Meetings with the Masters of Marketing.
An exclusive interview series by Anthony Robbins with the world's leading Internet marketing experts sharing easy-to-apply strategies for making money now.

“The only way to become wealthy is to add more value to people's lives than anyone else is adding.”
—Anthony Robbins

Anthony Robbins
THE NEW MONEY MASTERS
Giving Customers the Unbreakable Power of Trust Marketing with Authentic Service.

Founder & CEO, SixInSeven
Jeff Walker

The Ultimate Product Launch Formula:
“How I Made a Million Dollars in 24 Hours.”
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Profile: Jeff Walker

Jeff Walker is not a salesman. In fact, as a Boy Scout, the only people he could successfully sell a bag of donuts to were his parents. Jeff has actually created a highly successful business despite his fear to do what every good salesman has to do: ask for money. He developed a new system based on generosity and relationship development that eventually became his revolutionary Product Launch Formula.

With $400 of disposable income, Jeff sent out his first e-mail newsletter giving free information on the stock market to a list of 19 friends and family. His subscriptions grew by word-of-mouth and then through Jeff’s techniques, so that by his first official product launch, he was able to generate $1,600. Amazed by his own success, he honed his process and tried again, this time exponentially increasing his profits to $8,200. He continued this practice and soon was making his famous Six in Seven, six figure revenues in one week, and eventually up to one million in one hour.

Jeff has gone from releasing a newsletter on stock information to a minute list, to publishing the Product Launch Formula Blueprint, and Product Launch 2.0 & 2.1+. His strategies have been used in six of the most successful product launches in the Internet Marketing industry, including, John Reese’s Traffic Secrets, Frank Kern’s Mass Control, Jason Potash’s Article Announcer, Rich Schefren’s Elite Coaching Club, Brad Fallon and Andy Jenkin’s StomperNet, and Yanik Silver’s Underground Online.

Jeff lives in Denver and Durango, Colorado with his wife and two kids. He is an avid guitar player and loves outdoor adventures like backpacking and river trips.

Exponential Growth:
How Jeff Went from $400 to Six in Seven

In 1996, Jeff was staying at home taking care of his two children after committing “career suicide”. He had left his job as a product analyst at Motorola because he felt like a square peg in a round hole in the corporate world. When his wife told him that she wanted to be home with the kids, he decided he needed to go back to school. The only problem was, he had nothing to put on his resume.

Around this time, Jeff had decided he wanted to be a financial trader and was online connecting with people in the market. He received a spam e-mail selling a product that taught about information marketing. He printed out the lengthy sales letter, read it through, and decided it was worth $100 of his $400 annual disposable income. He used the strategies in the product to develop a newsletter to put on his resume, and sent away his applications for graduate school.
He was accepted and was on his way to a Masters in Finance in January of 1997. By this time his newsletter, which had started at 19 friends and family including himself and his wife, had grown to about 1,000 subscribers. Three days before his first semester began, Jeff initiated his first product launch, generating $1,600 in sales, including a sale all the way in Switzerland. He walked in to his first class days later, and within 30 minutes of the lecture, walked out and never looked back.

Jeff’s second launch generated about $8,200 and his third launch, in the summer of 1998, generated roughly $34,000 in one week. At the time, it was more than he had ever made in a year. His business continued to grow and by his fourth launch he made $106,000 in one week, his first six figures in one week, or Six in Seven. Jeff’s business has grown exponentially, and today he has been known to make up to a million in one hour.
Success Leaves Clues:
The Secret to Modeling

What fundamentally drives Jeff to do what he does is the idea that his material and his strategies can make a person walk out of their job, like he walked out of that classroom, and create what they are destined to create. Jeff believes his system builds entrepreneurs, and that ultimately, they are the people creating change and creating the salvation of this world.

Jeff is able to inspire so many people, by teaching them to model him and his techniques. People have expertise in the areas you are entering, or already exist in, and have solved all the problems you are going to encounter. An amazing short cut is to simply tap into that. Success leaves clues. If someone is successful at anything consistently, they are not lucky. They are doing something differently than other people. All you have to do is find out what that is and model it.

