DavidsGuides.com - Book Summary

Book Author: Jeff Walker
Book Title: Launch: An Internet Millionaire's Secret Formula To Sell Almost Anything Online, Build A Business You Love, And Live The Life Of Your Dreams
Amazon Link

Summary:

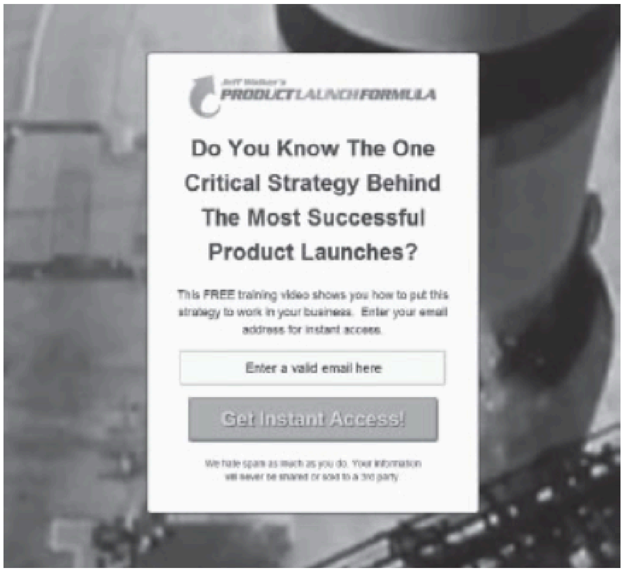
Chapter 2: The Product Launch Formula Explained

- Have you ever noticed how Hollywood tries to build buzz before a movie is released? First there's the trailer six months before the movie. Then there are TV ads leading up to the movie. Then the actors head out on a tour of the talk shows. And nowadays there's a social media campaign right around the release date.
- And how about when Apple releases a product? They always create a massive campaign leading up to the release date. In the months before a new product release, all the Apple fanboy sites are full of breathless rumors about when the release will be, the actual product to be released, and what new features to expect.
- Those types of campaigns create a huge amount of buzz and excitement BEFORE THE PRODUCT IS EVER RELEASED. In fact, sometimes the product release becomes an event in and of itself. Huge anticipation surrounds the launch, and people are genuinely engaged and paying attention.
- Now contrast that to a normal marketing campaign, what I called "Hope Marketing" earlier. That's where you create a product or open a business or roll out a new ad campaign, and you hope it does well.
- Now "hope" is an uplifting word and can be truly wonderful in many areas of our lives. If you're shipwrecked at sea—to give an extreme example— hope can keep you alive while you wait to be rescued. But in business, hope is an ugly, nasty word. A soul-sucking word. You need to take control of your success; to the best of your ability, you want to take chance out of the equation. Don't bank the future of your business on hope.
- Clearly, it would be better to engineer your product releases, your business launch, and your promotions so that your prospects are eagerly anticipating your launch . . . right?
- That's what's behind those big Hollywood releases and the Apple launches. Wouldn't you love to have instant momentum for your business?
- Imagine how that type of a start would change your business. Think about how creating massive anticipation for your product—before it's even released—would be a complete game-changer.
- Of course, there's only one problem. You probably don't have a budget of millions of dollars for your promotion or a hot-shot creative team. And unless you have the

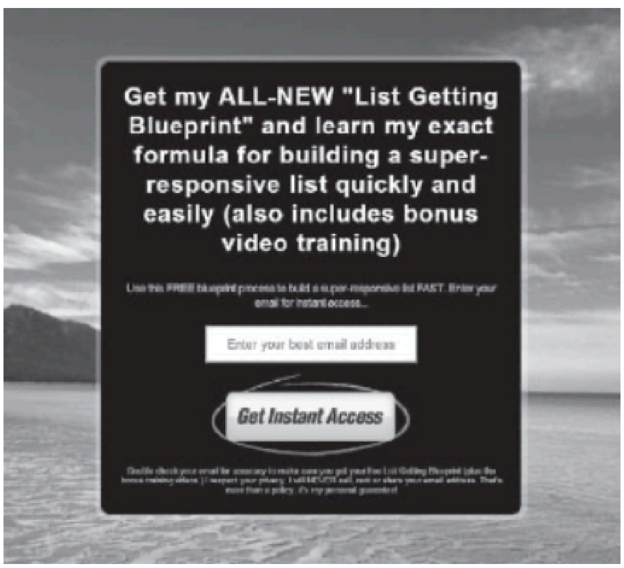
resources and talent of Apple or Universal Studios, it seems like you're stuck with Hope Marketing.

