally put this Power Point together over the last few days for you. So some of these slides they're going to be a surprise to me as they are to you as they come out. And some of them, I hate having tons of text on a slide but some of them I had to do that because I need remember what I'm going to tell you. This Power Point is for me to remember what to say. I can go on and on about this stuff but that's what it's about.

So in the last 58 hours, one of the things with these launches is, I don't just teach them-- I'm actually pretty good at them. That's sort of self-deprecating. I'm really, really good at them. And so in the last 58 hours I actually just did a product launch of my own and closed at midnight Pacific or 3:00 our time. I got up. I set an alarm. Got up at 3:34 and turned off the Shopping Cart because that's when we said it was going to end. We gave people an extra 34 minutes and we did \$1,534,758 in that 58 hours. Thank you. Now that's by far not by best 58 hours. By the nature of this launch, this was sort of a re-launch of an already existing product. So last June when we launched this product we did three and half million in about the same amount of time. I've done crazy stuff. I had an



hour, a single hour, 60 minutes, where I did \$1.1 million dollars in sales. I had a second, one second where I did over \$12,000 in sales. It's pretty fun because it's in your Shopping Cart you can actually go back and look in the logs and see exactly what you did. And I picked out that one second where we got six or seven orders, I forget what it was, all that very second. It was sort of crazy.

And basically what it is is--you're priming the pump. You're getting people very, very excited for when you're ready to roll out that product and launch it. So enough about me.

This is a typical product launch formula owner. This Dr. Andrew Jones, who's a veterinarian in Nelson, British Columbia. He had an e-book. So it was just a PDF he was selling. PDF's on. He was selling it sort of on Click Bank, which is sort of lowest common denominator in terms of selling stuff online in terms of the technology to get you there. Had this \$27 e-book. Was doing about, there you go, it was on pet care. It was about taking care of your cats and dogs. He was doing about \$500 to a thousand dollars a month. This was just selling an e-book online. It was more of, \$500 to a thousand bucks for someone who's working for living that's a nice car.

But he wanted the life changing thing. He was done with the whole being a vet thing. And so this is what he did. This is his business beforehand, doing \$500 to a thousand dollars a month. Then he got Product Launch Formula. He put together a launch. He did a \$60,000 launch. So he had this list, small list he was selling stuff to him basically month after month and then he pulled back and he did a launch. What he did was he took his \$27 e-book. He turned it into a home study, made it \$300, launched it. Went through the standard product launch, the sequences. Sold 200 of them at \$300 plus created continuity program off the back end. Did \$60,000. If you do the math that's like five years of sales in a week.

So this stuff works and it works in all kinds of different niches. You not only got the immediate cash you got this continuity income. He doubled the size of his list just through word-of-mouth. Part of this is you put out a series of pre-launch content, what we call things that get people excited leading into it and if you do enough job people will start to pass that around virally and you start to build your list that way.

He attracted joint venture partners. He didn't have any of those before. His interaction with the list is a really big thing we do, is a lot of interaction. Dan was talking earlier today about staying in touch with your client and one of the things you literally have in a launch...in my recent launch I have thousands of touches with my clients, thousands of people leaving comments about my videos and that's basically how I



identify what the objections are. This is how, anyone doing all these launches you identify your objections and what your offer should be in this pre-launch content.

And of course, once you figure out what people want, if you make that and try to sell it to them that's the proverbial shooting a fish in a barrel.

This is typically, everyone always wants to know does that work in my business? The answer is unless you're in an emergency like a locksmith and you're getting called in the middle of night or Dan mentioned the bail bondsmen, probably not a good fit for a product launch. If you're selling sand, a pure commodity not a good match for product launch. Otherwise, yes it's a good match. It's a bit of a hobby of mine keeping track of all the crazy different markets that people do these launches in. They're just, I can't remember which ones I have down here but the last one is dressage. So that's horse ballet. You all know what horse ballet is, right? I didn't.

And one time I was on stage just after this woman did \$160,000 launch in dressage. And I had not freaking clue what it was. So I went and I Googled it. Actually I went to Wikipedia. Wikipedia'd it. And so anyways went to Wikipedia. Figured out it was this horse ballet. And so then I got up on stage. I was so excited that she did this \$160,000. This is a big room. There was 350, 400 people in this room and I started talking about this woman, how she did this launch in the dressage market. And just all excited about this dress. And someone over on the side, "Jeff, Jeff that's dressage." Okay got me, got me.

So anyways it works in all kinds of different markets and it's because it relies on basic human psychology and mental triggers and it gets people excited. It give you, the launch sequence gives you the time to build in reciprocity, to build in authority, massive authority. I put out these videos of me, recently with this launch of me interviewing people for key studies. It just builds a massive authority. Builds commitment, consistency. You can build actually community is a really powerful trigger. I mean there's clearly a strong community here. Why else would you put up with the abuse that Dan heaps on you guys?

And I'm, believe me I'm one of you. I'm part of this community because I'm sitting out there and I've been looking at this stuff for a decade. But community's really...these are all things that you build in your launch sequence that gets people focused on that launch day and that's how you do \$12,000 in a single second.

What types of products does it work for? Just all kinds of different products – physical products, marching band accessories, used marching band accessories. That's a pretty obscure one. Holstein [inaudible 10:43].