Anthony Robbins’ 3 Keys to Modeling

To save time and energy, use role models to accelerate the pace of your success:

1. Find someone who’s already getting the results you want.
2. Find out what that person is doing.
3. Do the same thing, and you’ll get the same results.
If you’re like Jeff, a self-proclaimed terrible salesman who feels uncomfortable asking people for money, that’s ok. All you have to do is ease your customers into the sale and make them feel like they are a part of the development process. Engage your audience by asking their opinion or if they have questions. Then give them information that answers those questions or addresses those opinions. By continuously giving your customer great free information or products, you develop a relationship with them AND add significant value to your product.

By following this process, you become the expert in your field. You know ten percent more than anyone else, and your clients will keep coming back to you for more information and to fine-tune their ideas. Pay attention to these ideas. If you are doing your job and giving people information and products that will help them excel, the ideas they come back to you with will be ideas that you could probably use yourself. Just because you’re the expert doesn’t mean you shouldn’t fine-tune your own ideas.
The Three Keys to Marketing in the New Economy

If you’re just starting out in business, you need to understand the shifts in marketing trends from the 20th century. Technology is changing every day and people are adjusting their beliefs about when and from whom they will buy.

1. Shift in Technology
   The speed of communication is much higher and the cost of communication is much lower in the 21st century. Today we have blogs and social media, like Twitter and You Tube, that create a conversation between people. Everything is far more transparent.

   Twenty years ago if you wanted to send a direct mail campaign with a video, there were many more challenges than there are today. You had to have the video made, at astronomical prices, pay to mail it to your clients, and wait for all of this to take place, potentially losing weeks in the process. Today, you can take your flip camera, record a video, upload to You Tube and send out an e-mail to your list with a link to go check out the video, all within in minutes.

2. Authenticity
   There is no reality in reality TV anymore. If something claims to be perfect, no one trusts it. People are looking for the raw and the real, because in this new economy, it is a rare commodity.

   **Example: Jeff’s Case Studies**

   Most of Jeff’s marketing is done through case studies and testimonials. If he’s at an event and someone comes up and tells him their success story, he’ll ask if he can sit down and interview them on the fly. Most of the time, these situations occur at conferences in hotels and someone in the background will drop a stack of plates, or he’ll forget the person’s name and curse when he realizes his mistake, or one time, the lens cap even flipped up and covered part of the video. According to Jeff, these little accidents are worth millions because they create the kind of authenticity that people are craving and that you can’t make up.

3. Connection
   In today’s world, everyone is constantly inundated by advertisements. They’re on Facebook pages, on airplane flip-down trays, on t-shirts, everywhere. Media is coming at people from every direction. The number of ad impressions people get every hour is off the charts, and it has doubled in the last five years. The brain’s capacity to absorb information has not evolved, leaving people fundamentally bored—and lacking the connections they used to have.

   People drive home from work and hit the remote to open their garage door, drive in, hit the remote again and close the garage door. They’re not connected to their neighbors; they don’t have deep friendships with meaningful conversations. They are desperately seeking that personal connection. **They are hungry to be engaged.**
Low-Hanging Fruit

If you absolutely had to make a sale, as in you had to buy a medicine that costs a million dollars to save your child’s life and you needed that million dollars today and you had something that was worth a million dollars, all you had to do was make that one sale, what would be your strategy to make that sale?

You need to build a list, engage that list, figure out what they want, and give it to them.

You would find someone that needed what you had and pitch to them, as opposed to blindly selling to anyone. You would make that pitch face-to-face because you can read how well your message is coming across and you can be more authentic. If you can engage someone and get feedback from them, but can do it 10,000, 100,000, even a million at a time, that is the secret to the product launch.

