

The Launch Masterclass

Discover The 3 Simple Steps to Launching Your Online Course, Member Site, or Coaching Program

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The Launch Masterclass

Discover The 3 Simple Steps to Launching Your Online Course, Member Site, or Coaching Program

Module #1 – The Sideways Sales Letter

Lesson #1.1/9 Welcome to the Launch Masterclass:

Over 1 million people have gone through this training. Now it's time for you to start your LAUNCH journey and discover the time-tested formula you can use to build your business...

Welcome to the launch master class, and whether you've got an online business, a membership site, an online course, a product to service or a book to launch. This is the place to get launched. So I'm Jeff Walker. And I've been teaching this master class every year since 2005.

Of course has changed a lot since then. But in that time, I've had over a million people go through this training and they've launched all kinds of products services courses books, even entire businesses, and almost every market nation, every corner of the world that you can think of. And in these three lessons, I'll be sharing with you.

The core of that product, lunch formula. If you're not familiar with me or my work, it can pretty much guarantee you at least seen some of my clients using the formula. Even if you didn't know it at the time. This formula is the proven time test are playbook. That's been used by thousands of people to quickly start and grow an online business.

Now, if you're just starting out, this is how you start fast, and if you've already got an online business, this is how you quickly grow that business. So this is the deal. The launch phenomena has completely changed the game. It's how you can start fast. It's how you can play with the big boys and girls in the online world And it's the safest way to start and grow your business And it's no wonder if you look at how Apple releases their products, or the way Hollywood opens their movies, or how the video game industry, launches their new games.

They use a structured sequence product launch. They gives people lining up to buy their product before it's even released. That's because these launches get you big time momentum and sales right from the start, But it's not just for big companies. This formula works for small businesses, tiny micro businesses and regular people, like you and me People who start small and have an appetite to grow.

And that's what this launch masterclass is. All about bringing that kind of marketing firepower to our kinds of businesses. And this year, it's even better. You've undoubtedly heard about AI and tools, like GBT And while those tools, they're not the answer to all the world problems. They have made this entire process a lot easier.

And if use properly, they'll make your lodge a lot more effective. And I'm going to show you how in this master class, Okay? So let's get started. We're going to roll right into the master class so get ready to take lots of notes. In this first module, I'm going to show you the core of my product launch formula, Including how to structure your launch to create momentum and pause, the mental triggers that make people say, I got to have that and how this next generation of AI tools can make creating all this a whole lot easier.

And at the end of this lesson, I'll unlock some extra resources for you, so you can start building your logic right away, including some of the exact AI problems that I use, when I plan my own launches. So you're going to learn a lot and I think you're really going to love this master class.

Lesson #1.2/9 Let's Talk About AI...

AI is a total game-changer. But, when it comes to growing an online business, there is one thing AI CAN'T do. Watch this video to find out what it is (and what you can use instead).

So let's talk about AI and specifically how it fits into your launch and how it could build your business. And just to be clear what I'm about to share comes from experience. This is not theory. Since 2005, my students have done well, over a billion dollars, that's billion with a B, a billion dollars in sales and just about every type of online business.

You can think of, in hundreds of different markets and niches in more languages that I can count and literally all over the world. And in the last year, we've got deep down. The AI rabbit hole, to figure out, how it can make this launch process easier and faster to implement.

Here's what we found AI is an absolute game changer when it comes to creating or growing an online business. Of course you probably already knew that But it's pretty wild. It can help script your prelaunch content, it can shortcut your avatar research. Write the first draft of your email copy and it's great for brainstorming to deliverables of your offer and a whole lot more.

But the one thing it won't do for you or at least it won't do well for you, is the strategy. It's amazing for helping create the pieces but it's still up to you to put them together. That's where I've got good news because AI fits perfectly with the product launch formula and it's made the formula so much easier to implement.

It's like peanut butter and jelly or coffee and doughnuts. Bottom line. AI will make your launch easier. It makes using the product launch formula easier, It will get you to success faster. I've got a couple of warnings And a few things you need to remember, as you go through this training First.

AI is an amazing tool, But it's just that it's a tool. Product launch formula is the strategy that makes it all work? What I mean, is that AI is awesome, but just like an axe will not magically build a fire for you. AI will not build a launch or create a business for you.

It will help you with much of the work but you need to write strategy for your launch. So in our limited time together, I'm going to focus on two things in this launch master class First teaching, you the underlying core strategies to get you launched And second digging into the nitty gritty with the AI and some of the exact prompts that I use.

And one more morning Now, is the time This AI wave is massive and you want to get in front of it. You're going to be able to launch more quickly and more effectively and it's going to give you a huge head start. Make no mistake. There are going to be long-term winners with AI and this launch masterclass will set you up to win.

Okay. I know I've thrown some really big ideas and some big numbers at you but that's not how I started. In fact, my first launch started with a list of 19 email subscribers and I started

my business out of sheer desperation. I was a stay-at-home dad with a burning need to help support my family but I stumbled onto a formula that has made all the difference.

It changed my life. I changed the lives of tens of thousands of my students. And if you follow this formula, I think it can change your life as well. And it all starts with this sideways sales letter, and that's what I'll show you in the next video.

Lesson #1.3/9 The One Core Strategy

Where I walk you through the Sideways Sales Letter – the marketing innovation that changed the face of online business and is responsible for over a BILLION dollars in sales (and counting!).

So what's the secret sauce? How can I go from being a stay-at-home dad to lunch with 19 subscribers to million-dollar launches? Well, it didn't happen overnight. It took me many years and thousands of baby steps. But the short answer is I had a strategy, a formula And that formulae now become my life's work.

It's called the product launch formula or PLF for short and it's become the gold standard of how stuff is marketed and sold online. I've taught it to thousands in my product launch formula coaching program and their results have been legendary. It's crazy to say. But if you look at nearly any niche or products or services are sold online, the top players are using this formula.

Now, I know a lot of people get a little freak out about marketing and sales just like I did when I first started they might say I suck at marketing or I'm the creative when I'll get someone else to do the marketing, but the reality is this **marketing is nothing more than clearly and effectively communicating true value of what you have to offer to the world**. If you've got a great product or service, then you owe it to yourself your family and the entire world to market it effectively. So, let's take another product, much formula specifically, two core pieces of it, This **sideways sales letter and the mental triggers** and I'm going to show you how AI has made this formula so much easier to use.

So, what's the sideways sales letter? Well, back when I started, everyone was using these old style sales pages. They're mostly a thing of the past now. But you might have seen them Basically. It's a really long web page. If you print it out, it might be 10 pages, or even longer.

There's a headline at the top and the standard formula to use, was problem-agitate-solve. The idea was that you grabbed your prospects attention with a headline, then you need to find some problem that they had in their life. They bought a guitar but they didn't know how to place songs, or they can't quit smoking, or their come when it's called, or they tried to have a meditation practise, but they just can't make it stick.

So you define the problem, then you get them agitated about the problem. You make them feel even worse about their problem, you get them all, worked up, and feeling, bad about that problem. And then you give them the solution, but you don't really give them the solution. You sell them the solution to that problem agitate solved formula can still work, but it doesn't make anyone feel very good and it's not the best way to land long-term clients.

So that's the old style sales page and it's also how a lot of long ads and infomercials work. The format actually came out of old school direct mail and it used to work. In fact, there are times where animals still work. However, those old style sales pages. Well, they're just not very effective anymore and they're effectiveness keeps on dropping and **today's world** removing towards more transparency and authenticity and **creating value before the sale**.

And that's where the sideways sales that are comes in. This was a big innovation that literally changed online. And to a large degree at levelled, the plane field. So, instead of thinking of a long sales page, think about turning it on its side, Think of it as a 10-day process, a 10-day launch where you deliver value over that time before you ever ask for the sale.

When you do, is you really **three pieces of content** that we call pre-launch content, or **PLC** for short. These days, we generally do that with video or with live broadcasts, You release the first video or do your first broadcast, **which is all about your future clients journey, or their opportunity.**

It's where you show people that they can have a positive change in their life that they can learn to play songs in their guitar that they can learn to meditate that they can train their dog that they can have a healthy gut or have better relationships. You show them the opportunity to change your life for the better And along the way you're teaching you're giving real value because and this is important.

I showing someone that they can change their life for the better is when the biggest gifts you can give them. Then a few days later you release, the second video. PLC2, This is the **transformation video.** This is where you show your future clients. That transformation they can have in their lives.

And make no mistake. Whatever you're selling, they can have a real transformation in their lives, your clients can have that transformation. You're either taking away some pain or delivering some type of pleasure to them. And that transformation usually goes way deeper than most people consider. So if you're teaching people how to play signs and their new guitar, you're creating a big positive transformation for them. For instance, they'll gain confidence in composure. As they learn new skills, They could create new connections. If they choose to play some songs in a social gathering And they might even step into a new community and connect with people around their new interests. Just second PLC video, you're showing your people, the transformation they can experience in their lives and you're delivering real value and create content.

Then a few days later, you release PLC3, This is what we call the ownership video. This is all about having your future clients start to take ownership of their future selves. Now this is what I mean, If any of us want to have something different in our lives, if we want to lose weight or find the love of our lives or knit a sweater or start a new business, well, it's a significant change in our life And before we have that change, we need to decide. We're going to have that change. Make no mistake Any positive change in. Our lives is a decision and we need to take ownership over that decision to take ownership of our future cells. In your PLC3, you have to show your future clients. What taking ownership means and leading them up to that decision is one of the greatest gifts you can ever give to someone.

Now, here's the key, you're delivering great content, every step of the way, but how do you deliver real value? How do you know what to put in your pre-launch videos and how can AI make all this so much easier? It's all about the PS path and that's what I'll show you in the next video.

Lesson #1.4/9 The P.S. Path

Discover why taking your audience from zero to one in small steps holds the key to quickly building trust and goodwill (and has them lining up, eager to buy from you).

So when I first introduced people to this formula, sometimes wonder about giving away all this free content. Well, people still buy from them, Will they have anything left to sell? The answer is an emphatic. Yes. And yes, they'll still buy from you and they'll actually love the entire process and you won't be giving everything away if you follow the formula correctly.