But like I said it's the most perfect fit for information products. It's been used really good for coaching, selling coaching, high-end coaching, Platinum groups, any type of live event, teleseminars, webinars, online services, off line services, consulting. It just goes on and on. Very, very adaptable.

So yeah it's been pretty impactful. Basically my clients, I have \$200 million dollars up here. I'm pretty sure it's at least \$300 million but I haven't actually gone and documented it. I actually got a little lazy once it hit \$200 million and I stopped documenting it. So I got to go back and do it. And, of course, I only hear from a small fraction of my Product Launch Formula owners that actually do launch is bother telling me about their great success but I know it's over \$200 million dollars in launches.

Okay, so now I just want to, that's sort of the big ra-ra show, how awesome it is. Now just want to give you a little bit about how it works and then we're going to go into how I took this and sort of went meta on it and created the quote, unquote opportunity. Of course it was not sold as an opportunity officially but anyways.

So I have this thing I call the **Sideways Sales Letter**. So how many of you have say have ever been to an online sales letter? Anyone here seen an online sales letter? Okay. So obviously we all have and so what happens when you go to an online sales letter? It's like a lot of times when you land on it you don't know you're going to land on that sales letter. Someone snuck a link to you via email. And they said, "this is the most awesome thing I've ever seen and click on it," or whatever. Somehow you just land, you click an ad you land on that sales letter. So when that page first loads there's a scroll bar off on the side there, over there, that little blue thing.

A scroll bar when a page first loads it's like really big and then it gets smaller and smaller and smaller and smaller and smaller and smaller as that page loads. It's a 50 page sales letter that loads and we can do 50 page sales letters right because it doesn't cost us anything to print them. So we can do those nice long sales letters.

The reality is that when most people hit those sales letters they take that scroll bar and scroll it right down to the bottom and they check out what your price is. And they don't read the sales letter right? Either that or they just click away. And the sales letters, I mean I love sales letters. I've written sales letters. I've written sales letters that have done many millions of dollars. I don't know if I can say tens of millions but multiple millions. I like reading them. I bet you a lot of you guys like reading them too. It's a hobby right? It's cool because we're into it. But most people aren't reading them and especially online.

They're not terribly effective in terms of closing. I still use them. They're great but they're not the most effective way to close. So I do this thing I call a conceptually, this is one of the best teaching and selling tools I came up with is this idea of a sideways sales letter, sort of a big idea. Instead of being 50 pages or 30 pages or 20 pages long I said, "I wonder if I turn that sideways and I basically tell the same story and do the same thing you would do with a sales letter and I tell it over say 10 days or 12 days. So what does the sales letter start with? There you go. It starts with a headline. And then typically what do you guys like to do after a headline? Subhead, double readership path.

Typically I'll go into a story pretty quickly after the headline. I'll try to pull them in with a story. And then usually the story will start to evolve into an opportunity, how to make your life better. And this is the opportunity I'm using in a bigger term but how to make your life better, how to get thinner, how to get in better shape, how to get the love of your life, how to make more money, how to play guitar better, how to play golf better. There's usually some opportunity for them to change their lives.

So typically the way I'll do a sales letter, headline, at least set the hook for a story then an opportunity then usually build out the story and then eventually you get down there. You'll talk up bullet points, benefits. Get down further and you start to develop the offer, giving the offer. Further down maybe some risk reversal, presentation of price. Typical sales letter. Now if we took that and we said instead of doing this over 50 pages let's do it over like 10 days or 12 days or 14 days or five days or six days and do it with three pieces or maybe four pieces of content. Or they feel like content but they're people really being sold.

And you're leading them generally there's no mention of the sale until maybe the third piece of the content. So the first piece you're setting the hook for a story. You're starting to create, talk about the opportunity, getting people really excited. You're not selling them. They're like, "Oh this guy's not selling me anything. This is awesome." And their B.S. detector, which as soon as they hit that sales letter their B.S. detector goes [noise] off into the red zone, right?

But when they hit that first video and you're not selling them you're just telling them about this cool opportunity and actually giving them content, teaching them, you're really teaching them about the opportunity. You're not teaching them how to do it. You're teaching them about it. And all of a sudden that B.S. detector starts to relax and they start to love you. And they feel great about you. And then you give them the second piece. So now you take that opportunity and you show how that opportunity, how people have applied that opportunity in their lives. Maybe people just like

them have applied to their lives. And now they're just really, they can't figure out what the hell's going on.

And then the third piece now you start, you basically give them more details about that opportunity. Actually give them, teach them more about what they need to do. And then usually about 2/3 of the way through that video you start to mention, "Hey I'm just really excited that so many of you have been able to check out my videos and that I'm able to help. So many of you play guitar better and I know so many of you guys are starting to play that F chord with some real authority. It's been awesome sharing this stuff with you. And I want to tell you what I'm really excited about is I'm actually going to be creating this online coaching program for people that want to take the next step and really start to put it together into songs. And I'm going to be telling you about that in my next video." And so that's sort of the little switch, the little switch that hey you're going to be sold something and then you come back with the sales letter or the sales video. Very, very effective. That's the sideways sales letter.