Three Business Examples

1. **Mazda Service Shop**
   Buy an inexpensive, easy-to-use camera (Jeff likes the Flip Mino) and make a video:

   “Hey I just wanted to check in, this is Jeff over at your local Mazda shop, and I know a lot of people are getting hurt by the current economic times. A lot of people will put off, you know, the basic maintenance of your vehicle because maybe you are thinking times are tight you’ve got to save some money somehow, but I just wanted to check in and let you know that we are still here and tell you that really one of the best investments you can make right now is keeping your car in tune so you don’t end up with that huge bill. So I just thought I would put this video together, I am putting together a few more of these videos in the coming weeks with some of the basic maintenance you can do, stuff that will cost you nothing at all that will be completely free, you don’t even have to come in and see me I just thought I would let you know. Hope to see you soon.”

   The person on the receiving end will think, “This is just a regular guy, he understands me.” You’re adding value, and telling the truth, which everyone already knows (if you don’t tune up your car you’re going to end up with a much bigger bill) and you’re still giving your customer a couple of things that cost them nothing that might even prevent them from going there.

2. **Farming Co-op**
   In Southwest Colorado, a group of people is creating a farming co-op, bringing the community together, and growing a local food movement. There are a lot of people in the country that don’t live in a place where they can grow their own food, but would be touched by this story.

   Just like in the Mazda Service Shop, you go buy a flip camera and film the cool stuff you’re doing: chopping down trees and using them to build a farm, running a portable sawmill, etc. Create a YouTube channel, and even without a list, you will start to generate a list from your followers.

3. **Lobster Fisherman**
   There is a company in Maine where fisherman are going out and catching lobsters. Anyone in the world can rent a lobster trap and for X amount of dollars a year that is your trap. The fishermen will put it down and whatever comes up is yours. They film it and can send you the videos to your home in Seattle. You can be a lobster fisherman anywhere!
1. **Shot Across the Bow: Taking the Pre-Launch Steps**

   is to visit a site like www.wordpress.com and within five minutes you can be publishing information if you can figure out how to get a user name and password. Start publishing this blog on a daily basis for 30-60 days and you will start to pull in traffic from the search engines. If you use key words in your articles, you will pull in more targeted traffic.

   Use that traffic to build an e-mail list. Encourage your visitors to leave comments on your blog, so that you start to create a conversation with the blog comments. If you add an e-mail capture feature to your blog, you will also start adding to your e-mail list. At that point you say to your viewers, “I’ve been hearing from a lot of you that you would like to see more, maybe a video? Maybe a book? Would you be interested in something like that? Do you have any questions that I could answer for you?” Ask them to take a simple survey, which you can put together in minutes using free survey software. Send that survey to the list you’ve created and you’ve started the conversation. People are so hungry for attention, that in the simple act of asking them to take a survey about what they want, you are building a relationship.

2. **The Power of Momentum**

   Once you get their surveys and answers back, you can actually start to build your launch. Momentum is a key thing, you either have it and you’re growing, or you don’t and you’re dying. The launch gives momentum; it builds tension, and with every little piece of the process, you create a cliffhanger.

   It’s like diagramming novels in high school: you have one axis with “Tension” and one with “Time”. As the novel goes on, the tension grows until you finally reach the last chapter and you find out who did it and the tension reaches its peak and then it falls off at the last page when the book ends. First you decide to do the launch and let your audience know, building tension, and then you give them some information, which initially eases the tension, but ultimately grows it more as they want to find out more information. They want to know how this is going to impact them and change their lives so you solve their problems.
When they make the shift from thinking what you’re offering doesn’t affect them, to realizing it might help them, even a little, you build on that by giving more content, answering more objections. This builds reciprocity and authority. You become the expert by knowing more about the person’s problems than they do and giving away great free information or products to help them.

Finally you get to the point where you introduce your product as something that can help your client sustain the results long term.
3. The Pressure Stack
Give your launch a date to create a different level of tension and energy. As you start to reveal information about your product and as you approach the launch date, you want to create a fever pitch of excitement. Do this by adding even more value.

