

## *Product Launch Mastery Report*

# **“Learn How ANY Size Business Can Launch Any Product Or Promotion Into Virtually Any Market...”**

Perhaps you have you watched as other people in other markets have made huge dollars with product launches and promotions (or even RE-LAUNCHES)?

And maybe you have wistfully thought “I wish I could do that in my market” or “I wish I had the kind of product that I could launch.” Maybe you have even been a little envious of those launches.

**WELL HERE IS A SECRET:** these techniques will work in any market, for almost any product. Product launches are NOT just for the “Internet Marketing” niche. And you don’t need a big list or a high priced product.

In the last year this has been proven over and over, as people have had hugely successful product launches and re-launches in all kinds of little niche markets, and at all kinds of different price points (including \$27.00 ebooks!).

**NOW THE GOOD NEWS**... this brand-new report focuses on a range of product launches from that good old \$27.00 ebook to a million dollar launch for a home study course, and all the way up to a BIG NAME corporation launching a major new product line (and I am talking about a REALLY big name – there is not a single person reading this report that hasn’t heard about this company).

You are going to see how my Product Launch Formula works on every one of these levels, for all kinds of launches and promotions.

Along the way, you will pick up hidden tips, tricks, and techniques – I know that I learned an awful lot preparing this report... **and I invented most of this stuff!**

Welcome to...

# “Product Launch Mastery Report”

**(HINT: if you are viewing this on your computer screen, be SURE to print a copy out on your printer right now. You will want to keep this report along side the most treasured resources in your marketing library. Don't trust the safekeeping of this report to your hard drive.)**



Hi... this is Jeff Walker.

This report contains some amazing material that can literally transform your business. It will show you how to build instant momentum in your business, no matter whether your business is brand new or it's been around for 20 years.

But first I want to give you a little background about this report...

In the last year, Frank Kern and Ed Dale have done three major product launches that have made right around \$3 million in sales.

I hesitate to tell you that number, because many people see these types of huge numbers and they don't believe them.

Or worse, they don't believe that they can do big product launches or re-launches in their business.

Or they think launches only work for high-priced products.

Or they think these launches only work in the “Internet marketing” niche.

**Of course, none of that could be further from the truth. The truth is that these launches work in any market, for just about any product, at just about any price point.**

In fact, they work far better in markets other than “Internet marketing.” And I have personally had BIG success with tiny lists (like one list with 168 people on it!).

In any case, like I said... I hesitate to throw out that \$3 million number, because, yes... Frank and Ed did it in the “Internet marketing” niche. HOWEVER, that is only part of the story and part of the reason that I gave Frank and Ed the 2005 Product Launch Mastery Award.

The other reason is...

## **Launches In Tiny Niche Markets...**

You see, Frank and Ed are in the business of showing people how to make money selling inexpensive products (like \$27 ebooks) into tiny little obscure niches.

The most famous one is Frank’s product about teaching parrots to talk. That is a good example of an obscure niche... you get the idea.

Well, it is only natural that some of their students started to use the Product Launch Formula techniques to “launch” their products. And the results have been nothing less than stunning.

Which just goes to prove the point – you can do these launches in all kinds of markets, and you can do them with low-priced products as well as expensive products.

This report is a transcript of a the “2005 Product Launch Master Award” call that I did with Frank and Ed... and during the call we went into a lot of detail about how these product launches (and re-launches) work in almost any context.

Let me be clear: there is absolute gold in these pages. As you read, think about how you can apply this material to your business. And then, most importantly, be sure to take action and PUT THIS MATERIAL TO USE... and build your business.

best regards,  
Jeff Walker

## DON'T MISS OUT...

This report is really just the beginning. When you join my “Power Launch” list you will get all kinds of extra bonuses including:

- The audio recording of the Product Launch Mastery call... for **FREE**.
- The Social Proof Report... for **FREE**.
- Priority notification of additional **FREE** events like the Product Launch Mastery Call and the Social Proof Call.
- **FREE** marketing videos.
- More **FREE** reports just like this one...

## But frankly, that is **NOT** the most important reason to join Jeff’s list...

Yes... when you join my Power Launch list you will get all that cool stuff. **HOWEVER, that is NOT the most important reason to join my list.**

Simply put, over time I will show you how to transform your marketing with my Product Launch techniques... so that you will develop “cash-on-demand” skills.

That means that you will literally have the capability to throw a switch (or, to be more accurate, send an email) and start seeing sales come in almost instantly.

Of course, I would love it if you eventually took the next step and bought my [Product Launch Formula](#) home-study course to gain **true product launch mastery**. After all, I am in business to make a profit.

However, whether or not you decide to get my course, I am on a mission to change the face of business online – and if you join my **Power Launch** list, I am going to bring you along.

So you know what to do now - click the link below ...

[Click Here To Join Jeff’s “Power Launch” List](#)

# “Product Launch Mastery Report”

[ProductLaunchFormula.com](http://ProductLaunchFormula.com)

Hosted by:

Jeff Walker

With Product Launch Mastery Award Winners:

Frank Kern

Ed Dale

And Special Guest:

Mike Filsaime

Special appearance by:

Mike Long

Version 1.2

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**Jeff Walker:**

Welcome everyone!

First of all, I just want to point you to <http://ProductLaunchFormula.com/blog> where you can make comments and ask questions about this call.

Frank and Ed, I would like to officially welcome you to the call.

I am very excited to have these guys on this call. They are both brilliant, brilliant marketers. Last year they did, I am not sure if it was just over \$3,000,000 or just under \$3,000,000, in product launches.

There are some amazing things about the product launches they did. And you will be hearing about the three different product launches they had last year.

One was for a multimedia course, one was for a seminar, and one was for a coaching club, so they sold different types of products.

One very key point is that coming into 2005 they didn't really have a list. And they didn't have a huge presence in this Internet marketing niche, which was the niche they sold into.

They just did amazing things, so I am just really happy to have you two on the phone. Congratulations on getting the 2005 Product Launch Mastery Award.

**Frank Kern:**

Awesome! Do we get a title belt or anything like that?

**Jeff:**

Well, yeah, I am coming up with something. I'm working on it. ☺

**Ed Dale:**

I would like to thank the academy...

**Frank:**

Yeah. I'd like to thank the nice people in Washington D.C., the Republican Party.

And Mike, one word of advice - if the DVDs you send out don't actually play, don't worry about that. That's no problem. It's no big deal. Just make more. Just spend all of your profits on making more DVDs. That's what we did and we loved it. ☺

**Mike Filsaime:**

Thanks, Frank.

**Jeff:**

So, Frank, tell us a little bit about that. I remember in January talking to you on the phone right before that launch. I think we talked a year ago almost to the day.

**Frank:**

The launch was January 30<sup>th</sup> last year on a Sunday. We did everything you're not supposed to do I think.

**Jeff:**

Well, although you did a lot of things you are supposed to do. You did a lot of things right. I remember talking to you just a few days before the launch. You

were pretty excited; about the most excited I have ever heard you. But then you got hit with an ice storm or something. Isn't that true?

**Frank:** Yeah. It was classic, man!

The day before we were set to launch and two things were going on. First of all we were using Mike Fortin for our sales letter.

So we used him to write the copy and he is always completely swamped because everybody wants him to write copy for them. He writes such good copy. We got our copy like at 3:00 in the morning or something of January 30<sup>th</sup> which is the day we were supposed to launch. That added a moderate amount of stress.

And there was in fact, an ice storm in Macon the day before we were supposed to launch which killed both the power and the Internet access at my house. I had to take my whole family and go from hotel to hotel in Macon trying to find anyone that had Internet access. I finally found this place next to the Volkswagen dealership. I can't even remember the name of the motel.

I just remember it was next to the Volkswagen dealership. It was just a regular old moderately crappy hotel that had Internet access, and I had to do the whole launch from a Mac laptop.

Mac's are great machines, but I'm not really that accustomed to them in terms of making Web pages and that kind of stuff.

It was all of this craziness that was going on, but it still worked out really well.

**Ed:** Just remind me mate. Where was I while you were having the ice storm in Macon?

**Frank:** I think you were screwing off somewhere.

**Ed:** On the beach. I don't know, maybe on the beach in Australia somewhere. Yeah, wow! Thanks for reminding me of that. It was lovely. ☺

**Frank:** Yeah, it was total madness, but it worked. We sold out.

**Jeff:** You sold out... what was the price of your product? This is your *Under Achiever Mastery* course that we are talking about...

**Frank:** It was \$1500.

**Jeff:** Fifteen hundred... and you had 700 available?

**Frank:** Yeah, 700 of them, which we sold out. I can't remember how many we sold on the first day, but we didn't sell out on the first day. What I had done was I promised my friends at Nitro Marketing that I would do a teleseminar with them.