Here's sort of the timeline. You start your prelaunch. You have prelaunch content. Here's some of the triggers we'll often hit. This isn't set in stone. We'll move these around depending on the exact offer, the prelaunch story. There's often a story arch that goes over the whole thing. It's almost like a novel where the excitement and the tension just builds up over time until you get to you allow them to buy from you. And so these are just some of the triggers we'll often hit. We'll often start with authority. It's how I started this presentation. I got up here and I told you I made a million and a half bucks in the last 58 hours. Right? That's a really **effective way to start your presentations is with authority.**

Then you might move into **reciprocity**. So now you're giving them stuff. The reciprocity's usually you're giving them content. You're teaching them. Often you're just teaching them what they need to know, what they need to do, not how to do it. But you're teaching them and so that builds this reciprocity.

Then your **community and social proof**. Throughout the entire launch people can see other people getting excited maybe or putting up videos and people are making comments they can see. When someone gets to one of my videos and they can see there's like 1100 comments people have made and a thousand of them are, "Jeff you're awesome. I can't believe you're giving this away for free." That's a mass social proof. The real social proof-- massive.

Then you also build a community. Then as you get deeper into launch you start to build **anticipation**. Usually it's best if you have some **scarcity** involved. With this launch that thing was open for 58 hours. They had 58

hours to buy from me. After about the first 24 hours I told them, “Okay now we’re going to be closing tomorrow at midnight.” And it spikes sales. Nothing closes sales like a hard deadline. So that’s a typically launch sequence.

So I had this great brand or I have this great brand, product launch formula, just really, really powerful brand. First started publishing in 2005 and it really has changed the way stuff is sold online, literally, changed the way stuff is sold online in all kinds of different markets and niches. The people in that ‘learn guitar’ niche they used to be making a couple thousand bucks a month. Then they started doing these product launches and they were making five or \$6,000 on a launch. Now they’re doing 70 or \$80,000 with a launch because they’ve really built up their market. So it’s been very, very effective.

So I’ve been teaching this since 2005 and it’s been constantly updated. I open it up, let people register. I basically run it as a coaching program and I do this once or twice a year basically. To my knowledge, and I have pretty deep knowledge about the internet marketing world, it’s the most successful product ever teaching people how to do internet marketing that’s sold online. Now I hear about some of these early days doing the malls and that kind of stuff and it’s primarily sold offline. It’s an online thing sold. Those guys probably got me beat. But in terms of my world, which is teaching internet marketing and teaching it and selling it online, teaching online I don’t know anyone that’s done this with one product. Basically I’ve done about \$17 million dollars in sales.

There’s no end in sight to the awesome sauce. It just keeps on rolling along. The launches get bigger and stronger and the tentacles go out further. I’ve now done 12 consecutive launches that have done at least a million dollars in sales. Half of those have done more than three million dollars in sales.

One of the things that I did, which I tried, I try to keep quiet was I actually sometimes run launches for other people. Bill was one example. I totally suckered Bill in or maybe he suckered me in but I was like, I think you did, but still you got to admit the sales pitch was good. He really wanted me to run a launch for him and when I’m looking to run a launch I’m as much interested in what strategic benefit does it have to me in addition to any money I could make because I’m a big believer in thinking long term. That’s one of my competitive advantages is that I always think very long term.

I don’t want to do a launch just to make some money from some guy. If it makes strategic sense yes. And so working with Glazer-Kennedy did that make strategic sense? Yes. To be able to say that I basically consulted

with them or they were one of my clients. Huge benefits. So Bill wanted me to run this launch. I said, "Hey Bill tell you what if you were taking this product." It was Bill's copywriting course, awesome course, online course. If you were going to roll this thing out on your own what kind of sales would you do? Just if you were going to mail out to your list, the way you would do a normal promotion to your list. He said a hundred thousand dollars. I'm like cool. And that's awesome. Wouldn't it be nice to just be able to send an email out and make a hundred grand from a product? That's a power, power, power list.

So I took him at face value and Bill's like a very straight up guy. And I said, "Okay, how about this, we'll do a launch. We'll use your list. We'll try to bring in some partners and what we'll do is first hundred grand's yours and once we get beyond a hundred grand you give me 'X' percent." I think it was 10%. I'm not that cheap anymore. But I think it was 10% because I did. I wanted the feather in my cap.

So how can you pass up on that? He gets all the money he would normally make plus he gets 90% of everything on the up side. So they said yes and we did it. I think the sales were somewhere between \$700,000 and \$750,000. So it worked out. It worked out. It was okay.

So I've got a question for you. See I even wrote questions to remind me to ask you this question. At this point how many of you would be interested in me running a launch for you? Can you raise your hands up high? Okay. That's a typical reaction. A lot of people are interested in me running launches. The problem is I got no interest in doing it. I don't want to run your launches. I want to focus on my business. I care about my business a lot more than I care about your business. I'm sorry. All your Product Launch Formula, I love my Product Launch formula owners. You guys are awesome. You're my favorite people, absolutely.

But in reality if I'm going to put in the work to do a launch I want to get all the benefit. Because as you saw with Andrew the benefit isn't just the dollars. I might do a launch for someone and only get, maybe I get 15% or 20%. And some of these launches I've done have done over three million dollars. So 15% of three million dollars a lot of money, \$450 grand. Not too many consultants are getting paid \$450,000, especially for working for three or four weeks, right?