So remember that old problem agitate solved model in the old style sales pages. Well, in the sideways sales letter, we turn that on its side And along the way we solve some real problems for your future clients And doing that built real value and trust before you ever ask for the sale.

So let's do a little thought exercise. First, I want to walk you through this and then I'll show you how AI can really help you get this done. So think about the future product that you're going to deliver whether it's coaching and online, course of membership site, or something else, Think about the big You're going to solve for your people.

There's probably benefits that you're going to deliver that your future clients. Can't even imagine yet To simplify this. Go ahead and think of the full solution that you're offering. Now, let's say that full solution is like taking people from step, one to step 100 in whatever your niche your market is.

And that's an amazing thing. What you're pre-launched does is it takes your people from zero to one Now? Zero to one might not sound like much, but I would argue that. It's an incredible thing. You're giving people hope You're giving them a vision of a new future. You're showing them what can be done.

You're giving them a start, Don't underestimate the value here. Now the next step in this process that is to thin slice that using a process. I call the problem solution path or PS path for short. So what we're going to do is take people from zero to one into three steps, We define a first problem that your future clients have.

And then we solve that first problem, right in the first video or live broadcast, That's the first problem on the problem solution passed. And you've immediately started to create trust with your future clients. And you've delivered value, That's really awesome. But this is important and it's worth running down Every solution has inherent in it.

The seeds of the next problem. I'll repeat that because it's critical Every solution has inherited it. The seeds of the next problem. So, towards the end of that first video, we'll define another problem. The next problem, And then we'll solve that second problem in PLC2, This is the second problem on the PS path of the problem solution, You keep doing it throughout your pre-launch.

And by the time you get to your sales off, You actually ask people to buy your product, you've gone through the cycle. Several times, You've to find either two or three different problems and you've actually solved those problems for your viewers, You're giving real content and creating real value And you're building.

Trust good will and reciprocity every step of the way. Now, one important note, Your sideways sales letter doesn't have to be video And you don't have to appear on camera These days, we tend to use videos or live broadcasts because they're just so effective and shooting a video or doing a live broadcast is easier for most people than, right.

But it's totally possible to do this without a camera, Unless it too. I'm going to show you some of the different styles of launches that I teach in the product lunchroom that coaching program including the seat launch. This seat launch is amazing because it's how you can launch when you have no list and no product, which is pretty freaking amazing.

So the PS path of the sideways sales letter are pretty. And has become the gold standard of online marketing. And we're about to add another level that makes us even more powerful. That's the mental triggers. These are incredibly powerful almost life-changing and I'm going to show you just how powerful they are.

The first I want to jump into real-world execution with the PS path and how AI makes this so much easier. So, in the next video, I'm going to jump on my computer and walk you through this.

Lesson #1.5/9 Using AI to Help Create Your P.S. Path

Watch over my shoulder as I show you how to use ChatGPT to create your P.S. Path. These are the prompts I'm using to build my business... and now they're yours.

Okay, so let's dive into jet GPT and specifically. We're going to use it to define the problem solution path.

Remember the PS path is how you make sure you're giving you people really valuable content, but it's done some random content. It's content that builds into the sale. This is literally the formula for how you deliver value without giving everything away. So remember that in your pronounce content, you're giving your people a vision of a new future.

You're giving them, you're showing them. What can be done? You're giving them a start. You're taking them from zero to one which is a big deal. So, let's dive in. This is chat GPT and you can get a free subscription, you can just go ahead and sign up. You can go Google it and sign up.

If you get a free subscription, then you've got 3.5 which is just slightly older model. I've got the paid version which is \$20 a month. So I have access to GPT four which is slightly more advanced and since I'm used to using GPT for I'm going to go out ahead and use So, I have some prompts that I'm going to show you.

And this is what we call the PSP the master prompt and you don't have to worry about trying to do a screen capture or or type this out, I'm actually going to give this to you. In fact, we have what we call an expansion pack. And if you go through this entire lesson, you go through this lesson one then at the end of lesson one, it will unlock automatically unlock the expansion pad for you.

And we've got all kinds of goodies in the expansion back including these prompts that are about to show you. So this prompt is what we're going to put into chat GPT in just a second. So basically just walk you through. I I'm going to ask for some help with marketing.

I'm going to tell you about my avatar in the next prompt. But first I want to give you the context what I'm trying to do. Okay, in my marketing, we're going to talk about some of the problems that my avatar faces. We're going to take them from this is going to be the distinct from the actual product.

But it will lead towards the sale. If my product will take people from one to a hundred this is the my marketing will take them from zero to one in going from zero one. They're going to face several problems and I want you to help me with identifying those problems along those solutions.

And I wanted so that I can deliver the problem and the solution in a single video or a single live broadcast and each solution should leave naturally into the next problem. So I'm going to go ahead and copy this over and put this in GPT. And a new chat.

And it basically says it understands my request. And asks, for some details on the avatar, of course it needs details. So over here, I've actually prepared this, and this example is going to be for a course. And online course, I'm playing electric blues guitar, and the avatar is, someone already plays guitar, but once to learn to play better, electric blues.

Talks a little bit about who they are with. The avatar, is touch a little bit about who the avatar is not. Okay, so I'm just going to copy and paste this in here. Now, the amazing thing is in preparing this video for you. I've done this a bunch of times and there's a lot more than three problems, it comes up with.

So we're going to see what comes up with this time. Because of course, there's there's infinite ways that you could that you can create your launch. And this is a great way to surface. The great thing about this AI is eliminates, the blank page problem. It gives you ideas to work with and, and it's fantastic for that.

And by the way, it creates a really good ideas, okay? So let's see what it's got here. Problem, finding the right tone. I like that. That's a great first problem. Someone wants to play blues blues. Has got a true. It's always, there's a real sound to blues that you want to get that sound especially with an electric guitar and that's not necessarily an easy thing to do.

So this is going to be a tutorial and video tutorial on creating the perfect blues tone. I love that first start. Absolutely. This is, it's a hooky idea that people are going to love and respond to And then once they've achieved that tone, they're going to want to want to be able to play something that that uses that tone.

So, I love the idea, like, this are building blocks, the basic blues, licks and phrasing, actually, love that and teach them to five essential blues. Looks what I love about this is that feels like about the right amount of content that you can deliver. In one video, one pre launch video.

So then that will naturally segue into finding, you know. So now they've got the licks, they've got the sound, they've got the looks, but how do you do, make it more expressive? You know, the plain blues is a whole about being a little expressy motion. So this is about bends by brontos.

And slides again that feels like about the right amount that you can teach in one video or one PLC, so I'm absolutely loving that. Now here for extra credit actually talks about the segue into the main product where you start to introduce your course. So I like I said, I've done this about five or ten times just plain with these prompts and facilities prompts for this avatar and it's come up with a bunch of different problems and solutions but these three feel really good.

It feels like a natural progression from one to the other. Now, if we want to go one layer deeper, you'll remember that each video or each piece of prelaunch content had a theme, The first one PLC1, the theme was opportunity for PLC2, it was transformation for PLC3, It was ownership but here I'm going to ask, okay?

You've for that first video. See very opportunity. So, the opportunity for them to come, highly skilled, and confident, electric blues, and to be able to play solos and songs. But the

opportunity is also about every other aspect of their life In this, well, it will be this way for every single launch.

There's always tangential extra benefits that people get from whatever you're going to do for them. Whether you're teaching them to knit or meditate or speak a foreign language, it doesn't matter. There's always extra benefits that go beyond the actual thing, they're learning. So let's see how chat GPT does with this if it can actually take that first video and add in this theme.

So you can see what this prompt. It went way deeper and it actually started to write out almost a script and and I think it did a really good job with this. So it set this vision. All of a sudden, look at how much more emotional this is and how much more evocative that is and up here when it just gave the basics, right?

So we come back down here it, it said that vision. Then this opportunity is, this is really solid stuff. The journey becoming a highly skilled and confident electric blues guitars capable of delivering complex and nuanced solos. Isn't just about the notion play. It's an opportunity to transform every aspect of your life.

It's about expressing yourself connecting with an audience, even if it's an audience of one and experience, a sheer joint satisfaction of mastering the craft, and every great journey, because with a single important stuff, is that the truth. So, yeah, this is, this is pretty darn solid. And that's how you layer the opportunity on top.

And then it came back here and really, this is more opportunity speaking to, in the conclusion. Remember, it's just beginning every strum and pick. You're not just playing music, you're creating a soundtrack to your journey and journey fell with growth, joy and unparalleled satisfaction. That's completely speaking to the opportunity and then it did a nice.

Of having a segue into what's going to be the second video. So that is a quick demonstration of using AI jet GPT to to fill in the blanks and the PS path and I think it did a really very solid job here. You know, the great thing with using AI was probably such as such a perfect fit.

Probably much fun is all about the strategy, the strategy to deliver great value and make be super effective at making the sale. And it's truly a formula that driven, by all the strategy in the sequences, and the triggers. And the way that GPT Can just fill those blanks and help you with that blank page problem where you're not stare with a blank page.

It's just it's just incredibly powerful, you know. We just did not have these tools a year ago, incredible combination to use the strategy of practise formula and use the tools like GBT to get the work done faster and easier and for many of us in a way more effective manner.

So you'll notice as we go through this master class, they the strategies and the tactics are building on top of each other. And I have one more here to layer on top and this is super-super powerful. It's the mental triggers and that's what I'm going to share with you in the next video.

Lesson #1.6/9 The Mental Triggers

Layer these six powerful psychological principles into your Launch Sequence and watch your marketing become irresistible.

So, there are certain mental triggers in all of our brains that create enormous influence and triggers. So there are certain mental triggers in all of our brains that create enormous influence in the way we make decisions, These triggers exist, in every one of us. And they've been with us for thousands of years.

And they'll be with us for thousands more, No matter who you are or where you live in the world. These mental triggers have a huge impact on our decision making, We all respond to these triggers. So in my product entrepreneur coaching program, I go through all 20 news triggers along with the best ways to activate them.