I couldn't do it the first day. I can't remember why we couldn't get together. Maybe it was because there was no power in Macon, but I took it off the general market on the first day and reserved the remaining copies to be sold through a teleseminar with them, which then was sold out on the day of that teleseminar.

I guess the sales of the product were available to the public for maybe 20 consecutive hours if you were to add all of that time up between what it took for me to take it down on day one and to conduct the teleseminar.

**Jeff:** The amazing thing that a lot of people don't realize is that you came into 2005 without a huge list.

**Frank:** Well, actually I had an enormous list of 300,000 people up until about October of 2004. This is one of those things where you don't want to do what I did because I'm insane, but I had this goal to make a million dollars strictly through selling niche products.

That was it in 2005. That was the goal. In order for me to, in my opinion, realize that goal I had to completely wipe out my Internet marketing presence. I have been on line in the Internet marketing game since '01. I deleted my entire 300,000 person subscriber list - just wiped them out.

It's like I can't remember who that famous general is. I heard it was Napoleon. I'm sure that is the wrong dude and I'll end up looking like a history moron. Some general used to do that. He would go to attack an island and he would burn the ships, so you could not possibly go back home.

**Ed:** It wasn't Napoleon. It was a famous Spanish guy who did that in South America, but keep on going Frank. 😊

**Frank:** Napoleon was a famous Spanish guy? 😊

Well, anyway that was my approach. I thought "to hell with it", I'm just going to delete everybody and then I have no choice but to succeed with niche marketing. Then we decided between October and January was when we pretty much decided to release the course.

When I decided to release it, I started to regret deleting my entire subscriber base.

The list that I built to sell the *Underachiever Mastery* course was in fact built up from nothing within a very short period of time and the list never got that big. It was only 10,000 people or so.

**Jeff:** That's one thing that I stress over and over in my [Product Launch Formula](#) course. You can use these product launch techniques for a lot of different things besides selling products. One of them is to build a list. Essentially, I just did the same thing when I launched [Product Launch Formula](#).

Last October I had no list.

Well, actually I had a very, very small list. My *Six in Seven* list is like 1,000 people. So I had essentially no list, but through the product launch process I created a list.

I not only sold a bunch of product (\$600,000.00 worth), but I created a list that was very, very powerful and very valuable going forward. I was just doing what you guys did, but nine months later.

So, tell me a little bit about the process like how you went and built your list.

**Frank:** I don't know if you remember this, Ed, but we decided to map out the entire launch approach in Tokyo, Japan, in a coffee shop. It was right next to the hotel we were staying at in the district. It took us about four hours to map this whole thing out. We were just sitting there in Japan hanging out with John Reese, the only person in the whole world who will actually rush through a 2,000 year old Buddhist temple.

I've never seen anything like it. He's like, "Aah, this is a beautiful temple. We've got to hurry. Let's go on and see the next one." This is a Buddhist monastery. Of all of the places to rush through!

Our approach with that launch was pretty much the "unified front" approach where what we wanted to do was to first enlist as many affiliates as we could, but narrow it down to people we actually wanted. We were very selective in the affiliate process. We only had, I think, maybe 70 total affiliates. Of those 70, maybe only 35 promoted, so it wasn't a huge network of people or anything.

But we decided that our strategy would be to promote, instead of the course, promote the things that led up to the course. We decided to make those not only teleseminars, which I think we only did two, but also videos, PDF reports, audios, interviews and so on and so forth and actual sneak previews of the product.

We would have a unified front approach, where on January 7<sup>th</sup> we would get together with the affiliates and say, "We're going to release this PDF about this thing." Then it would go to an opt-in page. Then for the next one we would change the opt-in page to match whatever the new thing we were going to release for free was.

I would tell the affiliates to give that to their list, and then they would opt-in to receive the next free thing. That is what built up the list, and of course the free things that they were getting were all content, which left them with the desire for more information, which of course, they could find in the *Underachiever Mastery Course*.

**Jeff:** So basically, you came into the year with no list. You did this expensive launch. You made whatever 700 times \$1,500 is. That's a lot of money. It would be around a million dollars.

You did this launch, and you created this list. You created this presence in the market, and you created a lot of raving fans in your product. People just love your *Underachiever Course*.

**Frank:** I think what actually created the fans is the fact that we realized that the DVDs were screwed up and then told them that we had screwed up DVDs. We asked them to watch their DVDs and tell us which ones needed replacing. Then we replaced them. That wasn't planned.

I was joking around when I said that. Actually, it totally sucked. It cost us a ton of money. What I think ended up happening was that people ended up watching the DVDs and getting into it. Everybody knows that something like 90% of people who buy 'how to' stuff never even open the damn box. You know, it just sits on the shelf looking pretty.

Again, this was totally not intentional but when we said, "Hey, this stuff might be messed up. You need to look at it and see," it triggered some part of the

brain. It was like, “Oh, no. I don’t want to get shorted by anything.” Then they started watching them and then they enjoyed it.

When we actually did replace the DVDs and went one step further and issued like an entire set of 12 additional DVDs as an apology gesture for messing them up, that just created more and more good will between ourselves and our customer base, which was cool.

I think you could actually use that as a consumption strategy. Even if your DVDs worked you could actually, in my opinion, as a stick strategy, send something to your clients saying, “You know what? We had a couple of batches where a few of them might have been scratched or something. Will you please watch yours and let us know so we can issue you a replacement?”

What happens is that people actually consume your product instead of it just sitting there because they are afraid that it might be messed up and therefore enjoy it. This is all, of course, presupposing that your product is good.

**Jeff:** Right, right. Having a good product is key there.

**Ed:** Your product launch formula is actually the most powerful way to go bankrupt real quick if your product is rubbish.

**Jeff:** Why don’t you take that a little further Ed?

**Ed:** [Product Launch Formula](#) is such a good product and the techniques it teaches are extremely powerful. We did three launches to our particular marketplace in relatively short time frame, into what is an incredibly jaded market who knew we were doing launches, and it still worked.

If our product had been bad, it would have been the quickest way to the Internet marketing scrap heap known to man. You’ve got to have good stuff. We often forget to point out that you have to back up the talk. It’s a vital point.

**Jeff:** Right. Having a product makes your marketing a lot easier. It makes business a lot easier because then you can sell to people again if you have happy customers.

So that was January and then I guess your next launch was in October, right?

**Frank:** That was *Serializer*.

**Jeff:** Yeah, and that was some insane \$370,000 or something like that, in like 30 seconds. 😊

**Frank:** It was \$480,000 in nine minutes, and I had to refund whatever it was to eleven people because there were only 37 slots and 48 people ordered. They ordered so fast that I couldn’t get the site taken down fast enough.

I took down my sales page, but I forgot to take down my order page so there were still 11 people who were already on the order page when I took the sales page down... and they went ahead and ordered.

It was totally insane, but talk about a great way to start the day!

**Jeff:** How did it feel to refund \$110,000?

**Frank:** I didn't mind at all. The worst part of that was telling people that they didn't come because I didn't want to disappoint people. Some of them were my friends and stuff. It was like, "Man, I don't want this guy to think I'm just kicking him out or not being polite or something." But it wasn't about the money.

Anybody who gets this stuff surely must by now understand that money is something one can generate on demand, at least that's my opinion. Anyway, I think Ed and I have proven in 2005 and we'll continue to do so in 2006 whether publicly or privately. It didn't really matter in terms of the money. If I wanted more money, I would just sell more stuff. You know what I mean?

It was more about the relationships with these customers because when someone is offering to pay you \$10,000 that is quite a gesture of friendship. I was very concerned that would be seen as rejecting that gesture from people.

**Jeff:** So, the side note to that is when you told people there are 37 spots, you sold 48 spots so quickly that you couldn't take down your order page, so you gave back the money from 11 spots which was \$110,000.

When you do that, people see you doing that and it just sets them up for the next time you give people a deadline - they are going to jump.

**Ed:** When we restrict things, contrary to public belief, we don't restrict things because we just pull a number out of our back and just make it up. It's quite the contrary.

We really sit down and think about how many people we can adequately cater for to deliver the type of service that we want to deliver. That is how we make our judgments on that. Thank goodness we didn't take any more than 700 with *Under Achiever Mastery* because there could have been a financial disaster.

**Frank:** Only because we screwed up and we made bad DVDs unintentionally.

**Ed:** Unintentionally.

**Frank:** By an error in the manufacturing process.

**Ed:** But the point remains that that's the case. Now people know that when we say we're only going to sell X of, we mean it. In fact, and this is where you get to some point, like this is where a blog is important.

There are some people who, the post is still there to this day, where people are genuinely upset about not getting into *Serializer* and were really angry. They were really angry about it.

The comments are up there on the blog and when we did the Ultra membership launch, people remembered that people were angry about missing out on *Serializer* – they remember it because that was part of the community folklore. That created the *Ultra* launch at the end of the year. which is the most unbelievable thing I've ever seen in my life.