- Well, hang on, because this is where the Product Launch Formula has changed the game. Remember those three game-changing factors I mentioned earlier—the decreased cost of communications, the increased speed of communications, and the greatly enhanced interactivity? Those are your keys to the kingdom.
- And that's why tiny online businesses, run by ordinary folks like you and me, have built an entirely new playing field . . . and it's a playing field with unprecedented opportunity.
- Prelaunch: This is the heart and soul of your sequencing, where you gradually romance your market with three pieces of high-value, Prelaunch Content. You use your prelaunch to activate mental triggers such as authority, social proof, community, anticipation, and reciprocity. And you do all that while you answer the objections of your market. Typically, you release your Prelaunch Content over a period of 5 to 12 days. The format for that content can vary widely, from video to audio to written PDF reports to blog posts to teleseminars to software (and I'm sure we'll invent a few more formats as the years go by).
- Launch: This is the big day you've been building up to, the day you actually send your product or service out into the world and start taking orders (in PLF jargon we call this "Open Cart," as in "you open the shopping cart"). Your launch is actually a sequence as well, and a very powerful one at that. It starts with the email that basically says, "We're open, you can finally buy now," and continues for a finite amount of time, usually anywhere from 24 hours to seven days, when you finally shut it down.
- Post-Launch: This is the clean-up sequence, where you follow up with both your new clients as well as the prospects who didn't buy from you. The post-launch isn't as exciting as the other sequences, but it's important because that's where you deliver value and build your brand. And if you do it right, the post-launch starts to set up your next launch. It all sounds pretty simple, right? Well it is. And it's also pure gold when you mix in the power of story . . .
- Stories are powerful. They are how humans have passed down wisdom, knowledge, and culture for as long as we've been around. Think back to some of your earliest memories from school, and it's likely that the lessons you actually remember were based in stories. Think of all the world's religions, and you will realize that the vast majority of their teachings are delivered through story.
- I'm a logical person, and I love knowledge and facts. That's a world I naturally live in. In this book, I would love nothing more than to give you data, theory, examples, and more data. But look how I started the first two chapters of this book, with my story in Chapter 1 and then with John Gallagher's story in this chapter. And guess what you'll remember from those chapters a week from now? I'm willing to bet that it will be "Mr. Mom doing six figures in seven days" and "food stamps to six figures." That's the power of story.

Chapter 3 - A License to Print Money: Your List



ProductLaunchFormula.com



ListGettingBlueprint.com

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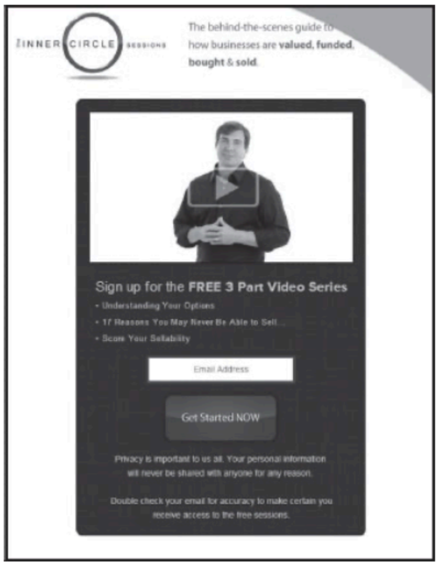

InnerCircleSessions.com/training

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Chapter 5: Weapons of Mass Influence: The Mental Triggers

- Anticipation is closely related to scarcity, which is another super- powerful trigger I'll get to in just a minute, but basically it's the idea that people will want something more if there's less of it available. Anticipation is also closely tied to "events" where you're circling the date on the calendar and focusing all your attention on that date. If you use anticipation right, people will put the date on their calendar and look forward to your launch. It's like you're putting your prospects into your storyline. They can't wait for the next installment, they can't wait to see what's going to happen, they can't wait to get your product.
- So how do we become more likable? At the risk of stating the obvious, you become more likable by doing likable things. When you're seen being gracious, kind, generous, and honest . . . well, people will like you more. And the more likable you are, the more influence you will have.
- Now, this isn't a manual on how to start a religion or build a sports franchise, but this is powerful stuff that you can tap into quickly and easily. Turn your marketing into an event, and you will transform your results.