But in this video, I'm going to get you started with six of my favourites, The first is community is a very powerful trigger If we perceive ourselves as being part of a community, then we'll act in accordance with how we think the people in that community are supposed to act.

This is a really powerful trigger, and it's important to remember that online communities can be just as powerful as traditional communities, Next is anticipation. This is the idea where we look forward to future events. If you think about how powerful events are like birthdays graduations holidays, you'll notice they have a powerful, hold on us, Think about the way TV and movies, set up a second, or the next season.

They pull you in and leave. You anticipating that next episode Then there's authority Authorities, a super powerful trigger to use in your launches When we perceive someone as being an authority, we listen to them And they're instantly more influential in our lives. Here's an example, Almost any type of uniform like police officer or a doctor.

Well, that uniform creates authority. It's a very powerful trigger and there's so many ways to establish authority in your lunch. Reciprocity is another great trigger. That's the idea that if we give something to someone, they're going to feel some obligation to give something back to us in return. If you give a gift to someone, they're going to feel like they want to give a gift back to you.

Then there's social proof. This is the idea where if we see a lot of other people doing something, then we're going to be more inclined to give it a try. This is why your views at Amazon and other places are so powerful. Think about it, If you're in a new town and you're trying to decide where to eat, are you going to go to place with five?

Or the place with 500 reviews. The six trigger I have for you today is scarcity, Simply put, if there's less of something, then we tend to want it, more gold diamonds Ferraris, whatever. Just like the fact that there's fewer of something while it instantly attracts our attention and gets us more interested, These triggers are everywhere in our lives.

But I want to talk to you about how you can use them in your launch And why they make your marketing. So irresistible, It starts with your first piece of pre-launch

content, You give great content away in that very first video. And when you do that, you instantly create authority, You're demonstrating how much you know and that creates authority And you're also building reciprocity because you're giving away some great content As you give out that content people are loving you and then when it gets something back to you, Whether it's a share or a comment or they might buy you As you move through your pre-lodge, you're starting to build anticipation.

Your people are looking forward to each video, right? Up until you open your sales page and start taking orders. And with each video or live broadcast, people are leaving comments, and your viewers can see. Other people are watching your video and making comments and that builds social proof. They think all these other people are watching is there must be something interesting going on here.

Then you actually start to build community, It starts to develop in the comments, People will often start answering each other and all of a sudden you have some real community developing That also brings it. Another trigger. That didn't mention, which is conversation, People love a conversation, They would much rather be in a conversation than listening to a mile walk.

Any one of these mental triggers is really powerful layer, them on top of each other in your pre-launch. And then it's where the magic starts to happen. You're creating a conversation with your market, delivering real value, creating a strong relationship, and then asking for the sale, That's the core strategy behind the product launch formula and then why it's a single most effective way for making online sales, creating an impact, and building a business.

Now at this point, the big question is how does this formula fit for you and your specific situation? And that's what I'm going to show you in the next video.

Lesson #1.7/9 The Five Categories

Your best next step depends on where you are right now, so let's get clear on that... Which of these five categories describes you best?

So, let's talk about how this fits for you. It's likely you fall into one of five categories. First, you might already have an online business. You're already selling stuff, you've got a website and some traffic that's coming to it. If that's the case, then this is an awesome day to be you because there's just no other way to get more leverage and more income in your business. You can take an existing offer and relaunch. It's a bonuses. Maybe tweak the pricing and relaunch your product and then you, relaunch your business. This is the absolute fastest way to grow your business and get big results in very little time.

The second category is that you have some type of business where you might be a one-on-one practitioner, or you have a service based business. You might be helping people with their wellness, their health, their money, their business relationships or something else. In other words, you're working with clients, It might be a very nice business and you might love your clients and We're really helping people but you don't have time leverage in your business. The only way to increase your income and impact is to work more hours or bring on more staff And that's not a good formula. Now what if you had a product that you sold for a 97 dollars or 297 dollars or even two thousand dollars and you put together a launch and you sold your products online. You could sell more products without working more hours, You could sell products around the world, 24 hours a day. How would that change your business? How would that change your life? If you think about it, you already have clients A bunch of them, would probably love to get more from you, more content, more value, or products and services. That's where product launch for American work for you And I've got lots of students. Just like you in my product, lunch formula Coaching program.

Third category is you're an influencer You've got a significant following And you might be doing it really well if things like sponsorships or affiliate sales But the reality is you're dependant on the whims of your sponsors And you're dependant on the whims of the algorithms And you wake up every day hoping that this won't be the day, you say the wrong word, that upsets your followers Or the algorithm change. You've lost your reach. In other words, your income is that risk every single day. The answer to all these stresses is a launch, You just need to create an offer and create your launch. And the good news is I'm going to show you how to get paid for that offer before you even create a product, You want to pay attention. When I talk about the seed launch and lesson two.

The fourth categories, you're an author assume to be author or you're an artist, Whether you have a book or you're creating some type of art. The reality is the only person who's going to market your work is here And the best way to get it out there is with a launch. Now the formula changes a bit for book. Launch is an art launch is, but it still works. So stick with it.

The fifth category is Jeff. I love it. It sounds amazing. But I don't have a business or a list or a product or even an idea for one. In other words, you're exactly where I was.

When I got started, if that's where you're at, let me tell you. It is absolutely possible to build a real online business from scratch. If you look what I've built, how I started from scratch as a stay-at-home dad with no experience, no list, no assets, no connections, no product or no offer. And I gradually built up my business. And now I have thousands of clients and they've collectively done over a billion dollars of launches. It just shows where I can all go, even if you're just starting it out, just like I was. And fall to one of those categories. Or if you just love this launch process and you put a partner with other people and help them launch their products.

Well, you're going to love lesson two. It's about the three primary types of launches including the seed launch which is where you can start with no list and no product. And you can basically get paid to create that first product and create that first list. Now, how awesome is that I'll also cover the JV launch? Which is sort of like pouring gasoline on a fire. This is how you leverage it, other people's lists. In other words, there are other people who have already put in the hard work together. A following of people who could be interested in your product. The JV launch is how you get your launch in front of all those people. A JV launches more work but it's also instant leverage. I'm also going to show you the magic of launch stacking. This is really important because it's how your leverage up for one launch to the next few results. Get better. You make a bigger impact in your business grows as you go from launch, don't launch.

That's how I went from my first launch of 1,650 dollars and my launch is kept growing until I was eventually doing millions of dollars. That's what I mean by launch day and I'll show it to you in one of the next videos. But first I have one more pivotal thing.

I'm going to talk to you about and that's your most important launch.

Lesson #1.8/9 The Most Important Launch

My most important launch wasn't the one that made the most money or sales. In fact, it was the one that made the LEAST amount of sales. It might be the same for you too. Here's why...

As we wrap up this first lesson, I just want to take a moment to focus on you. We're just a little lightning fast tour through this formula. That's launched a thousand businesses. I'm sure you can see the logic and why it works so crazy. Well, How it can build real value and still be super effective at making sales, all in an ethical and non-slimy way?

But I remember when I first started out and frankly my confidence is at a low point as a corporate failure. I got washed out of that world, I was a stay-at-home dad. My wife is supporting the family and hadn't made a penny in six years. I seem really couldn't make it in the regular nine to five world and my family was desperate for a little extra income to try and make it to the end of the month. And then I still belong to this formula, It was rough. There was no one you could learn from back in 1996. So I just did my best and I sent an email out to everyone. I knew that first email went to 19 people, It all grew very slowly but then I first launched, It wasn't millions That was in a distant future, but that first launch did 1650 dollars. That was an incredible result for me. I literally jumped out of my chairs. Each sale came in Up until that point, the only money I've made was from working in a job and getting a pay check But that launched showed me that I could create real value in the world and get paid for that value.

And in that moment and one of the most important thoughts I've ever had, I realised that if I could launch once I could launch again and again, and again, And I might even get better at it. Well, that's exactly what happened My next watch. It did a little over 6,000 dollars, Then my next one did right around 8,000 dollars, Then 34,000 dollars. And so on Eventually several years later, I got to those multi-million dollar launches. I even had one that made over a million dollars in a single hour. But the most important launch for me, wasn't a big glitzy million dollar launches. It was that first launch of 1,650 dollars because that launched show me what was possible. So right now, I want to ask you about your first launch, what would it make possible for you? What would it mean to your income and lifestyle? What would it do to the level of freedom in your life? What would it allow you to do? What would a successful launch mean to you and your family? What about the people that you help and serve in your business? What would it mean to that? You know, when I started out there are a lot of people that were really sceptical, friends, family, sometimes even people are close to. You will tell you that you can't do this or you shouldn't do it. And there are people have tried and failed at business, or even at an online business, because they didn't have the right formula, or they didn't stick with it. If you take nothing else from this lesson, please understand this. The internet is the world's greatest gift for entrepreneurs and people like you, and me, we're ready to step into their destiny. I've lived this life for over 20 years. I've built a life and lifestyle that I never could have dreamt of and I like business brings the world's markets to you. It lets you connect a really cool people and you can do it all. Well, you have the most amazing fruit that you can imagine and let you build a business that works for you, 24 hours a day, seven days a week.

It allows you to run your business from anywhere in the world work when you want with who you want. And unless you finally create a leverage thing, come in lifestyle for

you. You combine the right formula some hard work in this guy is aluminium. There's no telling how far you can go, You're going to create an amazing light, you're going to take care of your family and you're going to make a big positive impact on the world.

A lesson two. We're going to figure out where you start, which of the three primary types of launches is all right, one for you, but right now, I would love to hear from you. I want to know what you're thinking, please scroll down and leave a comment. Please tell me about yourself and what you're going to lunch and what difference that will make in your life and the lives of your future will come.

Lesson #1.9/9 Module 1 Q & A Live Session

Welcome to the launch master class Q&A number one. My name is Dan. I'm your host here, your studio, host for this call. And I'm here with Jeff and we're going to get rolling in just a second. So, real quick beforehand. How this is going to work, this is going to be, it's going to be quick.