We had a "happening" online. It was like Woodstock where we had literally, people just waiting on the line in our forum typing in, "Have they launched yet? What are they doing?" People were reminiscing about the year of *Underachieving* and what their highlights were.

It was the most extraordinary happening I've ever seen, and it was all online. It's all where people can go back and have a look at this.

**Jeff:** Where is it at?

**Ed:** That was on the 30 Day Challenge Forum at <http://www.thirtydaychallenge.com>.

**Frank:** There is nothing for sale there incidentally. It's just a forum, where if you are interested in niche marketing, you can get a lot of very good free information and interact with some extremely kind and cool people who (and this is different from many forums), don't sit around and whine about stuff. Instead they actually share ideas with one another which is very helpful and refreshing.

**Jeff:** Right. Nothing on here is about selling your products. It's just about being a case study, so I want people to go and look at that.

**Ed:** Oh, Frank is hopeless at that.

**Frank:** I think I should also get another title belt which would be the "Worst Teleseminar Pitch Man in History."

**Ed:** That would be a joint award.

**Frank:** We would have to have a big belt. We would have to be back to back with the belt on.

**Jeff:** You guys are the award brothers, all kinds of awards.

**Ed:** One thing I really, really wanted to get across to everybody... I have this bee in my bonnet. We've all seen promotions, The Million Dollar Day, The Million Dollar Two Hours.

People, that is all total rubbish. Not that they didn't happen, they did absolutely happen.

But it's all about building a community and giving to a community over a long period of time. To get these numbers, you've got to start a product launch building a community.

That's where in between January and October we had a thing called *The 30 Day Challenge* where I had just sold my company, or my Web site I should say. Frank had just his second child, and I just thought to try to do something crazy. It was crazy, but it just worked out very well.

It is just teaching people for free for 30 days to try to get them to make their first dollar online with their own product. Again, all of this is online still. It is all still available.

We had 927 people attempted. We had 32 people successful at making a dollar, and another thirty or so since then.

We created this amazing wonderful community by giving and giving and giving. I think of John Reese and his *Traffic Secrets* launch. Now that guy is amazing. I hate actually puffing him up here. Hopefully we can delete these so he

doesn't hear it, but he's amazing and so giving of his time when you meet him in person.

He'll just give you his opinion when he's talking to you on your product or site. He is amazing. He will go to conference after conference after conference and be just totally giving in that community. The content of his newsletters was fantastic. Stephen Pierce, is another long time participator in that particular community.

All of these, us included, spent time building the community. It doesn't have to happen overnight, but here is the cool thing. That as a formula that works like gangbusters. It's crazy.

Even now, I'm doing a first stock market launch. People can look at it. They can see it live on line. MDF news is the company in Australia.

I'm launching it on the stock market and using exactly the [Product Launch Formula](#). In fact, traditional marketing had failed terribly. They had a real problem heading toward a deadline and they wanted to raise \$4,000,000 and they were like, "We've got nothing to lose."

So, we were just running the whole [Product Launch Formula](#), using the blog as a totem for the launch, using podcasts, using all of these tools that build community which all point towards the big pay off day. The reason you get big pay off days, people, is because you contribute a hell of a lot first and provide some really cool content.

**Jeff:** So this is actually an IPO you are talking about?

**Ed:** Yeah, absolutely!

**Jeff:** So, for the people out there who are not familiar with the stock market and the way the stock market works, an IPO is when you have a company that you decide to take it public and issue stock – it's the initial public offering or IPO.

You might remember a year or two ago when Google had their IPO. This is a company that has been private and wanted to go public with an IPO. That's a big deal because you have to get a bunch of people excited about your product.

In this case, their product is really their company. Their stock represents ownership in their company. If you are Google, everyone knows who you are there and everyone knows about your coverage. But, there are hundreds companies that want to go public at any given time.

It's a lot harder to get any real momentum as an initial public offering unless you are already widely known.

What Ed is talking about is he actually is working with a company (we talked about this a little bit before the call began), he is working with a company where they are using the [Product Launch Formula](#) to let the world know and get people excited about their initial public offering, so that they will want to buy their stock... so that their IPO will be successful. It's a very innovative use of the [Product Launch Formula](#).

**Frank:** When something works, you might as well stick with it.

**Jeff:** Right. I have to tell you about another innovative launch by one of the folks who bought my [Product Launch Formula](#) course... and he is actually listening to this call right now...

I am talking about Richard East from Romania. He is actually from Oregon, but he is living in Romania right now. He bought [Product Launch Formula](#), went through the course and used it to “launch” an estate sale.

Actually, I recently did a call with Richard and we are going to do a case study on it, but he had a large estate sale in Oregon that his mother-in-law was managing. He had to sell everything from golf shoes to computers to jewelry to artwork.

Obviously he had no list... it was an estate sale.

Richard had a lot of marketing experience, but had never sold consumer products. He actually did a product launch for this estate sale and he managed the entire product launch from ten time zones away in Romania.

They ended up selling every single item.

They got 8,000 people to their Web site. They used that to create an opt-in list of something like 4,000 people. They ended up actually driving something like 4,000 visitors to the estate sale. I mean **physical visitors** that actually got in their car and drove to the sale. Those 4,000 people came through the sale and bought every single thing – they ended up selling more than \$100,000 worth of merchandise.

That is a really creative use of these launch techniques. But it just goes to show that they are applicable to all different sorts of launches.

**Ed:** When people make a buying decision, Jeff, it's a chemical reaction that occurs inside their brain based on emotional triggers. That's it. It doesn't matter if you are buying a car or a loaf of bread, an information marketing product or an estate sale.

At the end of the day, it's the chemical reaction that goes on inside somebody's brain and the way to trigger that is the same regardless of what you are doing. The process is exactly the same.

**Jeff:** What you talked about your last launch is that one of the big things is to turn your launch into an event. You said it was a huge happening.

**Ed:** It was a brilliant day. I remember waking up and having a look at the forum, and it was unbelievable. It was just a “happening” is the only way I can describe it. People were all waiting online for the launch. People on the East Coast were up till what, 3:00 in the morning making sure that they got in.

But while everybody was there, it was amazing. People were reminiscing and talking about what had been going on with their sites. It was just an unreal thing because we had gotten such a wonderful community of people there.

**Frank:** I think the root cause of why all that happened was the way we launched *Ultra Under Achievers*. That's what this launch was specifically. That's what happened in December of this year. Didn't we do it in December? Now I forgot.

**Ed:** Yeah, December.

**Frank:** December 12<sup>th</sup> I think, or 13<sup>th</sup>.

**Ed:** We were pretty desperate to win Jeff's Product Launch Mastery award.

**Frank:** I thought we were getting a title belt. I wouldn't have even bothered. Where the hell is the belt?

**Jeff:** You know my daughter is really good with crafts, so I'll have her make you up a title belt. 😊

**Frank:** That would be great. I would really like a title belt. 😊

I think the reason we saw that in the forum is that during the launch process for *Ultra* we said to all of our forum people, who are our most active customers, we said, "We'll let you guys know and we'll post it on the forum; a special link for all of the guys on the forum."

What happened was that people were just waiting around on the forum for the special link to come on. The way our forum works is that you can see who is on line, and the way our community works is that everybody is really, really cool to each other. So they were all friends, anyway even though most of them had never met or even spoken on the telephone.

After participating in '30 day challenge' and being part of the community they all knew each other, so they all just started talking. Oh, what did we end up with? Like four or five pages of past experiences and people reminiscing about their favorite moment of the year going through the *Under Achiever* process?

It was really, really killer. I couldn't believe the amount of registrations we got just from that. Before the thing was actually officially launched it was almost full.

**Jeff:** So how do you go about fostering that type of community?

**Frank:** You know, I guess the short answer is just be really, really cool to the people who are members of your community and give excellent content and genuinely empathize with them. I don't think that's something that you could fake to the extent of creating the good will that we've created with our client base.

**Ed:** We were being a bit radical with that, weren't we Frank? The whole school of thought where you shouldn't interact with your community and you should try to keep yourself a bit set apart. We really believed that was not the right way to do it and that by delivering excellent content and giving a hell of a lot that we would get that back.

That seems to have paid off. I am very much from the school of thought that you can't give away too much and people will still buy your stuff.

**Frank:** Well, I'm a convert because the truth is, you've had that philosophy, and I had the old school philosophy of you know, don't bother me, screw you, that kind of thing. I've got too much crap to do, and I don't want to have to deal with anybody. It will be horrible and all they will want to do is bother the crap out of me.

For years that's what I got in return for having that belief system, that the people that I did interact with were often whiners and never did anything and were horrible. Once I kind of came around and adopted your approach, which is in fact very revolutionary, especially for our particular niche of Internet marketing or any kind of marketing.

I think we just ended up attracting people of a different caliber probably because we were giving a different caliber of ourselves, if that makes sense without sounding too heavy.