- One of the things that scarcity does is force people to make a decision. The vast majority of people will put off a decision if you give them a choice, especially when it comes to spending money. One of the key objectives you have in your marketing is to force people to make a decision. That's what scarcity does. If something is truly scarce, then a person needs to act quickly before the scarce resource goes away.

Chapter 6 - The Shot across the Bow: Your Pre-Prelaunch

- In general, my tool of choice for the pre-pre has historically been a simple email or two, although these days social media has also become a big part of the pre-pre for many launches. And there have been a few times where I've used video, and sometimes I've thrown a survey into the mix.
- This is so simple and so elegant that the casual reader might miss just how magical, how powerful this is, but I'm going to trust that you won't make that mistake.
- So I started this pre-pre with a simple email that I sent out to my list. In recent years, I've done something very similar on my Facebook page. This is what was in the email:

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SUBJECT: Quick announcement and a favor . . .

Jeff Walker here. We'll be sending your Trading
Update in just a little bit. But first I need
to ask you a favor . . .

We're really close to wrapping up our long-
awaited trading manual. We will be releasing it
in early January. But before we do, I have to
ask you a couple of questions. Can you help us
out?

You can answer the questions here (and get a
little more detail on the trading manual) at
this link:

http://www.example.com/

Thanks and best regards,
Jeff
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- Of course, I gave them a real, live link to the survey . . . but that's it. The start of the pre-prelaunch came in a simple, plain old email that was only 80 words long. Just that email accomplished quite a bit. But before we walk through it, let's take a look at the page my readers were sent to if they clicked the link in the email. They landed on a simple web page that said:

> Hi,
>
> We're VERY close to finishing our long-awaited Trading Manual.
>
> We have been working on this for more than four years, but we are finally going to wrap it up. We will be releasing it in early January.
>
> This course will be entirely focused on "Support and Resistance." It will include two printed manuals, eight audio CDs, and one video tutorial DVD. It is going to be a complete brain dump of everything that we know about "SUPPORT and RESISTANCE."
>
> We are going to cover all the ways that we use to generate our support and resistance zones, and we are going to show you exactly how we trade those zones.

> HOWEVER, we need your help. Before we finalize everything and send it off to the printer, we need to make sure we have covered everything.
>
> That is where you come in. Please take a few minutes to answer this super-short survey—there is really only one thing we want to ask you . . .
>
> What are your two top questions about Support and Resistance that we absolutely NEED to answer in our trading course?

-
- That was it . . . a super-short email that sent people to a super-short survey.
- But if we go back to the ten pre-prelaunch questions up above, you can see I hit a bunch of them here.
- **1. "How can I let people know something is coming without having it feel like I'm trying to sell them something?"**
- Well, I definitely let people know something was coming, and I did it without any hint of a pitch. I was simply asking for their help. I wanted their feedback on this project.
- And that truly is what the email was all about. But it also accomplished a lot of other things . . .
- **2. "How can I tease their curiosity?"**

- I did this in a few ways—first just by telling them something was coming that they couldn't get yet. And then, in the email, I told them they could "get a little more detail" by clicking on the link.
- If you use a survey like this, it's often good to mix up multiple choice questions with essay questions. You will get a higher response with multiple choice questions, because it's easier to check a box than to type in an answer. However, essay questions will give you quite a bit more insight. And that insight will often tell you how to construct your Prelaunch Sequence and your Launch Sequence. Often I will literally cut-and-paste words and phrases directly from this type of survey and use them in my Prelaunch Content.
- A few days after I sent that first email I wrote to my list again. I thanked them for the overwhelming response and told them how excited I was to have the project almost complete. That continued the conversation about this upcoming product and did so in a way that was not "salesy." I wasn't screaming "Buy my stuff, buy my stuff!" at the top of my lungs. Instead, I was asking my list to join me as co-creators.
- After I hit the send button, it took fewer than four minutes for the first order to come in. The second order came in five seconds later and we were off to the races. In the first hour we had over $27,000 in orders and when we closed down the launch a week later, we had over $110,000 in sales.