It's going to be, we're going to try to keep this quicker. And try to keep this easy goal is here is to get your questions answered about lesson. One of a launch master class, so we already got a few questions preloaded in that we grabbed from people who posted in the Facebook group but there is down the bottom of your screen.

There's a handy little Q&A tab, it looks just like the chat tab, you've not only find on zoom. So if you have a question for just type your question in there, Jeff is going to be able to see the chat, but just to kind of keep things moving and keep things easy.

I am going to facilitate here. So I'm going to be pulling questions out of the chat. I'm going to be asking them to Jeff, so he can answer. So we got To into the Q&A down there. Otherwise, we just kind of have some general chat, you can type that into the chat area and looks like okay jams on it.

Susan's on it. Awesome. Okay. I think it's about time to get role in that Jeff. You, you ready for everybody? I am ready to go. Awesome. Okay, let's let's kick this thing off yet. So welcome everyone. Sorry. You took us look extra minute or two to get rolling as always technology and I'm sure you've probably had in the last few years of time or two where you wanted to get into a zoo meeting and you couldn't get in for some reason.

It's funny how that happens but only when you most want to be on time, so welcome. I am so excited. This is this it's it's launch master class time. It happens once a year and we are in it so just some settings. Your dad already injuries himself, he sit across the table from me.

I'm well, look at, I can actually see myself. So, I've got some notes right here. Stuff, I want to cover. I've got my, I got my computer right over here with just so I can watch the chat, watch what you're saying, see some of the questions, although I don't have my reading glasses and that's it.

And we are just going to take about an hour here, we'll see how it goes. I want to keep it as tight as possible and get to, as many questions as possible. And like I said, I am excited. We do this once a year. What is it today is, what day is today then, Wednesday?

So when do we release lesson, one, Monday Monday. So today's ago, we released less than one. It's all a blur for me, we have so much going on. I have a great big team. We're almost 40 people on the team and we're all working to create the best master.

We can for you. We now have right around 25,000 people have already registered for this masterclass. I expect that, you know, at the current pace will be somewhere around 40,000 by the time, this thing wraps up. So that's amazing. And to be playing

on a big stage and to be able to, to help so many people, the comments have been pouring in, people are loving the master class.

We've been doing this for a long time. Product lunch formula first came out in 2005 and so I've done this master class every year since 2005, there's a few years where I've did it a couple times in covert. It was a crazy situation. We did it a couple times so you can do that.

We've done this many times. Of course, it's evolved just like product lunch formula, has evolved over the years. When we started out, we didn't have what we didn't have live broadcast. We didn't have zoom. We didn't even have video, so it's things have changed quite a bit but what has This is is how exciting it is, for me to be able to share this training, this knowledge, this wisdom with people and see their lives changed.

People's lives will be changed in this week, and a half that we have together and, and I know some of you. I hope some of you choose to join me in the product lunch from the coaching program beyond, and your life will be changed even more. But, you know, you might have heard a little bit about my story.

I started out just absolutely desperate. Desperate desperate to help. Try to support the family of to stay at home, dad. And my big goal was to make 10,000 dollars. In a year. And then that did happen for me and I exceeded that and then I got bigger and bigger and bigger and bigger obviously.

Yeah, have a team of almost 40 people helping you out and you don't need to have a team of almost 40 people. I've just chosen to take this path in 2008. I had a launch that so just I'm we're going to get your questions just in a second. But just in two, like when I started this business in 1996 and had the first launch in 1997, like said \$10,000 was my ultimate goal or no \$10,000 of my goal.

But I actually sat down and I wrote down, what were my ultimate goals? Like, in all areas of my life and one of them was to make a hundred thousand dollars. And the exercise I was going through was setting. The biggest goals you could dream of the you because there's all different ways to to go through a goal saying exercise, but that exercise I was led through by an early teacher and she said, I want you to write down the biggest goals you can think of.

So for me financially it was a hundred thousand dollars a year. Was the biggest I could I could not even in the wildest dreams, I was not the biggest I could think of and and I've been lucky to to exceed that and I've been lucky to actually have times where I've there was one time at PLF live where we, we raised 120 thousand dollars for a non-profit to build schools in Kenya.

And I I was carried away with a motion at that event and our audience. Our community raise 120,000 dollars to build on a school. And I said, I'm going to match that and right there at stage, I made that commitment to give a hundred and twenty thousand dollars and build a second school in Kenya for people who have been displaced through political violence.

And I don't tell you that the brag. I just tell you that it's a, it's amazing. Once you start putting one foot in front of the other and you have the formula. It is amazing. What you can accomplish. And so I've been on this crazy, crazy journey in 2008.

I had a launch that changed. I if a hundred thousand was my ultimate goal. What do you do when you do a launch, that does almost four million dollars in a day and a half? And I at that point I had, oh, you know, I haven't grown my lifestyle.

I've got, this is my office, it's big and it's fancy. It looks impressive, but I still live in the same home for the last 23 years. I still drive. I pick up truck and so I haven't grow my lifestyle. So, when you do a launch that does you Not four million dollars are almost four million dollars and like 34 hours.

I had to sit back sit down and figure out what my life was about and I decided and this didn't have it. It actually took me a long time to figure that out because, you know, when you reach all your goals, it could be. It can actually be an uncomfortable place.

And I went through this, the searching process and, and, and I decided what my life is about is, is helping others spread, their amazing work in the world helping entrepreneurs. Because I think entrepreneurs are the future of humanity. I think online education is a future of humanity and it's like this, what I'm going to do is I'm going to just show up and serve so to know that I have 25,000 people joining me to on this masterclass.

To see all the comments come pouring in, on less than one to have you live with me. That's just, that's my mission is to help entrepreneurs build their businesses and spread their amazing good work out into the world. So when I got on camera just a 30 seconds ago or To go, I wasn't planning on talking about this stuff but that it's just, I sort of get emotional at this time of year because I get to make such a big impact out in the world by helping people make their impact and build their best lives.

So yeah. So we're it's good to be us. Welcome, you join an amazing community. We have an amazing community here. I am excited. I'm going to give you a rundown of what's coming in the master class but let's just go jump into some questions. What do we got Dan?

Okay, well, questions are oh wait a second. Did I just like bore everyone with it? I want you to go to sleep. There was that just too long over preamble? Am I was like, dude, I do okay, I don't know. Let us let us know in the chat. It's not, that's not even chat.

How's the first one going? Okay, now I think I think you're good, you're good. We got folks and I love it. I was great. She did great awesome. Now I think people are stoked. People are so too. There's actually just there's a ton of love in the comments for less than one two, just in general, people are loving give it up for Dan, Dan, and again makes shut those videos with me and he mixed them and he edited them and I thought they were amazing.

So thanks. Thank you. Thank you. Okay, let's get rolling here. We've got so many questions, so we're going to try to rip through them and yeah, get you some answers. Okay, so we have this one kicking off from anonymous attendee. Wow, that's a good.

Good. Strong name when announcing the pre-launch content, should you mention that you have a bigger course coming or should you keep it a secret until your last free lunch video?

Great question. And this is one of those things that shifted over the years. Back in the day, you PLF first PLF 2005. My first launch 1997. So, back in the day it's already what you did, keep it under wraps but these days Everyone knows they're in a funnel that we just had a mastermind meeting and someone just like when you're in life, like when my mother knows she's in a funnel, my mother was just talking about how she signed up for something, and she knows, she's getting this free stuff, but she knows that she, there's going to be some kind of a course, or something.

He said, if my mother knows she's in a funnel, everyone knows they're in a funnel. Everyone knows they're in a launch. And so, I disclosed it right from the start, you know, early on. In fact, even on this call I did right. Like, you know, I mean, whatever, we're, you know, 10 minutes in or so.

But right in those first few minutes I was talking about this launch master class and I'm just mentioned, I hope, you know, I hope some of you are joining me in my coaching program, so it's not some big over the top. Yes, I'm going to pitch you. I'm going to try to To down, knock you out, rip your wallet out of your pocket and take your money.

It's just a gentle mention early on where you're what they call seating where you're starting to talk about what's coming. Next I would do that right? Yeah I do it in PLC one in the first lesson and I'm pretty sure I don't know like in less than one because we do you know if you had noticed we are I follow my own formula, I follow my own framework and if you feel, you've got any value already and lesson one or got, you know, we get some value today.

That's just proof that you can build value and it's still have a very effective launch. Because, trust me, this launch is going to be effective. We have a strength of multi-million dollar launches that goes back, a decade. So we are going to have a lot of people. Join us in the practise for another coaching program, but you can still deliver value.

And I think Dan like you mixed up those videos today. I, I think, unless at once, somewhere in there, I I talked a little bit about the coaching program didn't. Oh yeah, yeah. I mean, it's not like, it's not like big over mentions or, you know, anything like that.

But certainly just mentioned it's like, hey, you know, there's going to be options to go deeper here, you know. Yeah, it's not like, you don't want like that. There's a monster hiding in the class, right? No one's that all of a sudden, you know, we're best friend, we're best friends.

We're best friends, and let me silly something. So, you know, you and and when in that sideways sales letter, you know, there's generally three pieces of pre launch content and they can be video. They can be broadcast, they could be email, they could be any doubt number of formats.

Well one thing you definitely want to do is create a soft landing for your last piece of pre-launch content going into your actual offer and then, but what I mean by soft land because you just want to mention that. Hey, am I next video in my next broadcast? We're going to do this, this, this this and, and I'm going to open up registration for such and such, so great question.

Awesome and quick reminder for everybody here. So we've got the chat going on in the chats great and that's where Jeff can see your reactions to stuff. If you got a question, I put in that question and answer field, like Q&A separate field there because it's separated it out a little bit.

You've got somewhere around seven, a hundred people on right now. So the questions are flying and faster than Q&A features, Let me keep track of them. Okay anyways let's go in. This one's from Laura. Laura says, I had to stop my business for a few years. I'm wanting to get back into it and make it even better.