But the benefits of that launch go so far beyond that. There's the list build. There's the positioning. There's all the new buyers that you can sell additional stuff to. There's all the momentum. It's just very, very, a lot of reciprocal benefits. Very, very powerful. And I'd rather have all those benefits in my business. If I'm going to work on a launch I'd rather have it be my launch.

So I have lots and lots and lots of people wanted to hire me. In fact, my brother who's in my business. He's a partner in a portion of it. He works for me in a portion of it and he was, for a while it was almost his full time job just to say no to people. He was my, I'm just like a nice guy. I have a hard time saying no. So I'm actually defenseless here. Usually when I got to offense I bring my brother just because he makes people feel so good when he says no. He's a nice guy too but he's much better at saying no than I am. And so that was his full time job literally because I'd have very influential people that I wanted to maintain my relationship with so I didn't want to just blow them off. So I sent them to John and John blew them off in a very nice and elegant fashion.

So anyways lots and lots of people wanted to hire me. These clients had paid me a ton of money but I was over it. They were happy to pay me tons of money but I just could not handle the deal flow. It's just crazy. I guarantee you right now I've told you I don't, well let me be explicit, I don't do this. I do not run launches for anyone okay? I do not do it. But I guarantee you after I get off the stage six of you are going to come up and ask me, "Can you run my launch?" It happens every time I get on stage. And so I'm like, "Okay I got this massive deal flow." And there's clearly value. I just don't want to do it. I don't want to work on other people's stuff.

So that led me to two questions. How can I attract and train and groom some talent, some people that can do what I do, that can help me with these client launches? And I wasn't sure if they would be employees or if they'd be partners or if there'd be an agency type. I had no idea. I just asked this question – how can I get some talent to do this? Okay?

And then how can I make money while I'm doing that? So those are the questions I started with and I went down a long road and I asked a lot of people their opinion. I know I talked to Evan Pagan for a long time. I'm pretty sure I talked to Bill for a long time about that. I asked a lot of people. I asked my mastermind groups. I went through a bunch of different ideas and iterations. Talked to Jay Abraham.

One of the nice things is I tend to be, for some people I don't like to run their launches but I'm okay with helping them with their launches. I'm okay taking a phone call or if they go into a prelaunch like Evan Pagan. I don't know if you guys know him but he's a brilliant, brilliant marketer. He's doing somewhere between \$20 million and \$30 million dollars a year selling in a variety of markets completely online. And he's typical. When he wanted that launch about I don't know four or five weeks ago he gets a call from me. And it's like, "Evan, how can I help you?" "I watched that

first video and I think I like this, I didn't like this. You got to change this. Do this."

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So a lot of people tend to get calls from me like that. So one of them was Jay Abraham. And I gave him some help. And what's really nice is it ends up always come back to you. So Jay gave me some, what I'm about to show you, he gave me some really great help and it didn't cost me \$7,000 an hour.

Okay, so the solution was what I call **Product Launch Manager** and that's really what I'm here to talk about. This is basically, I put together a full out end to end program to teach people how to be consultant and run these launches. Okay. So now like I said earlier I'm very much a long-term strategic thinker so I want to walk you through this because I think this is where a lot of the real value is.

So what did I want from this program? I wanted high quality people. I wanted to enhance my brand. This brand's worth a lot of money to me. I didn't want to screw that up. Very, very important to me. I wanted to maintain the perceived value of Product Launch Formula. Product Launch Formula cost \$2,000. So if I was going to train people a super set of this they would have to know Product Launch Formula plus a whole other piece of how to manage, attract, manage clients. This is a bigger piece.

So Product Launch Formula has \$2,000. This had to be at least, it had to be more than that. And it had to be significantly more. It had to be at least \$4000. So I'm like, "Okay this has to be a \$4,000 program." But I don't like that price. So I said, "We're going to make it 5,000 because I figure if you can get 4,000 from someone you can get 5,000.

So I decided it's got to be \$5,000. I'm not going to take a cut of their business. I don't know. Couldn't figure that one out. That was hard to figure out. I just walked by that question. I was going to have to make a lot of money for it to interest me. And if I was going to sell it for five grand, and I'm like an online guy. There's been times where I've shipped CDs and books. But I didn't want to do that. I wanted to do it completely online, deliver it as an online program. So how do you sell a bunch of videos? You can go to You Tube and get a lot of videos for free. How do you just sell a bunch of videos for five grand? Okay? I'm going to need some real fire power to do this.

And then I looked at my assets. This is a process that I always go through. It's like what are my assets here? So I had a strong, personal reputation. Product Launch Formula had a great reputation as a product. I had these crazy successes with Product Launch Formula that I had showed the market over the years. Product Launch Formula was established as a

\$2,000 product. I had some great joint venture partners that I knew would promote for me because they make a fortune when they promote for me.

I knew I had hyper-responsives on my list. This is something I go to a lot. Every one of you has hyper-responsives on your list that I really what you do. All of us are hyper-responsives for Dan, otherwise we wouldn't be here right? We are on his hyper responsive list. Every list has got those and I often how can I leverage those hyper-responsives beyond just money? There are other ways and you're going to see how I did that.