Chapter 7 - Sell Them What They Want: The Magic of Prelaunch

- So how do you do that? It's simple. Instead of *screaming* for attention, you *attract* attention by giving value before there is any hint of asking for the sale. My friend Joe Polish has a saying: "Life gives to the givers and takes from the takers." I think that's always been true, but it's never been more true in business than it is today. And the great news is that the Internet turns the economics of giving on its head. Giving is a lot easier and a whole lot cheaper than ever before, because you're going to be giving away "content," and you're going to be doing it online. That content could be written material or video or audio or any of a number of other media, but the bottom line is that it will cost you almost nothing to distribute that content.
- A quick word about formats: You'll find that this is a very flexible process. Your PLC can be delivered via email or as blog posts or as PDF reports or audio. But most of my Product Launch Formula Owners have been using video for the last few years. Video has a number of advantages. Our society has clearly become one where most people spend more time watching video than they do reading. And it's often easier to craft a compelling video than to sit down and write a meaty PDF report. And, unless you're a truly gifted writer, it's a lot easier for your potential clients to get to know you and feel like they have a relationship with you via video. Finally, video content often has a higher perceived value than other types of content.
- And that's not just true for your launches—that's true in any situation where you're selling anything. There's an old adage among direct marketing copywriters that if you have a hardware store and you're selling drills, you're not really selling drills—you're

selling “holes in wood.” People want to buy an end result. Doesn’t matter what you’re selling. People aren’t so interested in the actual tool. The tool is just a means to get that result. And that’s what you want to sell them.

- So here’s a general recipe that works well for PLC #1:
    1. Show the opportunity. Show/tell how their life is going to change with your product.
    2. Position. Show/tell why they should listen to you.
    3. Teach. It’s important not to just go on and on about the opportunity; you have to deliver value.
    4. Raise objections and either answer them or promise to answer them in upcoming videos. No matter what your offer is, there will be objections. You need to face them head on.
    5. Foreshadow PLC #2. Let them know there’s another video coming, and spark their desire by revealing some of the really cool stuff that they’re going to learn in PLC #2.
    6. Call to action. Ask for a comment on your launch blog or in social media.
- If PLC #1 was all about the “Why,” your second piece of Prelaunch Content is all about the “What”—what is this transformation or opportunity and how is it going to change or transform your prospects’ lives? PLC #2 is more about teaching; you want to teach some type of tip or trick that is truly valuable.
- What can you teach in five to ten minutes that will make an impact on your prospect? How can you start to change their life right now or at least create a shift in the way they look at their life? It doesn’t have to be a huge change or huge impact—just get them moving.
- For instance, in one of my launches for Product Launch Formula, my PLC #2 was all about the Seed Launch. (You’ll learn about the Seed Launch in Chapter 9—it’s a way for someone to do a super-quick launch even when they’re starting without a list or a product.)
- So in PLC #2 I actually teach how to do the Seed Launch. Of course, since that prelaunch video is only about 18 minutes long, I can’t teach it as deeply as I do in the actual Product Launch Formula Coaching Program, but I go as deep as I can in that amount of time. And I’ve had people successfully do a Seed Launch based on that video alone.
- Of course, most of my viewers don’t immediately go out and do a Seed Launch after they see that video, but I want to give them enough training so that they can at least see themselves doing one. And that’s key: If PLC #2 can get your prospect to see themselves having the transformation that you promised in PLC #1, then you’ve done your job.
- Here’s the general recipe for a strong PLC #2:
    1. **Thanks and recap. Thank people for their comments and questions from PLC #1, and then give a quick recap of PLC #1.**
    2. **Recap the opportunity. You won’t spend as much time as you did in PLC #1, but you need to quickly recap the opportunity. Don’t ever assume that your**

prospect has seen or paid attention to or remembered PLC #1. Remember, they've got busy lives and your launch isn't nearly as important to them as it is to you.

3. **Recap your positioning. You need to remind them who you are and why they should listen to you. But don't take too long with this—do it quickly.**
4. **Present a Case Study or do some real teaching. You need to deliver some real value for your viewer. Teach them one (or more) cool things that they can put to use quickly.**
5. **Objection crushing. Talk about the top two or three objections and answer them. You want to go after your prospects' big objections to the change or transformation that you're promising.**
6. **Foreshadow PLC #3. You need to let them know you have another video coming soon. Build some anticipation for it by telling them a little about what you're going to teach in that video.**
7. **Call to action.** Ask for a comment on your launch blog or in social media.