I don't have a good email list. What do you suggest for where to get started? Well, the question I would have is do you have any did you have an email list in the past and if you did then I would go back and it's totally possible to resurrect a list.

Even if it hasn't been made for years with the old media culpa, where you just write to him and say, hey, you know, my life got put on hold I I haven't heard from me from a long time it's because I had to put this business on. Hold because life happened.

You know, you just tell your story and you and then you give them a link to go. And you know, what I've done is I put together something cool for you just just as a thank you, for still opening my emails. Go to this link, have a good that link, have them and that is now you know, if that happens, you're probably going to lose 75% or 80% or even 90% of your list, but you'll still have people and the people, you have will be good people.

They'll be the best people. They'll be the most engaged people. They'll be people, they're still paying attention after all those years. Hidden assets. In content on your website or your blog and trying to get word of mouth, you can do it with paid advertising. We have had a number of people do really well with paid advertising starting with very, very small budgets.

I think one of the case studies, we release was an LaFollette and she started from absolute scratch. I think she was spending five dollars a day and driving people into an audience that she was doing lives for and then driving people from there to her email list. So those are, you know, it's sort of by hook or crook, you start building your list and, you know, no one starts with a list.

Absolutely, no one starts with the listing, including me, in fact, in lesson two, you're going to hear about Jeff, 2.0, where I had to completely. After eight years of business, I had to completely start over. I had, I basically lost my list, went into a new market and completely start over, and you're going to be This and too, But the reality is, is job one for anyone in this business, in any business, really is to start building your audience.

And so, you know, we go through that and practise formula and the lunch and your list program, but the reality is, it comes down to driving traffic into an optin page. Whether it's from social, or whether it's from content, or lists, pay traffic, or whether it's from affiliate and joint, venture partners And gradually building that list and the hello.

The reality is no two realities, No one starts with a list is reality. Number one, Really? Number two, is once you start building a list, you want to have a bigger list. It's like that. That's you know, you have, you get a hundred people on your list, you want a thousand, You get a thousand, you went three thousand, You get three thousand, Then everyone wants 10,000.

And for some reason, when people get to 10,000, they all want 30,000. And then, once you get to 30,000, you're starting to think about 100,000, and once you get, it's just it's just never ends. It's the classic you build an app in page and drive traffic to it in every way possible and get people to opt in.

Awesome. Okay, let's see. I just see a couple Google Assistant questions about on a physical recorded is being recorded, so we'll have it. So if you've got to jump off, you can come back and review it later. You can come back to questions, etc. So I'm seeing a lot of people asking some questions about seed launches.

I've seen people asking questions about how to use the sideways sales letter while creating creating a course at the same time. So for all you folks to say, you might just want to watch your email inbox for what's going to hit you in tomorrow at in the morning. Tomorrow As lesson, two is going to drop is going to And it's mindful.

It's super. Super cool stuff coming out tomorrow. Yeah, I saw one, can I jump? Can I tell one? Here's what, how long should you leave between your pre lunch content in the actual launch itself? Where does PLC and in the lunch? Begin, thanks. So we're actually going to talk about that quite a bit in depth in lesson three.

When because you you just you've learnt about the sideways sales lot. And that's, you know, I taught you that unless I'm one and that's an important sequence and that sequence happens and then comes the open cart sequence and I'll be going deep into that and less than three. But what you want to do is you in general, with those three pieces of content, you want to the pace to accelerate as you move forward.

So maybe you have three or four days between PLC1 and PLC two and then you might have two or three days because between two and three, and then just one day or two days between PLC three and your open cart. So, gradually, you want the Just to pick up the excitement to pick up, as you get deeper into your launch.

Awesome. Yeah. Feel free to grab any that you see that are popping up. How about this one? I like this one. This is from Laura I says isn't AI going to ruin launches by flooding the market with repetitive content. I miss the very beginning is it she says, is AI going to ruin launches by flooding the market with repetitive concrete.

I think what AI is going to do and this is a great question. I think what AI is going to do it is it's going to to flood a lot of areas. With lousy lousy generic content. I do think that

is going to happen. There's going to be generic courses, there's going to be a generic member sites.

There's generic books. There's so many books that are being written by AI, but, you know, none of them are amazing books. And so, I think what's going to happen is that Well, you know, it's just a kind it's the same evolution that's been going on. Since I got in business online you know back in the early days to stand out I mean there's when I started it out in the 90s, there was a lot of positives, a lot of negatives.

The negative was the audience. There wasn't very many people online. The negative was really, really, really hard to, to build a female web single web page that was hard. You couldn't do, you didn't have social there, wasn't anywhere to advertise. It was just really, there's so many, incredibly hard things.

One thing that was easy, it was easy to stand out. I had a free newsletter and holy cow. Also, to do was say, I've got a free newsletter and everyone wanted to sign up so it's easier to stand out. So it's gotten harder to stand out as the world has moved on.

As everyone's moved online is it's gotten easier to create content. Now it's like there's a new pop-up guru and my insta feed every freaking day. It's like to become a publisher to become a video publisher. Takes about like, what? Well, you have to sign up for an account at YouTube and hook it up to your phone and obviously, in your video publisher.

So the barriers to entry are have lesson and then what happens and like everyone's like wow I'm my business is actually a thing. Wow, a lot of people are selling online courses, Maybe the competitions increase So that that that trend started 30 years ago and it just continues in AI is going to make it continue even more.

So So how do you stand out? You create something really And you have great marketing. You just creating for something great, doesn't matter. Because then, like you're depending on what we call, hope marketing. We're you just hope that people find you and hope is a hope so, wonderful word, if your shipwrecked that C.

But if you're in business, hope is a horrible word. So you need to create a great product and a great marketing. Now, the seed launch is how you create a great product and you're going to see in less than two. I know, keep on teasing the seed launch, but it is super damn cool.

And yeah, you can definitely check it out in lesson, two. And then, but you need to have superior marketing. And the thing is, is not all of us were born, being superior marketers. I certainly wasn't, I'd never sold a thing in my life. I'd never been a marketer. I I was like a production manager.

That's what I did. That's what I want to school for is, is learning operations management. I've never sold a thing in my life. Well, I got good data and I put in the reps and I put in the reps, I needed dozens and dozens and dozens of launches. And now we've codified this formula so that you can even if you're not born marketer, born salesperson, you can create great market.

If you just follow the formula and hello, you need to because competition decreased and AI is only going to exist. Exacerbate that trend. Great question. I mean, that's the type of thing I've been asking now, you know. I 100% you know you know, we've had these discussions. I mean I am like AI is like super cool.

And like there's some things I'm not in love with about AI and, you know, it there are some big questions to be asked but in the meantime, you just got to move forward and create great offers and great marketing and show up and serve your people in a big way and you're going to just fine.

Absolutely, absolutely. Okay. So let's see. So here's a really interesting one. I know you haven't been even a personal experience story that I've heard you talk about a little bit with this, this from Terry. Terry says, I already have an online cyber security training company. I've never done launches where you open and close.

I have a steady stream of customers on a monthly basis. If we launch a new course, should be close at after 7 amount of time, seems like we would be leaving money on the table. Why? Not launch it and leave it open. So, so I don't know if I'm going to get the right story.

You forgot so many my stories but it doesn't, particularly sorry. I know about when you the first discovered this where you know, first added this into the formula and the effect that it had. Yeah, okay so I'm actually going to draw, I'm going to try drawing a diagram. Here we go, here we go, I got it going like that.

I got a really big marker. Okay so this is the deal is At the end of your launch. I'm very good super technical here At the end of your launch. Something bad has to happen for people who don't act. And what I mean by that, there has to be something negative consequence.

You need to build a deadline And I'm going to go into this deep and lesson, three this coming Sunday. You and the reason I say that is because of my second launch, and this is what Dan was talking about. So my first launch back, when I was just open to make 10,000 dollars in a year and that would change my family's portion because we were just living, absolutely just hanging on by our fingernails for the end of the month.

Did my first launch 1000, 650 dollars, And that everyone's got a different frame of reference for money For me. That was like if I could have done a backflip I would have done it. Backflip all the way down the street because it was just you know I just hope to make \$10,000 a year.

Here's I thought 1,650 is amazing. So then about So maybe four months later. I did my second launch and the first launch was open ended. There was no end to it. The second launch was The second launch. I put a deadline and so here we go. Let me think how I'm going to draw this out.

I'm going to here. We, I'm going to do my best to draw this out and Okay. So so if you can, let's see. I'm going to go with the big marker. I'm going to go with a big marker, big marker, super giant marker. Okay, so they're here is here. There we go.

This is a basic chart and this axis is the dollars and this excess is the time, okay? Let's just say, let's call that launch was like five days long. So the first launch, here we go. The first launch the sales month like this, I mean a couple sales right at the beginning and then we just gradually made 1,650 dollars in sales, Okay?

It was sort of like that And then this so that was open ended know what deadline Second launch went like this, The listed grown a little bit, there was more people on the list that we started off a little bit higher. Then now we sorted this and we're cruising along and going right about the same amount, right towards the end.

And then in the last eight hours, Sales went vertical. It went, I just couldn't, I was sitting there hitting the refresh button, hitting the refresh button, and the orders would notice that the coming out, my email is ordered order order, order order, order, order order. And, instead of 10650 dollars, we did just over six thousand dollars, second sale.

And most all of those at the most, all of the extra whatever I went from basically, but call it an extra 4500 dollars, almost all of that came in in the last eight hours. That was the last time I ever did not have a deadline. Or I guess. The first launch was that last time.

From then on, I will always, always, always have a deadline. Now, you don't have to take your product off market, you're making sales all along, but what I would do is I would put together some type of a special offer and I would add in some bonuses. And you could extend the subscription time, you could change the pricing, but I probably had some really juicy bonuses and then put a deadline and so after the deadline people can still buy your product but they don't get the bonuses, you get the benefit of that deadline and you will likely double your sales if you do that.