The last five days of your 30-day process, start to focus on the product. Give an idea of what the price is so that your customers can start to weigh out costs and benefits. Create value by tipping their scales, so that in their minds what they get is a lot more than what they’re paying for. Three days before the launch, add more information. Two days before the launch, add more information. And on the final day, add even more information. Your customers already think you have a great deal, and all of a sudden you’re adding more. You’re creating the accumulative effect.
Example: Adding the Extra Touches

Jeff recently visited a Native American restaurant and had a very pleasant experience, not because of any particular event, but because of the accumulation of all the little touches that were presented throughout the night. Each menu had a hand painted landscape. Each prepared dish had a story behind it that was told to the guests as they ordered. When Jeff went to pick up his car at the valet, he received a handwritten note addressed to him personally, along with some chocolates and bottled water.

Although the water and chocolates were very inexpensive, and the note took a very short amount of time to write, they made such a lasting impression on Jeff. Often these extra touches are inexpensive and take little effort, but they go a long way for your business.

Another way to grow tension and keep momentum is to bring stacking to another level: stack launches. Just make sure you don’t put out more than four stacks a year. You need to keep your customers hungry.

4. Creating Deadlines

There are different ways to create deadlines, and not all work for every business. They key is to recognize at least one way that works for you because deadlines make people act. Deadlines create a “must” situation for people and only in this state, will people take action.

(1) Scarcity
Make the product available for only a certain amount of time. Explain that you only have a certain amount of this product and once it’s sold out, it’s gone.

(2) Limited Price
Make an offer. The offer is only available for a certain period and sincerely, that is it.

(3) Bonuses
Bonuses are another example of stacking. If you buy now, you will also receive this other piece of added value.

(4) How to Re-work Deadlines
Launches are often pushed off, sometimes for a few days, sometimes a few weeks. Avoid timing your launch to external events (for example, the “Inauguration Launch”), because those are hard to re-schedule. The key thing to remember is keep your customers informed. Explain that there are still a lot of questions out there and that once you roll out the program, there’s going to be a lot of follow-up. Let them know that you still have free content to give them. You want to make an impact before you even start.
5. **“34-Minutes-To-Go” E-mail**

On launch day, write a final e-mail to your list, from the heart. It’s not a sales pitch, it’s instructions on how to access your product. You want them to really understand everything they’re getting out of this. Tell them not to worry, it won’t sell out within the first couple of hours, and to take their time with the letter. In saying that it won’t sell out, you create intense pressure because you’re producing the inevitable question: will it?

6. **“The Walker W”**

You’ve created a list, shot the bow, pressure stacked, used your momentum to add more value, sent out your last minute e-mail and now your product has launched. The next step is to understand how to manage your launch. Let’s say you do a week long launch. *(Note: Jeff prefers to do launches in 1-3 days because this avoids the “beg-a-thon” messaging for a whole week, but instead prefers to always be selling from a position of strength. For the purpose of this example, we are going to do a week long launch.)*

Build up the initial launch so that everyone is on-board for the first day.

A few hours after your launch, send the Social Proof e-mail, engendering that everything is going haywire. Let your clients know that there is a lot of traffic going on, ask them to be patient, explain that customer service is doing their best, everyone’s questions will be answered and “we” are going to get through this. By adding the “we’re all in this together” idea, people stay on-board.

The next day write another e-mail, letting them know that things have settled down, the site is now accessible, 98 percent of people are being taken care of. And in case you haven’t jumped on-board yet, here is the link.

On the third and fourth day, drop additional content or bonuses. Finishing with a reminder e-mail of their impending deadline.

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**“The Walker W”**

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Typically, in a week long launch, 25 percent of the sales will come in the first hour, 50 percent in the first 24 hours. The second, third and fourth days slow down with a spike in the middle when you offer more information or products. The last day you’ll see sales nearly as big as the first 24 hours because people are motivated by the deadline.