I'm also, I run very good events. I'm good at teaching from the stage and there was huge pent up demand from me to run people's launches. So I dumped all these into the mix. This is all part of the magic sauce.

Okay, the dangers I identified. No one had ever sold an online course like this at five grand. I put four, that was my minimum, but I knew I wanted five. I was inventing a profession good and bad to that. There's no proven demand for this Product Launch Manager. I just had an inkling it was out there. I was putting my reputation with my partners on the line. This is a big one because my partners love me because I make them a ton of money. When they promote for me they know my product converts. They make a ton of money. But if I come out and roll out something and it doesn't make much money then I screwed the pooch. That's bad. You're only as good as your last hit. And so I didn't want, it's like five grand. That's a risk. But it's one thing to run that risk to your list and screw up. It's another thing to run it to your JVs list and screw up. That's bad. You send a few emails out to your list, put together a promotion for your list, you mess up, bumner I really wanted to make that money but I didn't just like destroy my brand. Just ruin my reputation. Partners, completely different. It's a high wire act.

Potential loss of control of the brand. I'm going to have a lot of people all of a sudden now out there saying they were Jeff Walker this and Jeff Walker that. I told them they couldn't say they were Jeff Walker certified because on the next line that legal stuff, where are you guys? Dicks and Nanton. Yeah these guys told me I shouldn't call it certified. They put the fear of God in me. And I'm like, "Okay no certified." But then I still had these people running around saying they were certified so I had to chase them down. So there's potential loss of control of the brand.

There was the legal stuff, which thankfully that conversation was 18-months and I don't want to ever have it again. I'm just not a big fan of legal stuff. And it was a fundamentally different product and different market. I was selling to business owners about how to launch their product. Now I'm selling to people like here drop your profession and

start a new profession that I just invented. And pay me five grand for it. So those are some of the dangers identified.

So my strategy was I was going to two step it. I've just always loved the concept of two step right from those little classified ads to get the free report. So I did my version of the two step here. And what I did was I started with what we call an internal launch. So that was the launch to my list. And like I said that's always a lot less risky to run it to your list. I started with a very high end event because well I think it's a lot easier to sell a very high end event than it is to sell a very high priced series of online videos to download. So I sell it as a really high end event.

I followed that with a joint venture launch of the home study version. There's the one for the show, two for the dough. So I also love keeping people guessing about what my motives are. And what I did was, and this is the part of the adventure. I don't know what's on the next slide here. Okay, here we go.

Step one, if I'm going to sell a \$5,000 series of videos online, like I said, I needed fire power. So I love the idea of setting up the apples to oranges comparison. I sold the live event. It was a \$25,000 event. I figure if I'm going to end up selling a \$5,000 product if I say, "Well this is home study version of 'A'." Then much better if it was \$25,000 bucks, right? And I knew I had those hyper responses on my list. So right, those hyper responses just love to buy and they love to pay high prices. So I was going to leverage those hyper responses.

It was important for me to create some successes out of this group of people. So I wanted to work with them closely. So this live event we limited it to 50 primary spots. They could bring a partner or whatever but it was 50 spots. And we put together a sequence for them. I'll show you a little bit of the sequence and some of the triggers we hit during the sequence. And it's sort of fun watching Dan go through this stuff because I was like holy cow I did some of that stuff.

So how do you sell a \$25,000 program? You sell it, I sold it, it's \$5,000 down and \$20,000 out of your profits. These people are in these seats part of their sales pitch when they go out into the world is they were Jeff Walker trained. They were as ultra exclusive \$25,000 event. So they love the idea of going to a \$25,000 event even though they only had to five grand and I was betting on a come for everything else.

We also brought in launchees. These are people that wanted launches ran. We had brought two of them and they spent \$25,000,\$30,000, plus a percentage of their launch to come in and we'd spend a day planning out their launch and we'd split the people into teams and go off and they

would event their launch and come back. It was very interactive. Really killer event. 50 people, with the guests and stuff 80 people. Small room. Five days. Very intense long days and a real training.

Of course I was running the full A/V for the whole entire thing, right? We had everything getting videotaped, the breakout sessions, everything getting videotaped. Everything captured. All the work we did for the two launches all being captured. That became a home study program. Okay. Let me just make sure I got. So we had extremely, because I wanted these people to be very, very successful we had a very rigorous selection process. We literally had, for those 50 spots, I think we had 130 people apply. And my brother, the hatchet man, he actually called, we ran them through a full application and this isn't like make them feel their scarcity app. This is a real application and John ended up calling 70 or 80 of them and we let 50 of them in. But we really cherry picked.

This was going back to your assets. What are your assets? I had those hyper responsives and you know you do have that top one percent on your list and that top four percent of your list and those are the people we wanted in the seats because we were going to use them as proof going forward to sell the home study program. Right? So we used this live event, the positioning of the \$25,000. We used having awesome people in the room, a lot of them are leaders, a lot of them are influencers. The social media was going nuts during that event. They were landing clients during the event based on Twitter. People were tweeting about wanting to hire one of these people. That's gold going forward right?