- So PLC #1 was the "why" and PLC #2 was the "what." Now in PLC #3 you will start to answer the "how" question.
- In other words, you've shown the potential transformation or change— whether it's being able to play the piano or having a greener lawn or learning to meditate. But usually they still don't see how they're really going to have that change in their lives. Well, the ultimate answer is to buy your product, and by the end of PLC #3, they're going to see that answer. But first you need to continue to build value.
- One of the important things you need to do throughout your Prelaunch Sequence is to build the excitement and tension. Think of it like a movie or a novel. As you move through the story you have the "rising action," to use a term from your high school creative writing class. That means that the story is clearly building and moving toward a climax. You want your product launch story to do the same thing. As you move through each piece of PLC, you want to keep building your level of pacing and excitement.
- So here's the recipe for PLC #3:
  1. **Express thanks and excitement. Thank your viewers for their comments and questions from PLC #2. Tell them how excited you are and how excited all your viewers are. (And if you did a good job in PLC #1 and #2, then your viewers WILL be getting excited.)**
  2. **Quickly recap the opportunity and your positioning. Don't assume they remember (or even saw) your first two videos—briefly describe the opportunity, and remind them who you are and why they should listen to you. Don't take too long with this—move through it quickly.**
  3. **Possibly present a short Case Study.**
  4. **Answer the top questions you've been getting. In other words, you're going to answer the top objections. You want to do this even if you've already raised and answered those objections in your earlier PLC. People raise the same objections in different ways by**asking different

questions. So go ahead and answer those questions that keep popping up in the comments on your blog.

5. **Explain the big view and how to make it happen. This is where you step back and look at what's really possible. What's the ultimate transformation or change that your prospect can have in their life if they buy your product? Look at it from all angles and project out into their future.**
6. **Pivot to your offer and create a soft landing. Do this in the last 25% of your PLC #3. By now your prospects have fallen in love with you, because you've given them huge value. And it's time for you to start preparing them for the offer—that's the "soft landing." You don't want to go from being their best friend in one video to a used- car salesman in the next. So you have to tell them that in your next video you're going to have an offer for them, and they need to watch if they're ready to take their transformation to the next level.**
7. **Seed the scarcity of your launch offer. You will want to have some type of scarcity in your launch offer, and near the end of PLC #3 you want to make some mention of that scarcity. You're not looking to hit them over the head with it, because they still haven't seen your offer. But this is a good time to mention that they should be on the lookout for your next email, because this is going to be a limited offer.**
8. **Call to action. Ask for a comment on your launch blog or in social media.**

- And now the all-important question on the timing of your Prelaunch Sequence: How long should it be? How long between each PLC? The answer, unfortunately, is that it depends.
- I've personally had prelaunches that lasted anywhere from three days all the way up to 27 days. But I wouldn't recommend either of those extremes for your first few launches. I think a good starting point is seven to ten days. And that time is measured from when you release your first piece of PLC up until you actually launch and start taking orders, which we call "Open Cart."
- If you're selling a lower-priced product, say a $27 ebook, then I would tend toward the short end—seven days or possibly even five days. If you're selling a higher-priced product, say a $297 training course on getting a job on a cruise ship, then I would move toward the longer end and go with ten days.
- A typical seven-day sequence might look like this:
    - Day 1: Release PLC #1
    - Day 3: Release PLC #2
    - Day 5: Release PLC #3
    - Day 7: Open Cart
- A ten-day Prelaunch Sequence might look like this:
    - Day 1: Release PLC #1
    - Day 5: Release PLC #2
    - Day 8: Release PLC #3

    - Day 10: Open Cart
- The important thing to remember is that the timing isn't nearly as important as the Prelaunch Content. Deliver real value, follow the formula I just gave you, and you'll be fine.

Chapter 8 - Show Me the Money: It's Time to Launch!