A lot of these techniques are plug and play, not all of it has to happen every time and you can add different pieces with each launch. It’s an art, not a science, and with every industry and every company, there is a different formula. The good news is that you could screw up 80% of these strategies and still hit a home run compared to what you’re doing now. Once you’re able to build a reputation through your launches you will have immense power going forward: You won’t have to put in the same amount of effort because you already have the urgency built up and the customers hungry for more.
Create Your Product Launch: The Sideways Sales Letter

You know the long form sales letter; you’ve seen it before. You go to a website, and all of a sudden the scroll bar starts to get smaller and smaller and smaller. No one reads that stuff because your BS meter goes off on red alert as soon as that page loads. You scroll all the way to the bottom, check out the price and then maybe read the first one or two paragraphs to see if it’s worth it. These sales letters are ineffective.

In the Product Launch Formula, you take that sales letter and turn it sideways. If it’s a 30 page sales letter, it’s now a 30-day process. Instead of pages, you have days. You are going to give your clients a 30-day process where you educate them and share good solid content.

So what’s in these sales letters? Typically, they start with a headline, then below that they have subheads, which often go into a story, and as you work down you get into bullet points, until you get all the way down and reach the actual explanation of the offer and the price.

Turn that sideways.

**Headline:** Start your process off with a headline as the first piece of pre-launch content, something that will grab people’s attention and interest them.

**Story:** A few days later, start to tell your story. Release a video, audio or PDF report.

**Bullet Points:** Get the customer a little deeper into the story by creating a conversation. Tell them “I am considering doing this product, I am curious how this would affect your life, do you have an interest in this area, what kind of questions do you have?” People will start to give feedback and now you know what they’re looking for and what their objections are. **The secret to sales is answering objections.**

**Offer:** Start to talk about the product a little, reveal the price.

Walk through this process for 30 days and engage people, get them excited. Add value and offer information early on. You will create a relationship with your clients and ultimately have them desperate to buy.
Your Action Plan

Tony Robbins ends his programs by having you take immediate action on what you’ve learned. Remember, the first step to lasting momentum is taking massive and specific action in the moment. Take a minute now to think about Jeff’s strategies and how they can apply to your own business or life. Answer the following questions:

1. **What two distinctions have you now made as a result of what you’ve learned? How will these principles change your life and/or business for the better?**

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2. **What are two actions (one big, one small) you can take right now? What will you immediately apply/change/do/decide today to make the biggest difference in your life?**

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Every time you launch a new product, you have the chance to drastically increase your profits. In order to get the most money out of every product launch, you need to generate major interest among your potential customers.

Here are eight crucial steps to making your product launch a success.

1. **Turn Your Product Launch Into an Event**

   Your prospects have millions of different marketing messages competing for their attention all day long. You can break through that “marketing fog” and get tons of eyeballs looking in your direction. Here’s three easy ways to do that:

   A. Use anticipation. Let people know your product is coming long before it’s available. There’s a reason that you see movie trailers many months before the movie is released.

   B. Be sure to encourage interaction in your launch—comments on your blog, comments on your video, people sending in videos (or posting them on YouTube)...excitement breeds excitement. When people see that others are excited, they get excited as well. And don’t be afraid to show that you’re excited.

   C. Get Joint Venture partners involved. This way your prospects will often be hearing about your launch from multiple sources. (I’ll have more on Joint Ventures down below.)

2. **Sequential Touches**

   Don’t ever count on one “touch” to make the sale. (A “touch” is a single e-mail, video, audio or special report. Use sequences to tell the “story” of your product launch. This keeps people’s interest up and gets them salivating to buy your product before the actual launch. Here’s three ways to build out your launch sequence:

   A. Survey your prospects before the product is finished. In fact, a survey works really well as the initial “shot across the bow” to hint that something is coming.

   B. Make a video. It’s easy to create and publish online, and it’s the single greatest selling medium of all time. Most people would rather watch a video than read a long email or blog post.

   C. Answer objections. Making a sale always comes down to overcoming objections. If you can overcome your prospects objections, then you’ll make the sale.