I also created a Platinum level group. Now a lot of people say, "How much of that money do you actually collect out of the back end that extra \$20,000?" What we did was we said when we got them in the room we said, "Hey I spent five days teaching this. This is awesome. You've got so much knowledge but the reality is Monday's going to come. You're going to be flying home and once you get out of this environment it's going to be a lot harder to keep going. So you really want to join this coaching program. And the cool thing about this coaching program is it's not actually going to cost you any money at all. It's actually going to save you \$10,000 because if you just pay me \$10,000 to be in my coaching program because I'm so interested in you being in this program I'll waive the \$20,000 you're going to owe me out of profits."

So of the 50 people in the room I think it was like 37 took it. No it might've been, it was insane. It was almost, let's say it's between 35 and 45, closer to 45 I think. The only ones that didn't were the people that were employees. They were sent by their company to the training. And the people that sat in on that training they regretted because the first day I spent an entire day telling them you guys shouldn't be working for a

living. Get 10 or 15% of these launches. So I don't think it worked out too well for those companies.

Okay, so step two, I took the social proof from the \$25,000 event, which was a rapid sell out, social proof, social media. The buzz was there. We had great, quick student success because we had hen picked these people to have success. And we did this home study course within three months. Basically we used a video. We added a bunch of supplemental material but we had that video. So that really gave us a head start on the product. And of course, he ain't going to sell us a \$5,000 program. Screw that. I sold a \$10,000 program. Same thing, \$5,000 down, \$5,000 out of profits.

Okay so now I want to, I think what we've got coming up pure genius with a 'J'. This trademark Frank Kern. I didn't come up with that. That's supposed to be clever. It's funnier when Frank says it. And if we have time at the end ask me about Texas Holdem' because I've got a theory about that. So one of the big ideas, I've tried to translate into some of Dan's terms. On one of the big ideas we came out with was this a real business making money as an internet marketing consultant. So there's a lot of pure schlock being sold online to IM people that are really tied, really love this internet marketing stuff and they're bouncing from one thing to another. This is a real business. In my opinion it really was because the man truly was there and there's a ton of money to be made running people's launches.

The hook, one of the hook's was pretty simple. We had a bunch of hooks. We had this just laden with hooks. One of the hooks is you can make a ton of money and you don't need a list and you don't need a product. So there are so many people online there. There are these internet marketing junkies that just study this stuff and hang out in forums and read and read and read and watch videos and they love this internet marketing stuff. But they've never started. They never started building a list which is just absolutely insane. It's takes five minutes to start building a list now with Facebook. I mean give me a break. Or they don't have a product. So you can make a ton of money, no list, no product. That was one of the hooks.

So I started off this with, and actually I'm going to mix up. I'm going to give you some of the stuff we did. So I did two launch sequences. That internal launch and the external launch, the JV launch. The first one for the \$25,000 event. The second one for the \$10,000 product. And I'm going to actually mix, because I didn't want to walk through two sequences. So some of this stuff is mixed in and it's interesting when I look back how I shifted stuff.

So I started off the internal launch with what I call the tennis court video. Now a lot of these online launches we used videos these days. So we'll

create an 18 minute, a 20 minute video. The first one is usually about the opportunity. So I personally, I don't have the fanciest life style in the world. I've got some really nice bicycles and I've got some really nice guitars but I drive a Ford F350. I'm not the Bentley guy, okay? And I think part of shtick is the awe shucks thing and I tend to be pretty believable but I'm just not the stand in front of the Bentley guy.

But as Dan talked about that hype or that, which one was it? It was the hype and it was the larger than life. It's a very useful thing and I'm quite aware of that. So I go to my assets again. Not the Bentley, not the Ferrari because I live in Colorado in a little, tiny town way out in the mountains, 300 miles from Denver and you got to drive a up a dirt road for a mile and a half to get to my house. The 9-11 doesn't work so well on the dirt road. Okay? Hence the 350.

But I do live in this beautiful spot with 350 acres of woods around me and I've got my own tennis court. So the tennis court video. And so the first video was basically me walking through the woods talking about how I am not about Ferrari's and gold plated helicopters but I do like to play tennis on Friday afternoons with my buddy. Put in the tennis court. And oh by the way, a tennis court, this is where we keep our rackets, this little shelf right here, that's where we put our margarita blender on Friday afternoons. Of course, I don't have to work on Friday afternoons. I take the whole afternoon off and I go hang out in the woods. That wasn't said. But obviously it's implied.

But then I started talking about, I have a lifestyle business. I have people that pay me a ton of money to do these launches but because my business is all about lifestyle I don't like to run them anymore and I can't keep up with the demand so I need someone to run these launches for me. So that's the reason why, there's massive reason why in this tennis court video.

I also went on to tell them, we're going to get back to the adventure. So this is lifestyle, it's opportunity and it was a reason why all in that first video. I went on to tell them that one of the reasons I wanted to do this program was to attract some whale clients, some massive, massive clients. And I knew if I had these trained product launch managers that it would be out in the world and eventually they would bring me some massive clients that I would run the launch and split the profits with them. So there's lots and lots of reason why I was willing to pass up these opportunities to run these launches. I also told them my numbers.

At that point my two prior launches I'd made like a quarter million each from the launches. So of course, I shared those numbers and I said, "Not all the launches are like that. You might only make \$10,000 on a launch."