- Now, the actual mechanics of opening your launch are pretty simple. You need to have a strong sales page. This is typically done through a sales video or a sales letter. And even though the people who have been through your Launch Sequence have already been pre-sold, it's important not to skimp on your sales message. You have to start with the opportunity, and then you need to tell the entire story of your offer.
- Once you have your sales page ready, no matter whether you're using a sales video or a sales letter, the next step is simply a matter of sending an email to your launch list to let them know you're now live and open for business. This is a short, simple email with a link to your sales page. By now you've spent enough time and energy priming the pump, so you want this email to get right to the point.

> Okay, I just opened up registration for Product Launch Formula. We're now live:
>
> CLICK HERE for Product Launch Formula
>
> http://www.productlaunchformula.com
>
> (I opened it up a bit early to avoid any bottlenecks and spread the load on the server.)
>
> Best regards,
> Jeff
>
> P.S. Remember . . . you don't need to panic. I don't expect to sell out immediately. However, if you want one of those spots at my PLF Live Workshop, then please don't delay. They're going to go fast. Here's the link:
>
> CLICK HERE for Product Launch Formula
> http://www.productlaunchformula.com

-
- As you can see, the email was short and simple. The open of the email had just one sentence before I gave the link to the sales letter. And, of course, when I sent this email, the link was clickable.
- NOTE: The "PS" is often the single most read part of an email, and I used it to hit the scarcity trigger, warning my readers that they shouldn't delay or they risked missing out on my live workshop.
- **Before You Hit Send**

- At the risk of stating the obvious, before you send that open cart email, make sure you've gone through and tested—even retested—every step. Is your sales page live? Are all the links on the page working? Is your order form set up and proofread? Have you gone through the entire order process thoroughly? Do you know firsthand what happens after an order is placed? What about the thank you page after someone buys? The confirmation email? The fulfillment process?
- If everything is tested and ready to go, it's time to send that email. And I have to tell you, no matter how many times I've done this, I get nervous every single time. I still hesitate before I hit that button to send the open cart email. It's a big moment, so expect to have some butterflies and feel some strong emotions. But once you've done your final checks, it's time. You are ready to launch.
- Your results will vary dramatically based on your market, your offer, and your entire launch strategy. However, typically you'll get about 25% of your orders in the first day and about 50% of your orders on the final day. The big first day is because you've built so much anticipation. The spike at the end of the launch is the scarcity trigger kicking in. Obviously, the rest of the orders will trickle in between your open and close.
- One absolute, cardinal rule for creating a successful launch is setting a definitive close for your launch. And there must be some negative consequence if people don't buy during that limited open cart window. Make it clear that something bad will happen if they don't buy before your launch ends—that your prospects will miss out on something. That negative consequence is what creates scarcity, and it will generate a huge spike of sales in the last 24 hours of your launch.
- IMPORTANT: Lots of people avoid creating real scarcity at the end of their launch. Don't make that mistake or you will cripple your results. In fact, you will cut your sales in half. Put some real teeth into the end of your launch, and you will double your results.
- So what is that scarcity? What is that negative consequence if people don't jump onboard during your launch? There are three primary ways to create scarcity in your offer:
    1. The price goes up. You have a special price during your launch, and people need to jump onboard during your launch to get that price. This is an easy one to understand. A "Grand Opening Sale" or Black Friday, the mega-shopping day after Thanksgiving in the U.S., are two familiar examples. While this is a good incentive to get people to jump during your launch and it's an easy one to use, it's not the most powerful form of scarcity during a launch.
    2. Remove bonuses. Let's say you're selling a product that teaches people to play blues guitar. During your launch you have the special bonus of receiving a personal Skype guitar lesson from you. If they don't sign up during your launch, then they don't get the bonus lesson. This can be a very powerful form of scarcity. If you have a strong bonus, this can actually be a stronger incentive than a price increase.
    3. The offer goes away. If your prospects don't buy during the launch, then they get shut out of the opportunity—meaning, they can't take advantage of the offer at all, ever. In most cases, with most offers, this is the strongest form of

scarcity—it's usually a much stronger incentive than the price going up. The only problem is that this type of scarcity doesn't fit well for a lot of offers. If you're opening a restaurant, then you don't want to close down after a week. I've personally used this form of scarcity quite a bit, especially with my online programs (like the Product Launch Formula Coaching Program). It makes a lot of sense for my offer, because I teach the program to groups of students in a similar fashion to a college class. That means registration is only available for a limited period of time when I'm starting a new class. If someone misses the registration period, then they can't get in. This type of scarcity is an extremely strong incentive for people to jump onboard if it fits with your product.