   In a launch, you can identify those objections as part of the launch process (blogs are great for addressing this). Then you have the time to answer those objections before the launch. You can do this in your videos, blog posts, or e-mails. And the best part is that you can often do this before the prospect realizes they are being sold to.
3. Mixing Your Media

Be sure to use different media to get people's attention. That means using your e-newsletter, your blog, online videos, and audio messages. The more ways you can talk to your potential customers, the more chances you have to get them to want your new product. Here are three key things to remember when mixing your media:

A. Never assume that people have seen or read or watched all your pre-launch content. That means that you have to provide some “back story” in each piece you publish.

This is similar to the way that serial TV shows will have a mini-recap at the beginning of each show. You don't need to be quite so elaborate, but at a minimum provide links to previously published launch material.

B. Keep your video as short as possible. It’s much easier to keep a video interesting if it’s 5 minutes long than if it’s 20 minutes long.

And when you use video, worry as much about the sound as you do the picture.

C. If you’re going to publish lengthy text, think about publishing it as a PDF report. People value PDFs more highly than copy on web page or in an email. And they’re much more willing to read long copy when it’s in a PDF.

4. Use Social Proof

Social Proof is a mental trigger that you can use to make people want to buy from you. Basically, when people see other people doing something, they will tend to do it as well. That’s Social Proof.

If you can show that other people like your product, and that they are buying your product (or they plan to buy your product), then you will have an easier time convincing other people to buy your product.

Your pre-launch is a great time to create Social Proof. Here’s two ways to create instant and super-credible Social Proof:

A. Get lots and lots of people commenting about your product on your blog. Your prospects can see that there are other people that are excited and want to buy your product. That will make them more inclined to buy your product as well.

So how do you go about doing this? One easy way is to create a contest where you give out a prize to someone who puts the best comment on your blog. You can even give the winner a copy of your product. This will drive the comments (and the Social Proof) through the roof.

B. Another way to use Social Proof is with testimonials and “Case Studies” about your product or service (a Case Study isn’t much more than a long testimonial with details on how the person used the product).

For example, when Jeff recently began the pre-launch for his new Product Launch Formula 2 course, he published a very powerful Video Case Study of a man (John Gallagher) who literally went from food stamps to having a six-figure business. This was an extensive Case Study that included a full interview with John.

At the end of the Case Study he invited his readers to comment on the Case Study on my blog. Within a couple of days he had over 300 raving comments from people who watched the Case Study.
5. Use Scarcity

Scarcity is another mental trigger that makes people buy. This sounds simple, but it’s incredibly powerful—when there is less of something, people want it more.

Your Product Launch gives you a unique time to use scarcity. Here’s three ways to create big-time scarcity in your launch:

A. Limit the number of products available: “We only have five Mustang convertibles total, and four are already rented out…do you want me to see if I can reserve that last one for you?” You can see how that could get people excited. Do the same thing in your launch. NOTE: Limiting the quantity can also limit your sales, but you can always relaunch your product and often you’ll end up making more money in the long run if you do it this way.

B. Offer a special launch price offer. In other words, the price is discounted during the launch and if people don’t act now, the price will be higher when they buy it after the launch. In essence, “you can pay me now or pay me later, but if you wait it will cost you more.”

C. Offer special bonuses during the launch. It’s great to use information products or additional training, because they are often easy to create and inexpensive to manufacture. People will jump onboard during the launch just so they don’t miss out on the extra bonuses.

D. BONUS STRATEGY: Combine the different types of scarcity to multiply the effectiveness (i.e. if people don’t buy during the launch, the price goes up AND they miss out on the extra bonuses).

ONE MORE THING: Whatever you do, be sure to warn people ahead of your deadline. Your prospects will respond to these deadlines like you wouldn’t believe. Get ready for a rush of orders right before the deadline. And don’t forget to send a last minute notice 24 hours before the deadline, and again about six hours before the deadline.