But not bad money. So then flashing forward, that was for launching to my list.

Flashing forward and launching to my joint venture partners list, that one I did leave with hype. The first words out of my mouth, and I'm out in the mountains again, trees and stuff and what if you could make a ton of money and you didn't need to have a list, a product or any customer service or anything like that? Those were literally the first words out of mouth.

From there we went to describing the opportunity then the building of the trust, then building the legend of Jeff there. But with my list I started off first with me and lifestyle and reason why. So it was a little bit of a switch for the market, for the world that didn't know me. Hype, right off the hook I'm instantly.

One of the things we did, and so we stick so much stuff into this whole process it was just insane as I was going through these videos. So I'm only going to be able to show you some of this and I'm going to bounce around a little. One of the concepts we used, I put out what I called the fish video and it goes after that famous saying, "Teach a man to fish and he'll ask for a fish sandwich." Right? We've all heard that one. Or maybe you heard the incorrect one, right? What's the incorrect, how does that incorrect one go?

Audience: [Inaudible 48:24].

Jeff: That's it. Give a man a fish and he'll eat for the day, teach him how to fish and he'll eat for the rest of his life. But the reality is people don't want to learn how to fish. They certainly don't want to clean the fish. And they're really rather not cook the fish, right? And so we basically played with this idea, it's reality. And we played with that reality and taught that. That was a piece of prelaunch content that we're teaching and basically, of course, the punch line is this is why people want to hire you to do a launch. They don't want to do the launch themselves. They bought my product. The best prospects in the world, of course, are the people that bought my product and they don't want to do it. They learned how to do it. They know the value of it but they don't want to do it. They want you to do it for them. So we played quite a bit with the fish video.

One of the other things we played with quite a bit was so there is this whole subculture of people that love internet marketing. They just love this stuff. They know everything about it. They haven't done anything but they know everything about it. And their neighbors think they're wizards because they start talking about this. In fact, they can't even talk to anyone. Everyone their eyes glaze over as soon as they start talking

about squeeze pages and pay-per-click ads and stuff. Their spouse goes to sleep. Their brothers and sisters, parents they don't care about that stuff. It's like, "Oh yeah he's talking about that computer crap. I don't care."

But I knew that was out there. So one of the things I talked about, one person who I helped a little bit with a launch was Tony Robbins and I had this meeting with him and it wasn't just me. Frank Kern was there and Mike Koenigs and Mike Filsame I think. And so we met with him and I said, "Okay so Tony what you need to do is you just need to put together a squeeze page." How many people don't know what a squeeze page is? Pretty much everyone knows it's just a page where you can opt-in.

So I'm like, "Tony you need to do this, this and put together a squeeze page. Put this up there." And Tony literally stops me. He's like, "Jeff what's a squeeze page." And I was like sort of flabbergasted because I'm part of that culture. I assume everyone knows what a squeeze page is. Okay, Tony's running big companies, makes a lot of money, knows what he's doing, doesn't know what a squeeze page is. So explain, I give him the 30 second version of a squeeze page. So that was one of the things I talked about in my videos was you guys, you have the specialized knowledge that the rest of the world doesn't have.

I also told a story of me going to a mastermind with some real business people, not like my kind of business but making ball bearings and stuff like that. And how all those people they just wanted my business. As soon as they heard about my business they really wanted it. And it was like Dan said there's always that grass is always greener. But I know didn't want the ball bearing business. I was pretty good with my business. So I basically told the story of Tony and the story of these real business owners wanting what we have, the amazing business that we have that allows us to have this internet lifestyle. They want it. And they not only want it but they're coming to get it. They're learning about us. They're coming to get it from us. They want this knowledge and we have this starter advantage on them.

In the land of the blind the one eyed man is king. I hit that really hard because if someone's going to buy this they have to buy into the fact that they have the knowledge to be able to actually do because when they're buying it they're actually thinking about doing it. Even if they're not going to end up doing it they think they're going to do it or at least they're telling themselves they're going to do it. So if they're going to tell themselves they're going to do something then they have to have the faith that they can actually do it. So a lot of this prelaunch was instilling this idea that they had this secret knowledge, just by watching my video they had enough knowledge about internet marketing that would blow away

most people. So that was a big theme as we went through the prelaunch. We know something and they're after it.

Marketing Gods. This is something that I just sort of came up with on the fly when I was on the podium at that \$25,000 event and it turned out to be inspired. At some point in there I was trying to convince them how awesome they were because they were awesome. We put them through the selection process and they paid a fortune to be there. So I was trying, it was clear I had to instill in them that they were awesome if they were going to go out and have success and them going out and having success, that small select group having some real success there was important to me to build my product down the road.

And somewhere, somehow I just stopped, I'm like, "You are marketing Gods. There are tons and tons of content creators, there's very few marketing Gods. You're the marketing Gods." And I'm sorry if I'm offending anyone here. But it just did come out spur of the moment. And they grabbed on that and they started tweeting that and they put it on the Facebook that they're officially marketing Gods because I told them they were marketing Gods. And this became a theme going forward that basically I could just instill this marketing God hood in these folks. And so down the road when I go to buy the thing who doesn't want to spend five grand and become a God? And this is actually, I took that clip from a script. Most of these videos do tend to be scripted. So I actually pulled it from the script.