Because these days in a typical lodge about 40% between 40 and 50% of the sales come in on the last day of the lunch because of a deadline, if you don't have a deadline, those sales will come in. Awesome. Okay, so getting a try to try to knock out a whole bunch of them with one mega question So it made a prompt.

Exactly, exactly. You know, just getting inspired here. So I've seen a lot of people ask about the PLCs about their pre-launch content. So we've got questions about, does it have to be videos? Can it be live broadcast? Does it need to be live broadcast? Facebook broadcasts, Instagram blog, live broadcasts.

Can it can I not be on camera at all? Can I do them through social media posts or through email? So all all sorts of questions about do the PLCs have to look a certain way or is there some ability to play with them? So, the way I feel questions, the first answer was no and all of the rest of them were.

Yes. And then the final one was no. So, in other words Amidon, I'm around. Yeah, exactly. No. They don't have to be video at all If their video, they don't have to be fancy video. You know, our videos are pretty fancy right Because I looked pretty good. If I say so myself in the set, I didn't I set.

I was actually scripted. I used to teleprompter because I wanted to be super tight and you might have noticed I can get off until stories, so I'm tighter when I'm on

teleprompter. So I was on a teleprompter, We had a few enough very pro cameras. We had pro set.

We had fancy b-roll. It was is like a narrative driven storyline to it. So yeah, it was fancy. You don't have to do that, You can do. You can just take your phone and you can prop it up on a stack of books. Probably don't go vertical for generally gourmetal.

But you get we have people Literally take a selfie stick or whatever and just do it on their phone. You don't have to do video, you could do screen capture. So you're not even on. You could do live broadcast and if you did that, you could be on YouTube, you could be on, zoom, you could be an Instagram, if you're doing Instagram, you probably do vertical, you know, did I say YouTube?

I mean, you could, you could any platform that you want, whatever makes you most comfortable, you don't have to do video or live broadcast. You can do all the email in fact, and we're not going to teach you the master class, but one launch that it's beyond master class sort of the curriculum, we've got here, but the Sparta launch is how to sell.

Very, very high-end retreats and workshops. And that is a hundred percent done via email. And I've done a lot of launches that are a hundred percent via email. If you think about it, my first dozen She was 18 launches we there was before the age of video. There was a time where you couldn't do online video, online, video didn't exist.

That timed it. And I was part of it. So, yeah, you could do email. I mean, I've seen people do things like podcasts and stuff like that. I mean, whatever format works for you. It doesn't have to be video. And if you look even like what we're doing here in this launch masterclass, we're doing video and we're doing live broadcasts, we're combining them and as you're going to see like we're in a real simple set, you know, just Dan and I talk and across the table but come Sunday, you're going to see us go big and we're going to have the big production and all you know, all in.

So we're using multiple formats. In fact, for a number of years we've the last since I don't know about 18 or 19 we've been doing solely 100% live broadcasts but then To like a three hours each broadcast would be three hours long. And it was really, really cool. And it's fun, and we brought in so many elements, but, you know, especially during covet, people didn't have anything to do but sit around and watch our broadcasts and that was awesome.

But this year recycle, let's it's the world's change and they want tighter. And so we work to get super, super tight and we wanted it to be on demand. And that's what we did this year. We wanted to look like Netflix, where you just show up and you binge watch let's season or a lesson.

So it the formats always changing. It always will be changing. But the strategy has endured. It's the same strategy doing it. This year with on-demand video is the same strategy as last year with live broadcasts is the same strategy as 2015 with live with video as the same as in 2012 when we use screen capture.

That's all we could do screen capture. Ugly videos is the same as 2005 when it was almost all email and PDFs. But the strategy endures in the strategy is a sideways sales letter, the PS path and the mental triggers that I share with you less one. Awesome. So let's see.

So we're getting a lot of questions, So maybe we don't need to go too much into this, but now we cover this a little bit in less than two, But we're getting a lot of questions about people who are outside of like we're who are saying artists or authors.

We're looking to say, here's one for example, a link wants to help her daughter launch her next children's book, She's an amazing author and artist. This will be her fourth book, Just like God, what sort of ideas did you have about? Like, how do you do this? Pre-launch content say, with a piece of artwork or a book or if you're in one of those sort of markets.

Okay, I'm going to there's a lot here. In fact, there's a book launch is is it entirely different thing? And we do it and we teach it, but it doesn't fit completely. There's only so much. We can cover in the master class here, But we do, I had a number one year times by seller.

My first ever book. Number one, New York Times. It's not an easy thing to do. It's not like the Amazon best seller and a sub sub sub. So number one New York times by seller. How did that happen? It's because I know how to launch, right? And so a book launches is something that we've had.

So so many authors in this world. So first of all, your books not selling your arts, not generally is not going to sell really well unless you're marketing it really, really well. So, that's the first thing you have to understand. And we've had so many artists and authors come through the PLF campus be part of the community.

And first of all, it's awesome that. In this case, this person her daughters got four books. I mean, no one makes a career out of one book in general. So I, I had one book. I still only have one book You you need to put together the structured sequence launch.

Now we have one of our, one of our dearest members of the community actually tragically passed away a couple years ago through because of cancer, but she was just fierce in in selling her paintings that were selling expensive paintings like 10 to 20,000 dollar paintings and she would but she turned the making of the art, the painting, she turned releasing a collection into an event and that's one of the course of product, like, formula is making your marketing an event.

So, it stands out. So that, you know, it typically, if you're doing some type of art, whether it's music, whether it's jewellery, whether it's, it's sculpture, whether it's painting, you know, there's two different compatible. One path is teaching courses and on it. And we've got Is zillion people in the peel of community who have done, it teaching needlepoint, crochet, teaching painting drawing watercolours on and on and on and that's a great way and and it's it's amazing.

We've had artists through million dollar launches with how to paint courses and how to draw courses. That's incredible. If you want to sell your art, then you have to take

the creation of your art and the release of that art and turn that into the event. Now, if you have a book again it gets complex because there's a big difference between children's books fiction, and nonfiction nonfiction is generally, easiest to lay products, lunch formula on top because then you're building a community and it's it's almost the sideways sales letter straight up.

And the real key is you want to have probably at a course membership lined up behind that book. So the book leads people into your world and then that and then that once you bring them in then you put them into a course. Remember, should a fiction book is trickier but it's basically you want to take whatever audience you have, and then this is the key to it.

It's all the triggers. It's all the sequencing, it's all the standard PLF. But you want to take the readers that you have, whether it's five of them or five thousand of them and turn them into your army. That helps you promote your book and promote your launch. And that's the really, that's that's the key.

You have some people that are close to you and again, it could be five or could be five thousand, five hundred thousand, how do you take those people? And and arm them. So they become You are evangelists of God and spread the word And that's I that's why it's better to have four bucks than one book.

I love this. I got that Chef. Nadia in the continents, the budget, followed the launch plan. Hit New York Times, number one. Yeah, Tiffany Alicia amazing. Amazing member of the PLF community. So pride got to meet Tiffany for the first time she's she's incredible and and we've spent time together on zoom and I did a key study with her but it was just about a I don't know month or so ago.

We actually got to meet in person. Yeah. Number one year. She knows how to launch. She is a die-hard PLS supporter, remember the community. And yeah number one, New York Times bestseller. Yeah and so and one thing throughout here to have on your radar, not actually announced yet. So you know, just just for just for you guys is for anytime 17 workloads, it's friends here.

So we just talking about case studies, we've got a cool little surprise coming up for you and two days from now. I think and guys yeah coming up here in two days. You know. You're pouring the water by there. Mike it's yeah. Oh anyway, I got some fresh glass of water here.

Anyway so on any in two days I think we're dropping a hundred case study on a dedicated page and these are in-depth where Jeff is on zoom or it's sometimes it's just sometimes this is one of our team members on zoom like walking through in detail. Like some people in just a craziest niches, you can think of, and some pretty common ones too.

Just like, okay, how exactly did you apply? The goal here. Wanted to like walk through how people have used this in all these different markets so that keep an eye out. I think that's coming out in two days. I mean this page is so big. We had to build a search engine for you so you could find the right case studies.

It's just not. Yeah. Literally anything we still. Yeah, it's it's yeah, a hundred hundred case studies on this page. Okay. So how about this one? This was an interesting one. I'm from saying that, okay? And so this is interesting. So I think this is something that we might have a few people who just could speak to.

So, by just saying I'm conflicted up between talking about the content to my course and talking on my teaching style because I really want to say what I'm teaching, but I think I'm teaching styles, small group, interactive discussion sensitive. Everyone needs is what makes my course you need. I think it's a good speak to a lot of people who, you know, maybe they're in a market where there's a lot of people teaching a similar thing to them, but one of the coolest things that we've found is often how people really gravitate to a spec.

The person talks about it So what would you have to say have to say about that? Yeah so you would you don't want to do either of those What you want to do is talk to the transformation that you're going to deliver, how you're going to change their life.

What they're what's going to be different about their life, how they're going to get all their hopes and dreams how you are going to take away? The pains they have, how you're going to make it easy, how? This is the time they're going to succeed. Now, think about it.

Because I just, I want to be 100% transparent. When we started this broadcast, What did I talk about? I'm going to look at the comments here. Type it in here. What did I talk about right in the first few minutes when we got on, type it in the chat.

Rachel said my story. There we go. Shalene says Yeah, how are a lot of you got to know how your life changed. How your life changed, how you failed them, succeeded, how you can change your life. How your life transformed, okay. So think about it. Did any of you when you were hearing me talk about my life, how desperate times were?

And then in that story, pretty quickly went from how desperate, it was to that first launch. That felt like it changed everything that did 1,650 dollars. And from there to being able to give a hundred and twenty thousand dollars to build a school in Kenya to doing a launch, that did almost four million dollars to finding myself wondering what my life was about.

It's a pretty crazy story, right? But did any of you find yourself in that story, somewhere? Find like, wow, he seems like a pretty average guy. Maybe, maybe something like that. Could work for me. Maybe the numbers won't get that crazy, but maybe Maybe this type of thing is really possible.