**Jeff:** It makes sense.

**Ed:** One other thing, Jeff, and again when I started doing this it was a bit weird, but I love podcasts.

**Jeff:** Tell us about pod casts.

**Ed:** Podcasts have had an enormous impact on our particular community. I am certainly I'm using podcasts with the stock IPO. The feedback has been amazing.

Podcasts, just to explain what they are if you haven't heard of them, effectively they are just like radio shows. They are MP3 recordings just like you can get an MP3 of a song you like. They are effectively 30 or 40 minute little radio shows.

They are very easy to put together, very simple... and they are effective.

When we got all of the underachievers together, the successful winners of the '30 Day Challenge' in Orlando in November, the first thing people would say to me is, "How are the sea monkeys?" Or, "How is Hannah and Molly?"

Everybody on this call is going, "What the hell are you talking about?" These were podcast subjects, talking about stuff that we did.

I've got a theory about it of why podcasts are so devastatingly effective. Once you teach people, and you have to train your community, and I do it perhaps a bit viciously and heavily handed, but for everybody's benefit. But once you teach people to be able to receive these podcasts properly, it's like automatically downloading content onto their computer so that it's there and ready to go.

The reason they are called podcasts is because a lot of people have iPods. In fact Apple sold 38 million iPods last year. They sell 100 iPods every second, of every hour, of every day. If you have a community that's got disposable income, it's almost invariable that they have iPods and MP3 players. This is where podcasts have really, really taken off.

Right now I'm talking to you through the phone, and I'm going directly into your ear, so to speak. When you talk with best friends, you talk very casually and you tend to talk to them on the phone. In doing podcasts, it's a chance for me to speak once to many people as though I'm just having a chat with them on the phone. That is very powerful.

The thing that gets talked about the most, unquestionably in our community are the podcasts and what we put on those podcasts. Sometimes they are reverent

and stupid. We had our world famous Christmas podcast. I've got to tell you, this is just absolutely amazing. We just asked for contributions from the community, and we had people writing new adaptations of Christmas Carols and it was unbelievable.

It was like a glue for the community. So if you haven't heard of podcasting, get on Google and do a couple of searches. Have a look at the Underachiever blog and have a listen to some of our podcasts. You'll get a feel for what these things are. They are an extremely powerful way of binding a community together.

**Mike Filsaime:** Mike Filsaime here. I've got a quick question for you. Are you going to be considering or thinking about maybe doing video for the iPod podcasting?

**Ed:** Absolutely, we already are.

When I mentioned the sea monkeys... I did it just to test the video iPod technology. It's a long story, and it's not even funny if you are listening to me now, but actually I did a series on sea monkeys.

We've got sea monkeys in our kitchen. I was very excited because I was too poor when I was a kid to have sea monkeys, but now we've got sea monkeys. I named them after community members. Each of them were underachievers, different ones that have different problems.

To make a long story short, we've used that and it works devastatingly well. You can keep it to a short - like four or five minutes tops and, believe it or not, mate, I don't use any special fancy equipment. Quite the opposite, I just use a digital still camera.

Most of the nice digital cameras that you buy these days have a little video function, which is absolutely perfect for doing these sorts of things on. If people have a look, they will see various video podcasts. I did one where I was speaking recently at Mac World here in San Francisco and had Mark Curry from *Hanging with Mr. Cooper*. We were talking about stuff and it was just hilarious stuff.

With the video podcasts, getting information across is superb. You will see some of the serious content ones that we've done, and we use screen captures. You can see it's crystal clear. It's superb technology. I heartily endorse it.

I have to give credit where it's due. Frank's use of video in Camtasia, that's a tool for giving away fabulous content to build a community. I mean Frank really pioneered all of that.

**Frank:** I have to give credit to Terry Dean there there... he showed how to make screen cam videos. I was like, "That's the damndest thing I've ever seen!"

I started doing them like crazy because I don't like to write.

**Jeff:** Well, Frank, I remember being at a seminar with you when we were talking about my trading stuff that I was publishing. You were like, "Dude, you need to do a Camtasia of your stock charts and talk about them."

It just said “yeah!” I went home and bought Camtasia and started doing it, and I started making a lot of sales.

**Frank:** Would you guys just start sending me checks please? ☺

**Jeff:** We’d just rather get on the phone and give you kudos. ☺

**Frank:** Okay, as long as I get the damn title belt actually.

**Jeff:** I’ll have my daughter work on that belt. It might be pink.

**Mike:** Next week John Reese is going to release title belt secrets.com. ☺

**Frank:** Coming February 13<sup>th</sup>, Title Belt Secrets.com, a little count down thing on there.

**Jeff:** It’s sort of funny. Someone wanted to know. We gave your 30 Day Challenge URL which was not a good URL for teleseminars, so we had a question on the blog simulcast come in asking what was that URL again. It was sort of funny because one of your underachievers answered on the blog. So, we’ve got a little interaction going on the simulcast.

As a reminder, if anyone has got any questions or comments go to <http://ProductLaunchFormula.com/blog> and you can make comments and questions there.

I just thought it was sort of interesting that there was an example of the sort of interaction that you were talking about where if someone posts a question, “What was that URL again?” and I had someone go in and answer the question.

**Ed:** We started doing something really weird stuff like this past couple of weeks... watch this, this will be a phenomena across the Internet. We had “Hangout Days” where last week when Frank and I were both in Macon, Georgia and Alabama we just put on the blog, “Hey, we are going to H & H, soul food capital of the world and if you want to come, feel free to come.”

We had two people drive up from Tallahassee. One person came down from Atlanta. Then we did the same thing here in San Francisco. I said, “I’m going to be working at Starbuck’s at the corner of California and Van Nuys on Tuesday if you want to turn out - turn out.

We had Tom Tate fly down from Seattle and people coming from all over the place to hang out, which was really, really cool. I loved it.

**Frank:** This is just a theory but I might as well throw it out there. In my opinion doing that actually vicariously includes the entire community because we told our entire community on our forums that we are going to have Hangout Day and if you want to come out and have some soul food come on.

Even the people who couldn’t come or didn’t want to or were too far away knew that they were included, or at least invited. I think that’s very powerful. Then we can post the experience and here is what we talked about and who is there and it further bonds the community together and makes it like we’re all one big group of friends, which I sincerely believe, in our case that our community really is one big group of friends.

We've really tried hard to foster that environment. There has been a reason why it hasn't been possible to get on our list or anything for a year now. Actually we are very selective like that, but it's worked out really well. We have a great group of people. It's good it works out.

When we were at H & H, the guy that came down from Atlanta, his name is Matthew Shelton, he's a harmonica player. He's a member of *Ultra Under Achievers* as well. This is just an example of how being cool to people is always ultimately beneficial to you.

Matthew has got this course on how to play the harmonica. He's a killer harmonica player and he's like, "You know, it's not selling as well as it could." I was like, "Dude, what do your people really want to do the most?"

He said, "I think they really just want to sit around and like if their buddy is playing "House of the Rising Sun" on the guitar or something they just want to be able to sit in and play with them and sound good." I said, "Well, they would probably buy DVDs." He was like, "Yeah, they probably would!"

I was like, "I've got a video camera. Why don't you come down in February and I'll shoot you making a DVD that explains how to improvise along with guitar. We'll get your product made." People listening to this might think, "That was very generous of you Frank."

Well, I'm not going to just open up my office to my entire client base and offer to create products with them, but the benefits it gets for me is that during that whole process, I'm going to shoot the DVD of me shooting the DVD of him showing how easy it is to shoot DVDs.

Not only am I helping him create his content, I'm creating content for Ultras because we're very big into multi media. This will demystify making DVDs for people. So it's a win-win and none of that would have ever happened had we not had Hangout Day.

**Ed:** And of course we did a podcast at the Hangout Day. We have recorded it, and we haven't released it yet, but we will release it over the course of the next week or so. We just recorded some of the conversations for a podcast which was really cool as well.

**Jeff:** And you probably took photos?

**Ed:** Yes, absolutely.

By the way Jeff, did you get the photos from Vegas?

**Jeff:** Yes, I got the photos. In fact, just so we come clean here. You might wonder how you can go about getting Ed and Frank on a teleconference like this where they are just going to give all kinds of content for free. Where they are not going to make any money. Well, the way you do it is you buy Ed a really fancy guitar.

(laughter)

We were just hanging out in Las Vegas a few weeks ago, and I happened to mention that I was going to what is supposed to be the largest guitar store in

the world, “Ed Roman Guitars”, in Las Vegas. That perked up Ed’s ears, so he went along with me and we both bought guitars there – we got Fender Stratocasters.

**Frank:** Did you get the same one that Ed got?

**Jeff:** No, I didn’t. Ed went a little more top shelf than I did. Instead of the 50<sup>th</sup> anniversary model, I just got like the American Standard.