- One key point: You can combine these three forms of scarcity and layer them on top of each other. If you can have the price go up and bonuses go away at the end of your launch, then you've just created more scarcity and a more powerful launch.
- Finally, remember that using these types of scarcity are not about manipulation. The scarcity has to be real.
- The reason this hard close for your launch works so well is that your prospects would much rather put off making a decision. And that goes double if the decision involves them opening their wallet and giving you money. If you have a great product that's going to make a big impact on their lives, then you owe it to your prospects to make the best offer possible to get them to overcome their procrastination. Ending your launch with an exclamation mark—meaning some form of scarcity that instills a sense of urgency—is the way you do that.
- It's critical that you don't let up during your open cart period. I've seen some of my students make this mistake, and they end up leaving a lot of money on the table. You need to keep mailing your launch list each day your cart is open. Here's how to use email to keep your launch in front of your prospects. For this example, we'll assume your launch lasts five days.
- On launch day, you want to send out two emails—the first when you open the cart (see the email above) and the second about four hours later to let your list know that everything is up and running and you're open for business.
- The day after your Open Cart, you should send one email—typically a social proof email, where you talk about the great response to your launch.
- On Day Three you send a longer email that answers many of the top questions about the product. As with all your emails during your open cart period, you should include at least one link to your sales page.
- On Day Four the message shifts to scarcity. You are basically giving a 24-hour warning ahead of your close. You should be absolutely clear about
- when you'll close and what your prospects stand to lose if they don't act before the launch offer closes down.
- Then on Day Five you'll be mailing two (or even three) times. The first one is sent early in the morning reiterating that you're going to be closing that day. The second email goes out about six to eight hours before the cart closes. This is a day that will be filled with fireworks and a massive rush of orders—provided you follow this plan. Unfortunately, I've

seen lots of people make the mistake of letting up on the last day. Either they don't mail their list at all or they just mail once. This typically happens when they start to worry that they've already sent too many emails during the launch and wonder what good one more email could do.

- That's bad thinking. Don't make that mistake. You need to send more than one email on closing day. Trust me . . . doing so makes a big difference. Many of your prospects have a big procrastination streak, and they'll wait until the last minute. In fact, after you do your first launch and watch the final rush, I think you'll agree with me that MOST people are terrible procrastinators. It doesn't matter what time you close your launch, you will see people placing orders right up until the very last minute. So do yourself a favor—send at least two emails on your closing day, and consider sending a third.
- Once you've gone through your launch and closed your cart, you will want to strengthen your relationship with those who bought from you. This is the "post launch," and it's critical that you use it to extend your momentum and positioning from your launch. I make a huge effort to over-deliver to my new clients, and I suggest you do the same. I always have a few extra bonuses that I never mentioned during my launch, and I start sending out those bonuses shortly after the cart closes. In these days where we are so often underwhelmed by our experience after we buy a product, adding something extra makes you stand out in the market. It's amazing what a few extra unannounced bonuses will do. You don't have to go crazy . . . just give more than you promised.

Chapter 10 - How I Made a Million Dollars in a Single Hour: The JV Launch

- In a JV Launch you have partners mail their lists and tell their people about your launch. If you make a sale to one of the people your partner sends your way, you pay your partner a commission.
- The way this generally works is that your JV partners will mail their list and encourage their readers to visit your Prelaunch Content. In most JV Launches, the JV partners actually send their list to your squeeze page, so that the visitors have to join your list before they get to your PLC. Throughout your launch, you follow up with your new prospects. You use special affiliate tracking software (see the Resource Page at http://thelaunchbook.com/resources) on your web site to track which JV partner referred each prospect. Then when you Open Cart and start making sales, your software automatically tracks who referred each new client to you so you can pay commissions to the right partner.
- One of the most powerful byproducts of doing a JV Launch like this is that you end up building a serious "launch list" out of all those leads. And after you do the launch, you get to keep that list. This is the single fastest way there is to grow a list. Of course, list size is completely dependent on your niche, who your partners are, and the size of their list, but it's possible to add thousands of people to your list in just a few days during a JV Launch.
- And that's exactly what happened to me. Because I had built relationships with the leaders in the Internet marketing industry—and often gave them lots of help with their