This guy seems believable Did any of you think that Did any of you think that? Yes, I kind of got a lot of yeses, right? Totally. Yes, very believably, Absolutely for sure. Yes. So, I think one of the skills I have is being able to tell a story and have people find themselves in that story, but that's a very learnable skill And so the last thing I want people want to hear about is you're teaching style, They don't care.

I'm sorry You they I'm not saying you don't have a, who's do you remember then? Who is this? That asked that question. I know it's flying by for you but I'm sorry. They just,

they don't care And they really don't even care about your content. They care about themselves and how their life will transform.

And I hope you guys are getting this because this could be the most important thing you hear in this whole master class, They want their life transform. Now, as I've seen your teachings style, it doesn't matter, It matters a lot and I'm not saying your content doesn't matter. It matters a lot.

But your prospects don't care about it yet. They don't care about it yet. They they just tuned in. You turned into me, you don't care about my story. You don't even care about. When you first signed up you do care about the sideways sales. I don't know. Do you care about the seed lunch?

No. Do you care about whether I do it on live or video? No, you just want. Your life transform. You want to have that online business? Or you want to grow the business. You already have. You're a one-on-one practitioner. You're working hard, you're working, you're helping change. You people's lives, your working with a one-on-one but you're getting tired.

And the only way you can think and you like to have some more money. But the only way you can help more people make more money is through leverage by putting together a course, or you just starting out, and you'd love to have an online business. So you have all the freedoms or you've got a business, but it's stagnated.

You can't figure out how to grow it, or you're an influencer and you're like, okay, I got all these followers but, you know, I hope to algorithms don't change, and I don't like lose my distribution. And I hope I don't like, say the wrong thing. I could cancel, right.

So, you're showing up here to have your life changed. To learn how to market in ethical way without being slimy, that's super effective, and brings in a lot of sales unless you live a life, you want. You have to sell people that transformation first and then as they get to know you then they start to care about you.

And that's when you don't have to tell about your teaching style, you're teaching style will tell them for itself, your personality will tell them for itself, right? Your content will speak for itself. So the first thing you have to do is always keep in mind, they're showing up to get results in their life.

That's the most important thing and if you take nothing else from today, if take nothing else from the whole master class, it's that focus and people want the transformation, even if they don't have those words, even, they don't know how to say that they're looking for. How is your life going to change?

How are they going to be able to quit smoking? How are they going to lose weight? How are they going to develop the meditation practise, how they going to be able to learn to do watercolours? That's what makes the difference. Awesome. Okay. So, how about this? How about this question?

This one's from Julia. Julia says, is it okay to teach something that you don't have a personal story? With says I'm a nurse. I want to help people living a better life. You're

losing weight, having a healthy lifestyle. I've not been overweight myself, but my nursing experience shows me how important it is.

Absolutely 100%. You know, a lot of times we do teach like there's this, there's this this formula. We teach in practise formula formula. Yeah, there's this pattern we teach, which is this. I'm a lot like you but it's a waste telling your story. I think I'm a lot like you.

All right. I think you're a lot like how I used, you know, how what my life used to be like. And so, that's a very effective but there's also, you know, I think you might be like a lot of my clients. And let me tell you about my clients and they're, you know, they suffer in this and this and this, they're overweight.

That's what this causes there could be pre-diabetic and it's 100%, yeah. 100%, it doesn't have to be your story, but if you have clients that you've helped, it could be their story. They're aggregate story 100%. Okay, so another similar question, we got a couple little tag team on each other here.

So this one is someone's and, and I've sorted some ahead and I oh remember that name and I don't they're flying by, but I remember the question and the question is, what if I'm not say a doctor or what if I don't have like any, you know, fancy word letters after my name, we're fancy credentials.

Am I still able to teach something or people going to think? I'm just a fraud or something. So another words they're exactly like me. So like I have zero credentials after my name. I you know I'd had I have a four-year business degree, It was an operations management which is you know, how you run a factory type of thing?

I have no and no, I took a marketing course in college, you know, when you're in business, you have to take a marketing course. I've got no credentials after my name and yet, there's 117 people listening to me talk about marketing right now, right. When I first, the first business I had was teaching about a stock market, And I had, no, I wasn't a stock broker.

I was in a registered investment advisor. I wasn't a commodity trading advisor. I wasn't anything? I had no. Initials, after my name, I'd studied the market a lot incessantly, I had gone. If any of you remember back in the old days, libraries and went back, and I read the Wall Street Journal, going back to 1900 in the library.

So I had studied it. I had a lot of knowledge about it but I had no credentials and are there a lot of people with credentials about trading and about investing, you know, they're on TV all the time. But people, but I published and I created authority by publishing, I created authoring by publishing great content.

And I also wrote with my voice, it was just Jeff, it was a voice of Jeff and the people will resonate with not everyone will but some people. Will you know, let's go back to that question. We had earlier about what should I teach? You know, when I am not, everyone's cup of tea, We've got 817 people on, but there's, you know, six or seven billion people that are not on this call, right?

And so what you want to let your personality come through because that's one of the things that sets you apart. Yes. You have to focus on transformation but inevitably your personal or your personality will shine through and you build authority by publishing great content. You and how do you know, how do you create great content by using the PS Pat?

You know that PS path and I talked about unless at one, you know, there's a, I just talked to how for five minutes about transformation and how you have to focus on that transformation and that's more important than your teaching style, more important than the content is the transformation.

Well, when you follow the PS path, you automatically speaking to the transformation and when you do that, You don't need initials after your name. I've never had. I've got zero initials after my name. I've got no built-in authority. All of my authority comes from my ability to understand you understand the transformation you want and show you a path to getting that transformation.

That where your authority comes from.

Okay, so let's see. We're, let's see we are at right about the top of the hours so we could probably go maybe like a little bit. You know, we, we got started like I think about seven minutes late. So okay, how you feel? That's well, let's take but guys, okay, if we go longer, is it okay, type in a chat?

Let us know if it's okay. If we can't, wait, we can just hop right off right now? You know, no. Go get a burger or something. I could use a burger, I don't know. So yeah, looks like everyone's, okay. So before, yeah, I'm okay for questions. Let me just, we're coming at the top of the.

Let me tell you a few things that's going to happen is first of all, it's been awesome. Reading your comments. I've been answering a lot of your comments. I'm trying to keep up with the comments. I as this lunch goes on, as this master class goes on. The comments are going to probably come in faster and faster and probably answer all of them.

But but And leaving the comments for me. It's down towards the bottom of the page of the homepage of the master class. You we are, there is an expansion pack if you list watch all of lesson, one, then automatically, write under that video. It will pop up after you finish the last video, right.

Under the video player, they'll be a button to get the expansion back. So we have even more resources for you. And then so tomorrow, which is Thursday, the 24th of August here, in the United States, early in the morning, we will release going to be awesome. We're going to go over to three primary types of launches including that seed lunch.

We keep on talking about the internal launch which is the bread and butter lunch, the joint venture or GV launch which is that's how I went from lunches. That did a hundred thousand to launches that did millions. It's amazing. Are here a little A crazy. You're going to hear about Jeff 2.0.

It's a bit of a crazy story. I don't share it often but I do have that built in. I'm also going to talk about launch stacking and launch. Stacking is how you grow your launches from launch to launch to launch. It's how you move through those three types of launches.

That's super cool, all that gets released tomorrow. If you, when you watch the entire lesson, it'll be just like less than one. I think there's going to be seven or eight short. Little bite size videos. When you go through the entire lesson, there'll be an expansion pack for lesson two, it's going to be super cool.

And I've got some another AI segment where you get to see how I use the AI to, to, actually to help create a seat launch. It's going to be really cool and in that expansion pack, when you watch the whole lesson, you're going to get those AI problems. So it's super cool.

Then Saturday the 20th. Of August here in the States, will be another Q&A session just like this session. So it's I think we'll probably be in this set again and we'll be like this regarding the Q&A. It's going to be fun. It's very cool. You know, there might be fewer people showing up because it's on a Saturday.

So maybe you're better at your question, gets answered Then and it's the same time as this one 4 PM Eastern United States time. New York Times 4 PM, then Sunday, we are going to do a live broadcast for lesson 3 and this is going to be tight. We've been working a tighten up.

I have got some to show you that has. I have just like shaking I'm so excited about. I'd never been seeing before in a launch master class. We've been doing these lists all five. Nothing ever seen like this before. You want to be on live with me. Well, there will be a recording of it, but if you're alive you're let's just say the recordings are have segments, pulled out of it.

And the reason I do that is just because live is live and it's super cool. And, you know, that because you're live with me right now and, and we can make a bigger impact more alive. So, I'm trying to incentivise you to, to show up live. So that one is at 4 pm Eastern United States time.

It's New York time, that's on Sunday. The 27th, I am just jumping onto my skin, so excited because I've got something that I have never had before. It's pretty cool. And then, August 28th on Monday through Thursday, August 20. 31st is what we're calling bonus week so bonus week is, that's where we give you more time to go through all the lessons to get caught up because on the 31st and I think 10 pm Eastern time, right?

10 p.m. eastern time, all the master class goes away until we do it next year. So you have until 31st of August at 10pm Eastern time. So any bonus week is where you catch up. You go through the lesson, you go through the expansion packs, we've got more surprises for you, you've got a hundred plus case studies.

And the other thing that happens that week is we open registration for the product coaching program. So it's got our bonus weeks, got our via big week, so that's what

we've got coming up. Okay, any of that for anything? I think so. Okay, I think I think we're good.

Okay, All righty. So we'll squeeze in a couple speeds in a couple more here. Okay, so I've seen a few questions like this one, This one's from Shreya, Oakland Got that right Transcend, how do you create a balance between giving away free content to build your credibility? And what you put in your actual course?

You got a few questions about like that about how do you make sure you don't, you know, give away the farm in your free lunch content or is that something you've got to worry about? Yeah, I mean you know it's the PS pad. It's I covered that whatever I think that was video number five.

In fact, I did that in the AI did not. I could do that. I think video about any video, spores about the concepts and then video five is actually. Yeah, where you walks through tracks EBT about having actually doing anything. Yeah so the PS passes, the problem solution path.