**Ed:** But what was hilarious about that, and a marketing lesson for everybody, is I went hook line and sinker for a guitar. There is a whole bunch of stuff that has happened in 19 years since I last picked up a guitar. This amazing amplifier which allows you to sound like a rock god even though you are a complete dweeb. Now Frank actually can play guitar awesome well, and he didn’t even know about this particular new technology – and that is the marketing lesson. How many other markets are there where things have moved on since people have had that hobby in high school?

That just really totally got me thinking about marketing and spending a fortune on guitar stuff. Thanks very much Jeff.

(laughter)

**Frank:** And really thanks, Jeff, because that amp you bought for some reason won’t work in Australia, so Ed left it at my house and now it’s mine.

**Jeff:** I’m just hooking you guys up with all kinds of equipment.

So here’s a question... when people are looking at your product launches, the only problem is that you guys did your product launch in the Internet marketing niche.

The only problem with that is that people think these techniques only work in the Internet marketing niche.

However, you guys, through your “underachieving” work, you are basically teaching people how to market into niches.

You are teaching people how to find niches and market into those niches. Frank you have been very, very successful marketing into niches. I think you did hit your goal of making a million dollars in niches last year. So you’ve had great success teaching other people to do it, and you’ve had great success doing it yourselves.

One of the by products of helping people in all these niches, is that you’ve actually seen them take these product launch techniques and put them to work in all of these many, many different niches. How is that going?

**Frank:** It’s smoking.

**Ed:** It’s unreal!

**Frank:** I guess if we name names it’s cool, right, as long as we don’t name the product?

**Jeff:** Fine with me.

**Frank:** Alright, the first person that comes to mind, in my opinion, is criminally insane Jason Moffat. ☺

**Jeff:** I saw his video. There was a link in one of the forums. He has a video of you guys. I'm sure you saw it. It was totally hysterical. It was a Dukes of Hazard video.

**Frank:** Yeah, he thinks he's funny.

**Ed:** Family show, Frank, family show.

**Frank:** Sorry, family show. Yeah, I think Moffat had at the end of the day a mini-launch of 600 people. At the end of the day, he did \$2,800... is that right?

**Ed:** He's got his ClickBank stats posted.

**Frank:** So if you just hunt for him on <http://ThirtyDayChallenge.com> you can see him. Another person that comes to mind is Tom Tate, who was the winner of the 30 Day challenge, and what happened with Tom?

**Ed:** I think he made \$9,000 in his launch.

Let me put this in context for you. This is a real Underachiever theme because some people might be thinking, "Gee whiz, big deal!" In Underachiever land we deal in the real world.

I think people can get so distracted by million dollar launches and million dollar days and stuff like that. They feel like a failure that they haven't made any money. But if you just make 15 or 16 dollars extra everyday where you don't have to work for it, that pays for a Porsche at the end of the month. That's your Porsche payment paid.

It doesn't take a lot. I think to make a difference to people in the real world, five hundred extra a month makes a big difference. Most Underachievers would make anywhere from \$500 to a couple of thousand dollars a month. The Ultra Under Achiever would obviously do a lot more, but the point being, that if all of the sudden you use [Product Launch Formula](#), you go from seeing like, in Jason's case, it was \$40 one day, \$0 the next.

All of the sudden, you do \$2,000 or \$9,000... well, that's huge!

I think people sort of talk about these superstar numbers, but you have to start somewhere. You've got to make that first dollar.

So for people who look at the [Product Launch Formula](#) and say, "Oh, it only works for Internet marketing"... well, it's ten times harder in that market because everybody say, "Oh, you're just doing step four in Jeff Walker's [Product Launch Formula](#). "Oh, okay, now you are using the social proof because everybody is studying the product launch."

We were joking about this before. What is it macramé? Is that how you pronounce it in the US as opposed to macramee in other parts of the world?

**Frank:** Macramee is a skin condition.

(laughter)

**Ed:** How is that clearing up for you?

**Frank:** It's okay.

**Ed:** Oh, good.

**Jeff:** Your title belt is going to be made out of macramé.

(laughter)

**Frank:** If I get one.

**Ed:** In any case, this stuff works ten times better in little niches, the product launch stuff works ten times better. Why bang your head competing against people like John Reese, who never sleeps. He's like a cyborg running on Red Bull and blacked out cabbage.

Why compete against those guys? Go to macramé and dominate macramé. Use [Product Launch Formula](#) and it works ten times better.

**Frank:** If you figure out Moffat's list with 600 people yielded \$2,800 bucks on that day. I don't think he did a big drawn out launch process.

Tom Tate was selling the most mundane and weird products. The last thing in the world you would think would be responsive for a big launch like that, and they are all cheap infoproducts. These aren't like the typical \$1,500, \$1,600, \$2,000 products.

**Ed:** No way! These are \$20 or \$30 type of deals.

And then, as I said, I'm using it for a stock market float at the moment where it's really big dollars involved. It's a breath of fresh air. People can go to that at <http://blog.mdfnews.com>. They can see the Walker [Product Launch Formula](#) occurring in real time.

You will see there are comments from people in the client base saying, "Oh, wow! These podcasts are great! I'm really loving them."

Of course, we don't call them podcasts in that community because it would mean nothing.

Interesting enough, we are using video blogs a lot more there and videocasts because they are more used to that sort of thing. You'll see the magic happening in real time and that's the beauty of this stuff. It works much better in the markets that aren't used to this black belt ninja marketing. It works ten times better.

**Frank:** Yeah, it's just a lot easier to differentiate yourself. These other markets have never even seen this stuff before. Absolutely.

**Jeff:** Ed, you're working with a large corporation to do some of this stuff. I don't know how much you can talk about that.

**Ed:** I can talk a little bit about it in terms of what I'm doing. I'm working with a very large company that may have something to do with a fruit. They just launched a whole new product range. They're making very fundamental changes to their product line.

It's really funny because in the corporate world, this is like really radical guerilla marketing stuff. They call it under-the-line and below-the-line marketing.

**Frank:** Not under-the-belt, mind you. 😊

**Ed:** Not below-the-belt marketing, below-the-line marketing. The effect in the corporate world is the same. It works ten times better. I often see posts where people say, "I'm doing a business to business thing, so I better calm it down and turn it down and not use all these techniques, not use fancy headlines," and stuff like that.

That's the worse mistake you can make. When you're applying these things in the corporate environment, they work ten times better because you're actually brightening up people's day. There will be a lot of people on this call working in an environment where you're getting memos and white papers and boring stuff all the time.

Everybody launches the product exactly the same way for no other reason than that's the way they've always done it. It's the way all the competitors have always done it.

**Frank:** That's the way they taught them at Wharton.

**Ed:** That's it absolutely.

Then you get a sort of renegade Aussie arriving into campus and say, "Well, let's try and do some of this stuff just as a side and see how it works."

Well, it works like gang busters because you're brightening people's day. I just love that. You're giving them something which is entertaining, interesting. It's a little ray of sunshine in what is a bleak and gray corporate world.

**Frank:** It's funny that you mention that. I was writing content for February's Ultra Underachiever Newsletter on the plane two days ago. I got on the plane and apparently the entire first class cabin was full of people who had just gone to a very large industry convention and hadn't seen one another until that moment since the last very large industry convention.

They were all talking amongst themselves and everything. They were talking about the most mundane and horrible things. I'm just thinking, "God. This must be awful to live in the real world and be like one of these corporate people. It must be horrible."

I began thinking how boring their days must be, like how absolutely boring their days must be. What came to mind was you know those stupid emails that people will forward to each other that have like a picture of a kitten with a little caption coming out of it or something like that?

**Ed:** Yeah.

**Frank:** You guys both immediately said yes.

**Frank:** You probably have like ten people forward you those types of emails. You can see they've been forwarded to 800 billion people. Well, these bored corporate people are the folks who actually are forwarding this stuff, in my opinion.

Not only forwarding it, but reading it and then thinking, "Oh, how nice a picture of a kitten with a caption coming out of its mouth that says 'Yeah,' or something."

They actually take time out of their day to observe that thing, register it in their brain, and then forward it on to someone else. Those people are so unbelievably, miserably bored that that to them this is fun activity and worth doing. If that's the case, if give them entertaining, empathetic content about something that makes them happy anyway, it's really going to be hard not to win.

These are the guys who stand around a water cooler for hours discussing what's going to happen next week on "Desperate Housewives."

**Jeff:** It's funny because I've been doing case study calls with a lot of people who have bought my product and have been doing product launches. I'll eventually touch them up, edit them and release the case studies to all my [Product Launch Formula](#) buyers.

I did five or six of these calls within the last week or so. Two things keep coming up over and over and over. One is how much fun they had doing their product launch, and the other is how much fun the people on their list throughout the process.

**Ed:** Yeah.

**Jeff:** This is a fun process. You are creating an event. People like events. This is what Frank was just talking about it. People are walking through their lives bored. It isn't just the corporate people. Everyone's walking through their lives bored.