If you can speak internet marketing you are in a separate class from the rest of the people walking the face of the earth. It worked. You guys are going to have a hard time reading some of these slides. I apologize for the world's ugliest. I'm not like a big design guy. And what I did was I cut some of the slides from videos and I dropped them straight in here. So you're probably not going to be able to read these things. But this is a slide from one of my prelaunch videos and it just says, "The launch asset discovery process. A key tool in your arsenal and your client will think you walk on water." Again hammering the idea that they're going to have the authority once they go through this training. They won't know you're just following a Product Launch Manager script.

The initial timing discussion. Easy for you but a big ah-ha moment for your client. Planning the offer. Your client will think they have this one nailed down but you'll stump them in the first three minutes. You will see this pattern over and over even among your biggest and most prestigious clients. You'll be able to identify major gaps in their strategy and tactics simply by following your basic Product Launch Manager training. So again just instilling the idea that you can do it, that you have the secret

sauce already built in you and now we're just going to amp it up with this training.

NOTES

You a knight and shiny armor. I think that was the status, we're on number 15 here. Creating proof. I'm a big one on proof. I did this launch in late 2009. So this was before the new FTC regulations. And one of the reasons I did it in late 2009 was because in early 2009 I was reading Dan Kennedy's newsletter and it said these changes are coming. And I'm like, "Okay I'm going to need some proof for this thing." And I'm going to need to create some proof and use a proof. So I better do it before the new regulations.

So I surveyed my list. I love surveys. Key component of Product Launch Formula. I surveyed my list and big surprise they all wanted to hire me, right? But I've done a lot of work with surveys and I know how to structure them. So I asked them this question, "Do you want to hire Jeff Walker to run your launch?" Of course they all said yes. And then I followed it up. Next question was, and they couldn't see the next question, pop. Next question, if you can't hire me would you like to hire one of my Product Launch managers, one of my trained Product Launch managers? Of course the answers, "Well yeah." Even though such a thing did not exist yet. This was before the training.

Well sure enough they wanted 74.2% said they wanted to hire one of my Product Launch managers, one of my trained Product Launch managers. And that picture is just literally a picture from the survey software. And this is a slide from my video. It's like hey folks the demand's there. I sent this out, and I gave them all the numbers. I sent it to my list of 2300 people and out of the 2300 people 312 people said yes and out of those 74% said yes to Jeff and 74% yes to one of my managers. Bingo, there you are 228 clients just waiting for you. I've only got 50 spots. Who wants them? Right?

And then I played further games with the math. And I really wasn't playing any real games at all but I mailed that first email out to that survey to 2,000 people. That was 2,000 of my hyper responsives right? It wasn't my whole list of 70 or 80,000 people. Then I said, "Well what if I sent that email out to my..." I asked them that. You know I've got 70,000 other people. I only sent this to 2,000. Is there a demand? Yes there's a demand. Do you want one of those 50 spots?

My \$800,000 bet I went into that. Okay. 50 of you. I'm only asking for \$5,000 down. It's a \$25,000 program. That means I'm taking a \$20,000 bet on each one of you. I'm taking an \$800,000 gamble that I can actually teach this and make you into a marketing Gods. So in other words it was a little bit more playing with the math.

Then coming out of that event I obviously had some great successes because we handpicked these people. Jonathon Drake, no list, no product, no launch experience, \$18,000 pay day as a Product Launch manager. He did it in just 10 days. Literally the first 10 days after he left the program. Brandon Fredrickson, more than a half million dollars in debt due to medical bills. One of the objections I knew I would get is what if I live in Malaysia or what if I live in Russia or what if I live in Northern California, whatever? There's always that objection right? Well I showed Brandon, geography doesn't matter because he was actually quarantined to a hospital room when he ran that launch. 100% true. The guy had a staph infection. Ran the launch from the hotel room. Can't make that stuff up.

More proof. Just piling on proof. This is where I basically, this is between the first launch and the second launch. I basically went and I created a directory that I would list my Product Launch managers in and then I emailed my big list and I said, "Hey do you want to have access to my Product Launch Managers? Go here." And bingo we had a thousand people, 1100 people sign up literally over night for this list.

So those are just some of the things we built in. We stacked one thing after another and we got a lot of them on this list. It's basically you've got the gold right here. And it's just thinking about how can you take your assets and build them into a process where you're leveraging as many of these as possible. So our results, the initial event brought, we sold that thing out. It brought in about \$300K. The home study we rolled that thing out. We sold 440 of them at \$5,000 bucks. We also had a six pay at \$1,000 a month. So we did about \$2.5 million on that. Created a coaching group.

I did generate client income. In other words I had Product Launch managers running launches and we were getting a portion of that. And we extended our brand. Now we did have some messiness. That's the last thing I'll leave you with is it wasn't all beauty and grace because I had complete control over my brand prior to this, after it. Now I had hundreds of people running around telling the world they were Jeff Walker this and Jeff Walker that and it did create a little bit of messiness for the brand.

We did have a pretty tight relationship with them. So we were able to manage it fairly well but there was definitely some messiness there. So I think that's all I got. Yeah that's it. Thank you.