6. Use Joint Venture Partners To Turbocharge Your Launch

All these launch strategies get a lot more powerful when you get Joint Venture partners on board.

Basically this is how a Joint Venture works:

A. You find someone with a related business.

B. They promote your launch to their prospects and clients.

C. When the people they refer to you buy your product, you pay them a commission.

This is a VERY powerful strategy. Basically, you are shortcutting the process of going out and finding prospects and going directly to the source.

When you get other people promoting your launch on a Joint Venture basis then you multiply the effectiveness off your launch.

There are two major steps to working with Joint Venture partners:

STEP ONE: Identify your Joint Venture partners:

A. Go to Google and search for your primary keyword. Create a list of the top 20 search results. Do this for both the “natural search” results on the left side and for the “paid search” results on the right side. Create this list in a spreadsheet so you can keep track of them all.

B. Visit each site. Look around the site to see if they are collecting email addresses. If they are, that means they have a list.
C. Join their list and to see what they are publishing (and what they’re promoting).

D. Identify the best matches for your product, and start to contact them. The best way to contact them is via phone, next best if FedEx, next best is first class mail. Worst is email.

When you contact them, remember that the most important thing to concentrate on is what’s in it for them.

**STEP TWO:**
**Working with your Joint Venture partners:**

A. Once you have your Joint Venture partners on board you need to give your partners a reason to email their lists when you are still in pre-launch. Do this by creating some type of content for them to mail to their list. The content should be high quality, and it should lead them back to your site so that they can join your pre-launch list (this list is often called a “priority notification list”).

B. Communicate with your partners throughout the launch. Let them know what’s coming and why they should continue to send you traffic. Keep giving them reasons to mail multiple times. The easiest way to give them lots of reasons to mail is by creating several different pieces of pre-launch content, released at different times.

7. **Don’t Be Afraid To Mail**

The launch and your pre-launch sequence will give you lots of reasons to keep mailing your prospects. This goes back to having lots of touches.

This is great, because it gives you lots of opportunity to influence your prospects. And since you are contacting them with great information before you try to sell them, it is easier to be a welcome guest instead of an unwanted pest.

Sometimes people will hesitate to send multiple e-mails during their launch. Don’t do this.

If you are going to have a successful launch, then you need to mail... and keep on mailing.

Each e-mail is a “touch” and you want to keep touching your prospects. But you also want to have a reason for each touch; don’t just e-mail them for the sake of e-mailing. No one wants to get an e-mail telling them to watch out for another e-mail in a day or two.

For example, long before the product launch send an e-mail to survey people about what they want to see in the product. This is a great way to figure out exactly what you want to include in your product.

After the survey you can e-mail your list to thank them for their response and tell them about what you learned. By doing this you start to create some “buy-in” and “ownership” of the process among your list. It’s almost like you’re turning them into your partners.

You can follow that e-mail up with one or more e-mails that answer some of the questions that were raised in the survey process. Take one question per e-mail, and answer it thoroughly. What you are doing is answering objections, which is CRITICAL if you’re going to make a sale. None of these messages are hype-filled sales messages; you are either asking for or giving solid information in each message.

As you get closer to the launch, your e-mail frequency should increase. Start to talk more specifically about the product, about your offer, and about what to expect when you finally launch your product.

Part of why launches are so effective is that you have lots and lots of reasons to touch your prospects. Now this might sound like a lot of work, but it really isn’t hard to do at all, especially when you consider the enormous payoff.
8. Perfect Your Product Launch

The single best thing about your product launch is that it’s just your FIRST launch.

You can take what you’ve learned and do it over and over again and each time will get bigger and bigger. Soon enough you’ll be thinking about your own six-figure launch, and eventually a seven-figure launch.

So good luck... and go get ‘em.

[Ed. note: Jeff Walker is the creator of the Product Launch Formula. You can get lots of real-life Case Studies of successful product launches (and learn more about how to put together your own powerful launch) at Jeff’s site: http://www.productlaunchformula.com]
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