They're too busy and they've got way too much going on. They've got way too much media coming at them. They've got way too much trivial little things occupying their mind, but they're still fundamentally bored.

If you turn your product launch or your promotion into an event, you capture their attention. You capture their hearts. That's how this product launch stuff works – it's by capturing their attention and getting that emotional response we're talking about.

**Ed:** Keep in mind our launches are never boring, never boring. You can say a lot about them. Offensive... probably. Boring... never. They're not templated. They're not, "Gee, you've got 48 hours to go," blah, blah, blah.

There's always a reason. There's always a story behind it. There's always something going on which is interesting.

If you can inject that into your product launch, it's really cool.

Something else, that I need to mention quickly... there are at least a couple of people I know who are doing product launches off the same product pretty much every few weeks.

**Frank:** That's true. One of those people happens to have a loft apartment above mine where we both work. He just did the exact same launch again today while we were eating at a Mandarin Chinese Restaurant. The said person was compulsively checking his stats on his blackberry the entire time.

I was like, "Dude, we're trying to eat lunch."

**Jeff:** Well, you know, that's actually how I developed a lot of this stuff that went into my product launch course. I had an ongoing subscription-based product that I sold every day of the year. Every day the stock market was open, which is 252 days a year, I published this product and I tried to sell the product.

I sent a promotional email for that product every day.

Basically, what I did was I did two launches like clockwork. I did a launch in April and a launch in October.

Every day of the year I'm selling the thing, but then in April and October I would put together a re-launch or promotion based on these strategies.

Then, usually I would find another reason to have another one some other time during the year. I would usually have about three a year just for this one product. I was publishing that product for nine years or something. I got a lot of experience in doing these launches and promotions over and over and over -and not making them a cookie cutter. I was always doing something just a little bit different.

You don't have to sit down and put together some huge multimedia course to do one of these launches.

**Ed:** No.

**Jeff:** Absolutely not. It's interesting to listen to you guys because you two have the experience of rolling out these huge launches into the Internet marketing niche, which Ed was saying is just a dog-eat-dog market. It's got to be the toughest market in the world to launch a product into.

You also have Ed working with this big corporation (the company in California that has something to do with a fruit.) That's a big corporate world, and we are talking about huge, huge corporate promotions.

**Ed:** Yeah.

**Jeff:** Then you guys also have this experience of working with these smaller, tiny, little niches and helping people launch products into those niches.

I'm really happy with my selection of you guys as the Product Launch Mastery Awards of the year.

**Frank:** Just don't spell it wrong on the title belt.

**Ed:** That's right. The belt, make sure the belt is right.

**Jeff:** I'll get my daughter working on that macramé belt right away.

We do have a couple questions coming in on the blog. Again, if people have questions or comments, [www.ProductLaunchFormula.com/blog](http://www.ProductLaunchFormula.com/blog) is the place for the simulcast. You can put questions up there.

**Frank:** One thing, I got on my computer and started digging around. I actually have all of our Underachiever launch emails in one Word document. Ed, do you want to give those away?

**Ed:** Yeah, why not.

**Frank:** If people want them. Okay, this is the first time ever. Jeff, I hope this is cool.

**Jeff:** It's cool as long as I get a copy.

**Frank:** Yeah, you can have a copy. I don't have them on a web site.

**Jeff:** As long as I get a copy and as long as I can send it to all my buyers.

**Frank:** Yeah, you can send it to all your buyers. It's fine.

**Jeff:** Okay. I like to take care of them.

**Frank:** I don't have it in PDF. It's in a Word document. Between now and tomorrow I'll have to upload it to the site. But we're going to do two things. First, this is the first time we'll ever just give these emails away. Second, this is the first time the general public will have an opportunity to actually get on my list.

I haven't accepted a new subscriber to my list since January of last year. The only way you can get on my list right now is going to seem kind of weird. But the only way you can get on my list is to go to [www.UltraUnderAchieving.com](http://www.UltraUnderAchieving.com).

If you go there, you will see an opt-in form that says, "Ultra Underachievers is sold out. Give us your name and email address if want a slot, if we have anymore spaces available."

If you join that list, then tomorrow at some point, I will broadcast the entire list and give them a copy of the Underachiever email collection, which is a lot of emails.

**Jeff:** That's awesome. I appreciate that. Actually, as I think about it, didn't I write a couple of those emails? 😊

**Frank:** No. What are you crazy? You actually wrote me an email and I cut and pasted your email, and therefore changed them. 😊

**Ed:** They were manufactured in Macon.

**Frank:** You only wrote the ones that could possibly get me in trouble. 😊

**Ed:** Yeah.

**Jeff:** Okay.

I've got another question here. Do you guys have time to take another question?

**Ed:** Sure.

**Frank:** Sure, yeah.

**Jeff:** Let's see, this is actually from Richard in Romania. It says, "I am seeing a huge opportunity in the corporate world with zero marketing competition. If Frank and Ed had one word of advice, what advice would they give as far as developing this market and attempting to make a large name for our marketing company here?"

They're talking about getting into the corporate world.

**Frank:** I'm just going to assume that Richard's company is in the business of consulting big corporations and how to sell more stuff?

**Jeff:** It is, yep. They work with very, very large corporations.

**Frank:** Well, Ed, you actually are currently working with this.

**Ed:** Yeah, I actually have a couple pieces of advice. The trick is to actually convince people to do it in the first place. The only way I've been able to do it throughout the year is to use another direct information marketing lesson which is offer a guarantee. If it doesn't work, I don't get paid.

The way that I always approached corporates when I was doing this is to completely guarantee which would freak them out even then. They're not used to ad agencies or direct marketers having been actually guaranteeing their work. If you don't get a result, we don't get paid.

But if you want to do that, as soon as you do get one client, then the world is your oyster. As soon as you have one success, it just flows on and you get referred up the wazoo. But that breaking in is the tricky one. Certainly the way I do it is to guarantee the work.

**Frank:** I've often thought about the process one would take to get into the door with them. This is kind of a ballsy process. If you think you can put together a presentation for said big corporate dumb asses, in my opinion, then this is the way I would approach it...

That would be to find the CEO or whoever the guy is and send him a FedEx with the dollar bill at the top of the letter. But instead of it being a one dollar bill, make it a hundred dollar bill.

You letter basically says, "I'm glad I have your attention now. I'd like to have 15 minutes of your time to explain how to get floods of money coming in with absolutely no risk. At the end of the 15 minutes, if you don't think it was worth it, I'll give you another \$100."

**Ed:** That's a great point Frank. You have to sell to the CEO. I don't care whether you're talking fortune 500 or some local town real estate agent. You've got to deal with the boss with this stuff.

You've got to remember, it's a corporate world. Most people don't want to make suggestions to the CEO because they're worried about getting sacked. I

don't have that issue. You've got to deal direct. You've got to deal with the CEO.

How do you do that? It's real easy. You write them a good old sales letter and follow up with your sequence.

**Frank:** And build a little risk reversal or something.

**Ed:** They love it. CEOs love that stuff.

**Frank:** No CEO ever gets a one hundred dollar bill.

**Ed:** It's people who are three levels down who freak out because they're worried about their health plan. Are they going to be made redundant? Here's exactly what you do. You use [Product Launch Formula](#) on the CEO. That is exactly what you do. If you want to get in the door of the CEO, that's how you do it.

**Mike:** I'd like to add a little to that. I just sat next to the CEO of XM Satellite Radio on the way back from our Vegas trip. He was telling me that his inbox is just flooded with people telling him that he should give them money. That's all that they're saying to him. He was just like, "It's totally pointless." He gets like 50 a day.

**Frank:** Don't you think if someone like if FedEx took him a letter with \$100 bill stapled to the top of it saying, "There's another one if you think I've wasted your time." Do you think he would respond?

**Mike:** The guy is totally hungry for new ideas. All he gets is people beating a path to his door wanting something from him.

**Ed:** That's it, exactly right.

**Jeff:** I've got another question from the blog. This is a good one. It's simple. "Do you have any suggestions about how to best develop the story for a launch?" You guys have done several launches, and you've seen a lot of launches with your Underachievers.

You've had just fantastic stories. How do you best develop the story for a launch?

**Frank:** Personally, I look for the weirdness. If I had to describe my marketing style, it would be "weirdo marketing." Any aspect of the story at all, I would try to turn into this just crazy fun, obviously deliberately, strange kind of thing.

If I were selling BMWs that I had picked up at the dealer auction well below wholesale, I would say something like, "Local man swears under oath that he did not buy these BMWs from the Russian mafia."

Then I'd have a picture of me with a police officer. The caption would say, "Police officer verifies the titles to these are clean. These are not stolen," or something like that.

The sales letter would go on to say, "Dear friend. I just went to the dealer auction because I have this auction permit. Because of a special relationship there, I was able to get these five BMW 745li's at \$15,000 below wholesale. I'm going to put them up for sale to my best customers on February 17<sup>th</sup>."