launches—these experts were ready and willing to help me out. So when I came out with my first piece of Prelaunch Content, I had many of the major players on board and mailing their lists about my PLC. Within a couple of days, I had 8,000 people join my list. And it didn't stop there. My JV partners kept mailing throughout my prelaunch, and I built a list of more than 15,000 email subscribers during the launch. That was a breathtaking number. In my old stock market business, where I was operating in a much bigger niche, it took me years to build a list that size. And now I had done it in a matter of days in my new business—all through the power of my JV partners.
- And there I was on October 21, 2005, just a few minutes before it was time to Open Cart on my launch, and yes . . . I was scared. And there was an important reason for that fear.
- It wasn't that I doubted my capabilities. I knew I could put together a great launch, and I knew I had a great product. And the feedback I had gotten during the prelaunch told me that everything about my offer was resonating with my prospects. So it was clear that my launch was hitting on all cylinders.

Chapter 11 - Creating a Business from the Ether: The Business Launch Formula

- It's not hard to impress your clients. Give them what you promised, give them great customer support, and then give them an extra surprise or two along the way. Do those things and you will be paid back 100 times. And your clients will not only be ready for your next launch, they'll be raving fans who support you during that launch.

Chapter 12: Creating a Business You Love

- The way a mastermind works is simple: You get together with a group of like-minded entrepreneurs and you support each other in growing your business. This isn't a "networking group," although there is often some networking that naturally occurs as a byproduct of being in the group. It's all about sharing, brainstorming, and holding each other accountable.
- Often there will be "hot seats," and if you haven't ever been through something like that, it's pretty wild. Basically, one person presents an idea or problem they have in their business, and then the entire group does a big brainstorm about the idea.
- That "corporate voice" is death to sales. People want to buy from people. Forget the royal "we" when speaking to your clients. Talk to them one on one. This will make it easier to sell your stuff, and running your business will be a lot more enjoyable. Again, the PLF process is all about creating a connection and a conversation with your prospects, and communicating in a way that builds a relationship with your new clients.

Chapter 13: A Recipe for a Big Life

- What your income will be
- Write down what your ideal life will look like in three years:
    - What kind of car you will drive
    - Where you will live and in what kind of home

    - Who your clients will be and how you will serve them
    - What your physical and mental health will be like
    - What your relationships will be like—with your friends, partner, kids, parents, coworkers, etc.
    - What your spiritual life will be like
    - What trips and experiences you will have
    - What you will have accomplished personally and professionally
- Here's a partial list of the stuff that works for me. Take what works for you, leave the rest:
    - **Exercise:** This is at the top of the list. Nothing changes my state for the better more quickly than getting my heart rate up. It's even better if it's outside (as opposed to being in a gym).
    - **Meditate:** This is a close second to exercise. It doesn't have to be complicated, just close your eyes and focus on your breath. Five minutes is all you need, but twenty minutes is even better.
    - **Get outside:** Few things will lift me up faster than being outside in nature.
    - **Have an adventure:** Go on a big mountain bike ride, have a big ski day or surfing day. Go for a hike. Visit a museum. Travel.
    - **Serve or give:** Do something good for someone else. I think it's impossible to feel sorry for yourself when you're acting selflessly and helping other people.
    - **Be grateful:** Few things will lift you up faster than recognizing and feeling gratitude for all the many good things in your life, which are sometimes easy to overlook. Take time to sit down and list all your blessings. You might want to start with your breath and your life . . . they're not something to take for granted.
- Many people wake up and instantly look at their phone. They check messages, check email, check various social media. That's a huge mistake —the only thing that's waiting in your phone is someone else's agenda. If you check your phone or your email right away in the morning, you've lost control of *your* agenda. There will be emails or messages waiting for you to respond, and once you start responding you've lost control of your day.
- You should start the day by focusing on your highest-value activities before you get caught up in other people's agendas for you. What are your highest-value activities? The ones that are in your genius zone or a Unique Ability®.
- One thing that will make this process a lot easier is if you stick to a policy that my friend Eben Pagan calls "stars only." In other words, you want to hire only stars—the people who are in the top 10% of any skill set. In fact, you should probably take this further and hire only those people who are in the top 1% of any skill set.