**Ed:** The stories are always there in real life. We're not making this stuff up. It's just we're polishing and highlighting and doing all that.

We actually just recorded a Podcast which talks about this. We just go off on talking about stories and the important elements of the story. In fact, the character is vital to a story.

That will be up on the blog, the [www.Underachieving.blogspot.com](http://www.Underachieving.blogspot.com) blog as soon as I can get the FTP to work. Later on this afternoon, people should download that. That's all we're talking about is story.

**Jeff:** That was [www.Underachieving.blogspot.com](http://www.Underachieving.blogspot.com)?

**Ed:** Yes... [www.Underachieving.blogspot.com](http://www.Underachieving.blogspot.com).

You can see Frank and I are Genius Marketers with a capital "J". Notice the intrinsically difficult domain names. They're impossible to remember.

**Frank:** Not having anyone join the list in a year.

**Ed:** That's right, not having anything available to sell to you chaps.

**Jeff:** Dumping 300,000 people from your list.

**Frank:** Man, I'm very glad I did that. I would have never been successful had I not done it. Once you understand marketing and human behavior on the rudimentary level that I understand it because I really still consider myself a beginner in all this.

I just do a lot of beginner stuff very persistently. It's not that big of a deal. It was scary hitting the delete button. That's for sure. But I'm really glad I did. I like my new list a lot better. Anyone who joins the list tonight, please make sure you're very nice.

**Ed:** It's a beat deal. It's actually like it's funny, people listening to this think, "Oh yeah, big deal."

It's actually a big deal. We've had people begging to get on that list for months and they haven't known how. It's a big deal.

**Frank:** I guess that's another good point. The last two launches that we did ... we had *Affiliates Serializer* and *Ultra Underachiever*. Those launches were all to our internal list, to which no new people have been added in over a year.

You really don't need to have this huge list or anything. Our cumulative list between the '30 Day Challenge' and the forums and the Underachiever Prospects and so forth might exceed 14,000 people, maybe, if you tallied everybody up together. That's nothing.

The only ones that it's actually easy for us to send email to are 10,000 or so on the Underachiever list from a year ago.

But there's a reason. We're taking a more active role in teaching now, mainly because we just enjoyed it so much over the past year. We didn't lock people out from our list for no reason or out of animosity. We just didn't have anything

to sell. We didn't feel like having to come up with a bunch of stuff for people to justify having just joined the list. Do you know what I mean?

With *Serializer*, I had good friends who got shut out. *Serializer* sold out in like nine minutes and I had good friends like, "Dude, what is this *Serializer* thing? What the hell happened? I didn't even know it existed." It was because it was a closed list.

**Jeff:** It's funny, because people look at these product launch techniques and the biggest objections people have is, "It only works in the Internet marketing world. It only works if you have a big list. It only works if you have a high priced product."

**Ed:** Yeah, rubbish, rubbish, rubbish.

**Jeff:** People say, "It's just not going to work for me."

You've sort of gone through this entire litany on this call of, "You don't need a big list. You can start without a list. You can do it to corporations. You can do it with \$27 eBooks."

**Ed:** Yep.

**Jeff:** It's real passion for me.... I can't stand it when people say, "It's not going to work for me. It's not going to work in my business."

**Ed:** Yeah well, they're wrong and they're going broke while other people are not.

**Frank:** Please take the niche that you have, that it's not going to work on, and just give it to me.

**Ed:** Yeah, just let us know.

**Frank:** Let me not work on it, please. Let me lose a ton of money trying to promote it.

**Ed:** Yeah, absolutely.

**Frank:** Yeah. We have Tom Tate did some \$9,300 something in one day. Moffitt did \$2,800. My cousin Trey.

**Ed:** Greg Riseoff from Tallahassee.

**Frank:** Oh, that's right. He came and ate lunch with us. He had that big launch day. These are nothing compared to the huge Internet marketing launches. But still, these are people just starting out. Just kind of casually going, "Okay, well, I'll see if this works."

Then they're like, "Holy crap! It actually worked."

**Jeff:** I actually came across Jason Moffitt's stuff a few days ago. I saw a Camtasia that he did. He's got his stats up there and he did \$2,000 or \$2,300 in a day.

But the thing that he pointed out is like, "Yeah, I did this launch thing here and made this \$2,000. The thing is, I could do this every single month."

**Ed:** Yep.

**Jeff:** That can completely change a business right there. That was pretty cool. Mike Filsaime, are you still out there?

**Ed:** No. He rushed out to launch a product. 😊

**Jeff:** I feel guilty having him here for this long. He's in the middle of this huge product launch.

I think we answered a bunch of questions here and I think I've taken about as much of your time as I'm comfortable with.

I encourage people to look at your blog and see the way you've done this. Go look at your '30 day challenge' and see the community that you've built there. Hopefully, we don't pollute your community.

**Ed:** Well, it's the nicest bunch of people on the planet is what's there, really. It is amazing. They are really the best bunch of people ever, in my humble opinion. If you can somehow create that in your own particular area, you'll be very blessed indeed.

**Jeff:** That's a key point for people out there looking for their niche, looking for their business. We do, I'm sure, have people on this call who are just getting into the business. What I would suggest is pick a business where you're going to love your customers.

Frank, I've heard you say this many times. When you were just starting out with you *Underachiever* stuff, before you were even teaching it... when you were just doing it for yourself. You said you wanted to be in markets that people were happy and excited about. You didn't want to be in these markets like "How to beat your lawsuit." You didn't want to be in the type of markets where people are agitated or upset.

You wanted to be in markets where people are excited and happy and you're bringing light to their world.

Given a choice, find a market where you're going to love your customers. It makes your business a lot more pleasant.

**Ed:** Look, if they go to the 30 Day Challenge, they can see the whole Thirty Day Challenge stuff for free, it's open source for people to use if they're in that situation. Please go for it.

**Frank:** I just realized there's a banner on the page though. If someone clicked the banner, they could possibly buy something. Whatever you do, don't click the banner.

**Ed:** Don't click that.

**Mike Filsaime:** I'm still here, just to let you know. I might have hit the mute button before. If you asked for me before, I answered but I don't know if you heard me.

**Jeff:** No, we didn't hear you.

**Mike:** I was typing away on my keyboard, so I hit the mute button on my phone because I didn't want to distract the call while it was going on. I thought that I

turned it back on. When you responded, I thought you heard me. I thought, “You know what? Let me check my mute button” and I realized I was muted. Sorry about that.

**Jeff:** Ed and Frank were about to say all kinds of bad things about you. 😊

**Frank:** Yeah. Oh man, close call. 😊

**Jeff:** Okay. Mike, why don't you bring us up to speed with where your launch is at. What's going on with your launch?

**Mike:** We officially kicked off the pre-launch on January 1<sup>st</sup> for my product, Butterfly Marketing which is going live on January 31<sup>st</sup>.

It's weird. Looking back, I thought I started the pre-launch a little bit late. I put a little bit of buzz to my members before that. But I brought the affiliates in January 1<sup>st</sup>.

At first, I thought I brought them in a little bit late. I try to monitor what's going on in forums and things like that. It's right to the point where people are starting to say, “When is this thing finally going to come?”

I'm glad I didn't do too much saturation with the pre-launch. We had about four or five different campaigns throughout the last four weeks. We're getting ready to go live on noon (with your advice Jeff) on Tuesday.

**Jeff:** You've released a lot of content. You released a chapter out of the book. You're doing a teleseminar soon. You're going to be releasing your sales letter a day early which is great. That's something I wish I had done.

**Mike:** All these things, we'll know better in hindsight... but you always wonder. If it's a success, we'll say, “Hey, that worked.” If it's not as much of a success, you can always look back and say, “I wonder if that hurt it or helped it?”

With the big launches over the last year and a half, there are PDF's, there are calls. You certainly don't want to be like everyone else. Like you guys were talking before, you don't want them to say, “Oh, okay, that's the PDF they're releasing now.”

You definitely want to keep it fresh and make sure that you're not completely cookie-cutter launch process. As Frank and Ed were saying before... especially in the Internet marketing community, people are very aware of [Product Launch Formula](#) and how *Underachiever* was launched and how *Traffic Secrets* was launched.

You don't want people to look at it and say, “Okay, he's just doing a total copy of that type of launch.” I tried to keep it original. Certainly there were some PDF's, there were some videos. But every one of those things had a different type of hook and message.

**Jeff:** What's your confidence level? You just mentioned, you said, “You never know until it launches.” I'm willing to bet you “do okay” with this launch.

**Mike:** Remember how you said you had registered some [SixInSeven.com](#) type domains just in case? Well, I registered a domain, *Flop In Seven* just in case so nobody else could take that from me. 😊

Seriously, I have what I would consider a goal number. I've never publicly stated what it would be, but I certainly have a goal number for day one and for seven days. I'm trying to really push this to be rather than just a one day launch and then I have to contact my JV partners and say, "Hey you did great. Can you do a follow-up?"

I really conditioned my JV partners to understand that it's going to be a full push for seven days. One of the things that I did is because you gave the advice about using the blog to create buzz. I also created a JV blog for my JV partners.

Every email that goes out to the JV members is also posted on the blog, because one thing that I know, is that we're all busy.

During Frank's launch and your launch and John's launch, sometimes so many emails go out to the JV partners, sometimes two or three a day. If you're away from your inbox just for 48 hours, you come back and sometimes you feel you've lost touch with what's going on with the promotions. Sometimes you see that email that says, "Oops. I sent you the wrong link."

Then you get that, as a JV partner, you get that deer in the headlights feeling. I don't even want to do a pre-promotion right now because I might be sending out the wrong link. I saw he said, "Whoops, don't send this out. Send this out."

What we did to eliminate that is we drive everything to the blog. The blog is dynamic so that if there is anything wrong, we can change it on the blog. As the new people come to see it, there are no mistakes. Whereas, if it's in their inbox, they could see contradictory information if things are changing rapidly.

**Jeff:** Just to be clear for our listeners, Mike, you're talking a blog for your JV partners.

**Mike:** Yeah. Being that this is in the scope of [Product Launch Formula](#), I don't release that URL to anybody other than the affiliates. I would say this is top secret information there. For your listeners, they paid to get this information so they can go to [www.butterflymarketing.com/jvblog](http://www.butterflymarketing.com/jvblog) all lower case letters.

They can get a back door sneak as to the entire campaign from the day I started the blog, initial post on January 1<sup>st</sup> all the way chronologically and sequentially all the way up to the last post that was made this morning by my affiliate manager Mike Merz.

I did use a lot of multimedia. I think there are two or three different videos on that blog. The first video is me outlining, I think, for 11 minutes or 14 minutes, outlining exactly what I have planned for the launch. There's another video, something I did, again, to keep momentum going for the seven days.

I went out and I purchased some prizes for my affiliates. I purchased a \$6,000 Rolex watch for the number one affiliate after seven days. I purchased a \$3,000 Toshiba laptop for the first place runner up. Then the next guy gets a Sony Viao laptop. The guy after that gets a Gateway laptop. I'm giving away I think 60 gig iPod videos, two of those with docking stations. There are all types of stuff.

It goes down through 11 different prizes in all. That's going to go out after we launch it to the JV partners, "Hey, so and so is in first place by 8%. Can he be knocked off? Will so and so get the Rolex? Two days to go, one day to go."

I think that's really going to help the seven day launch. I really didn't want it to be this big one day hit and then everybody goes back about their business. I wanted to try to keep the focus around for seven days. That was the way I felt it would go strong.

It definitely has created pre-buzz with my affiliates because I'm getting emails from people saying, "Do me a favor. Don't buy the watch in Gold. Can you buy it in the white or the platinum?"

One guy said to me, "Mike, I'm so confident I'm going to win. Is there any way that you could buy it in a ladies watch because I don't wear watches?"

Some people are really gearing up. So far, I've counted 13 different domains that were registered by my affiliates with the word Butterfly in it. They've got some good things going on.

**Jeff:** That leads right into a question that was just posted on the blog at <http://www.productlaunchformula.com/blog> - this is a good question. Ed and Frank, are you guys still there?

**Frank:** Yeah.

**Jeff:** I love this question. Darren wrote this in. It says, "I truly just don't get the [Product Launch Formula](#) concept. Why put that much effort into something that gives you a surge of cash in a few days or so when you could build a lifestyle sustaining business with the same or even less effort? After the launch, then what?"

**Frank:** My answer would be, why not both? When we limited all quantities we do so for specific reason which was, we didn't want to be overwhelmed with customer service. We are not in the full-time Internet marketing guru business. It's a question of what you want.

For us, with the original launch of *Underachiever* selling a million dollars worth of stuff in a 20 hour period was okay. We were willing to settle for that.

**Ed:** You can't live on that, but it's a start.

**Frank:** Yeah, it might keep shoes on the kids for a couple of years. With *Serializer*, I'm only teaching *Serializer* to 100 people ever. The first class was limited to 37 because I didn't know how well I could teach it to a big group. You don't have to have it a limited amount. You could just start off with a big bang and have a continuous source of sales kind of like what Jeff did.

Your stuff is still for sale. It's not like [Product Launch Formula](#) went away. You just had a big launch day.

**Jeff:** Yeah, my answer to that is this builds instant momentum. So many people come out with a business and it's like, "Okay, the doors are open." Then they sit there and nothing happens.

With [Product Launch Formula](#) it came out and I sold about \$600,000 in a week. I had no list going into that launch. I really had no name recognition in this market. I created instant name recognition. Now people know who I am. I attracted all kinds of partners.

I started off with a small group of partners but all of a sudden because of that launch process, I had all kinds of people email me wanting to be partners. They were actually giving me sales pitches on why I should let them be partners.

Now I'm selling the course every single day. Every single day I make new sales. It keeps going along.

If I came out with a \$1,000 product in the Internet marketing niche without that product launch, there's no way I would have attracted partners and there's no way I would have kept on making sales.

This is a way to build instant momentum and give you instant presence and to hold off competitors. Now I own the niche around product launch. I created an instant momentum and an instant presence.

**Mike:** Right. You know, Jeff, to use a metaphor... the wave of success that comes crashing onto the beach, well 100 yards out was just a little ripple in the water. That's what [Product Launch Formula](#) is about.

It's about understanding that when you're out there 100 yards, you get on your surfboard and you point yourself towards the beach. You start paddling to grab that momentum so that you can take advantage of that massive wave. It might seem like a ripple out there, but if you ride it in to the beach it gets very large. Otherwise, you're just really starting out in the middle of the water. You don't get anywhere if you don't start to build a momentum.

I'm a big viral marketer. You cannot start a viral campaign without a catalyst. The stronger the catalyst, the bigger the success you're going to have. That's exactly what the [Product Launch Formula](#) is going to do. Down the road, everything that you've leveraged will come off of a successful launch.

**Jeff:** Sometimes you see people walking around and it's like their eyes are glazed over. They've heard so much information and they've got a web site and it's just not doing anything. They're just not sure what to do. If you take your marketing and you turn it into an event and use these techniques, it will be successful.

This whole call, we've been talking about community and about serving their customers, helping their customers and then making their marketing fun and turning it into an event. That's how you achieve instant momentum. That momentum might be with partners or it might be with your current clients or it might be with your prospects or whatever.

You get that instant momentum. That's what these product launch techniques do.

**Frank:** Yeah. It's kind of like you could have a moderately good grand opening or an awesome grand opening. Which would you rather have?

**Ed:** Yeah.

**Jeff:** Well, thanks guys. I really appreciate you coming on this call. I think we shared all kinds of great information with our listeners. You guys certainly deserved this award. Like I said, you've been doing it in all different kinds of markets, all different types of launches. You're just doing a fantastic marketing, fantastic solid marketing. Thanks so much for being on the call.

Mike Filsaime, best of luck with your launch coming up this next week. I know it's going to be great. We've been talking about this all along so I've gotten some background into what's happening. I know it's just going to do fantastic.

**Mike:** Great. Thanks for having me. I had a lot of fun being here with Frank and Ed. I appreciate it.

**Frank:** Yeah, good luck man. I hope you sell out.

**Mike:** Thanks guys. I appreciate it very much. Frank, just a side note, I think I told you once at an event. I walked up to you for a second. You were my first mentor online. You're still one of my mentors. I was just one of the regular guys in the world, general manager in the car dealership studying some stuff online and got some email from a reseller for *Instant Internet Empires*.

For months, you were the only name that I knew online. I followed everything that you did, even down to the emails. I remember that you sent out for like, "Proceed with caution." You were sending me over to the Gary Halbert letter. I thought Gary Halbert was this new Internet marketer, just to show you my frame of mind. I didn't know much of what was going on back there.

I owe pretty much everything to you. I learned a lot from your style and your Camtasia videos. I want to personally thank you while I have the opportunity.

**Frank:** Oh, you're welcome. I think I must have a lifetime of good karma for helping someone get out of the car business.

**Mike:** Yeah, I think so.

**Frank:** Best of luck with your launch. You deserve it. I've watched you.

**Mike:** Thanks buddy. It's going to rock. It's just going to completely rock.

**Jeff:** Thank you all. I think we're going to open up the lines just to have one big warm fuzzy goodbye with everyone. Before the chaos ensues I just want to thank you again for being on the call. Look for that macramé belt coming soon Frank. I'll get my daughter right on that.

**Frank:** Yeah, that's good. Okay, I'll take what I can get. Alright. Good night everybody.

**Ed:** Pow.

**Mike:** Bye.

**Jeff:** Goodnight.

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