Yeah, go watch those two videos and conceptually the way I like to think about this is if your horse is going to take people from A to Z from one to 100, you're very walking them through the whole, you're going to take them down, the whole journey, you're going to teach them, you know, how to play amazing cello or you're going to teach them how to have, you know, add 10 miles an hour to their tennis serve If that's taking them from one to 100.

Your pre-launch, your free content takes people from zero to one. Now, some people like well that doesn't sound like much, you know, I think that sounds like a little misery. The reality is that taking people from zero to one giving them the feeling the idea the realisation that they can succeed in whatever area it is, is one of the most in the bill, the biggest gifts you can ever give someone.

It's just it's epic. It's incredible. And so yeah, that's that's the way to do it. And, you know, you could That there and take that zero to one that PS path, the problem solution path and you can create a year's worth of content on social if you want to just by following that.

But when you get into your lunch, that's the way to focus. Awesome. Okay. Let's see. How many questions should we get a couple more? Yeah, I'll stay to which room. Oh, here's one. Here's one from Lisa. Lisa saying, I have someone, I would like to show on masterclass too.

How do I get them? How do I get them in? Honestly, just just forward them. One of the emails that we've sent to you at all, it'll pop them up to a registration page and they can enter in their email address and then they can get all this goodness too.

Or I mean if you want to post on social, you know, just a lot, it's product, launch formula.com/masterclass/master, not all. That'll get a minute. If you got anybody who who needs to be here, Send them all. You know, the reality is, this is the thing, is this, it's your benefit, it's in my benefit to say this, but it's your benefit to have a friend to go through this with you.

And I'd say that for everyone, you know, get someone else to be your study, but get someone else to go through this, with send over the link to, you know, one or actually, three or four people so that maybe one of them actually does it. Because if you're going to create a business or if you're going to go from that one-on-one business to create a group program, if you're going to go from being an influencer to actually getting paid as an influencer, you know, it's creating products and offers or if you want to grow your business, what you're talking about is, you know, make it a pretty big shift in your life and it's easier.

If you have someone to go through it with to have a study buddy, to go through it. And, yes, you know, you have that we're already starting to develop a little community, within a comments where people are answering each other. And once you get into product launch formula coaching program, we got this incredibly diverse strong community but the reality is at this moment, when you're in this, and your first, your eyes, you're being open and you see what's possible.

It's so much easier if you go through it with someone else. So yeah, for that link to, you know, a few buddies with the hopes that you get one or two that say, yeah, I'm going to do this. I'm going to go through it with you because it's easy. The path is so much easier when you're not walking in alone.

100%. Okay. I'll see you two more and then we'll then we'll hop off. We are doing another Q&A in a couple days, but we got a yeah, not a master class to put on. Okay. So first one is to be another agree question. I love these and we're getting a bunch of questions about a similar topic.

I got a lot of people asking about, is this something I can do without a lot of resources? Something I can do and like, on a, on an, on a minimum budget. Can I start? Can I actually start a business? If I don't have, don't have a big budget.

Is that something as possible? Yeah, it is. It's absolutely possible. I started this on such a shoestring I think in general it's got an easier since I started. There's so many tools that are available for free, you can get a free email list hosting, you get free page builders you could, you know, when I started So me, Actually, we could cost \$35 a year for domain and buy it to buy it for two years.

So across \$70 and I had to wait for, I was in business for like six months before. I felt like, I could afford a domain name, You know? Now, whatever they're eight bucks or something like that. Yes, you can do this super cheap. There's so many tools that are, you know, assume I guess you can do 40 minute zooms for free.

You probably wouldn't be my first choice because you don't want to have that constraint, but you can do free. You can broadcast for free on Facebook, on Instagram On YouTube. There are so many ways to do this on the cheap. And I am a huge fan of doing it that way because you, you don't want to take on a lot of overhead when you're starting out.

So I think you do want to focus on that spending a lot of money on the tools. Okay, one last question. This one's from Melanie and this one. I feel like maybe a few people

might be in this in a similar sort of spots. I'd love for you just to speak to them Melanie's been in our world for a little bit.

She's following a whole bunch of different people, and it's kind of getting some says, I had a got a head feeling, very full, feel, pretty choked up with it. All you, please say some words about simplifying, the process and feeling pretty, pretty overwhelmed sound, but she's just taking in a ton of information and just feeling a little bit overwhelmed.

So, I've been told that one of my, one of the things about me that That maybe I don't know. It's why maybe I've achieved what I've achieved but that I'm really good at. First of all, people look at me like that. Dude can do it. I can do it.

You know? I'm not there are certain people there, you're looking at them. It's like, you look at Tony Robbins who by the way, you know, was an incredible inspiration and helped me in the mid 90s. When I bought his personal power too, I bought the CDs off the infomercial after watching it like a dozen times, and it did change my life and and amazingly enough Tony has become a friend of mine.

Tony's become someone that I went in and helped coach him on, how to make the move to online when he used to be all informer. So so that's that is a crazy journey. But you know, you look at Tony and it's like, that's he's not like human person there.

It's like in that men and black show movie where he is, one of the aliens up under that like Tony was little no. So like a men in black when Of the headquarters and there they have like a big screen where they're tracking all the aliens and one of them was Tony Robbins.

What? I'm not the rewatching, just for that. Yeah, so anyway, but you look at Tony or you look at Brendan Bouchard, you know, another dear friend of mine, someone who came through PLF bought PLS, and that's how he got so good and I missed that true. He's amazing. He's but you look at Brandon and there's no thinking.

Wow, I could be just like him because it's like it. He's a super human. Tony other folks are super humans. I'm not a superhuman. I'm just me. And I've just figured out a way to simplify And turn this into a formula. And, you know, there are a lot of a lot of gurus out there.

A lot of what I call the pop-up gurus, you know, those ones the instant feed, they just go rent a fancy car. They rent a fancy Airbnb and they take a photo in front of their rented car, maybe it's not even their car, you've seen them. It's that, you know, and they're talking about all them all the money and all the mansions and all the cars and planes and and, you know, that's that me.

But anyways, a lot of papers but there's also a lot of, there's a lot of great training out there. Some there are most of them, they're all my friends. They're all people that learn from me. The alert. It's it. Sounds ego full. I hope we spend enough time together.

Where you're getting it? I'm not Mr. Ego but it's just I started early. I'm older than most of them and I started earlier than most of them and they've all come through my

campus. And or either they have directly or they've learnt from people that have come through my campus.

So what I'm saying is you've found the source This is what this is the source. Like if you've seen someone launch in a big way online, they've learnt from here, they learn from someone that learnt from me again. Do this sounds so freaking egotistical but I mean you've met all of them now and and it's kind of the truth 100%.

And I my experience they would say too. Yeah, so yeah. So when I would say it's just I know your heads full your hearts full focus, that's your class is only going to, I think we got one more week or eight more days the master class. If, if for some reason that I resonate with you, if you're like, yeah, this guy seems legit.

I like the way he teaches. And this formula it's just proven. It's just proven over and over. Yeah, I'm selling. This is 2005 only wasting business for that. Long is by getting results for people. So, yeah, you know, there's so much that can be done. There's so much that feels like it needs to be done.

But really what shoots just need to do? Is you just have to focus on? Building an offer that has value and then using the PS path and the sideways sales letter and the mental triggers, so that you can communicate the true value of what you offer. And at the end of the day, That's what's going to put you in business and then you work with a client or a few clients, or five or six clients or 10 or 12 clients and you get them results.

Then you share those results and then you build into your next launch, It's, I'm not going to say it's easy. But it's simple. And I hope you join me on this path. It's it's, it's an amazing world. We live in where anyone can start a business online and and just literally change their lives.

And I've seen it, I I'm an example, but I've hundreds and thousands of students that are examples not hundreds or thousands of students who are examples as well. And yeah it's it's a good time to be us. I know you've even said it in in the master class lessons.

Like, you know, you don't need to know it all. No need to do it all baby steps and just need to get started. Okay, thank you guys. Thanks so much everybody for joining us here for the first Q&A tomorrow is lesson. Two lesson, two is dropping. We've got another Q&A on Saturday, and we've got less than three coming up on Sunday.

That is the, that is so crucial that the most important spot. Make sure you join us there live. And I think, I think that that's all for today, and I'm going to take it over to take a wrap here. Thanks for joining. This has been a lot of fun. I've liked this, very casual atmosphere.

Thanks for all your comments. I'm going to hit the save and download and read all of them because I so click, thanks for all your questions. We're going to be following up answering more of these and lesson. Two is going to just be a bit of an ass kick or so, be sure to check it out.

You can do this, you can do this.

Module #2 – The Three Types of Launches

Lesson #2.1/7 Your First Big Launch

You've learned what makes launching so powerful. Now get ready to discover which type of launch is right for you.

Welcome to lesson two of the launch master class. And whether you've gotten online, course, a membership site or product, a service or a book, this is the place to get launched. So I'm Jeff Walker. And I've been teaching this master class every year since 2005. Now it's changed a lot since then. But I've now had over a million people go through this training and they've launched all kinds of products services courses challenges in, almost every niche and every corner of the world that you can think of. This launch master class and a launch phenomenon has completely changed the online business world.

It's how you can start fast and grow from theirs. Also, the safest way to start and grow your business. And it's no wonder if you look at how Apple releases their products, or the way Hollywood opens their movies, they use a structured sequence, product watch that gets people ready to buy their product before it's even released. That's because these launches build anticipation and buzz and they get you big time momentum in sales, right from the start.

But this formula is not just for big companies. It works for small businesses, tiny micro businesses, and regular people, like you and me. And that's what this launch master class is all about bringing that kind of marketing firepower to our constant businesses. Now, this year is even better. You've undoubtedly heard about AI and tools like ChatGPT you don't need to use these tools, but they've made this entire launch process, a lot easier to implement and if you use them properly, they'll make your launch a lot more effective. And I'm going to be showing you how in this master class. Now, if you haven't seen lesson one, you should definitely go watch it. I cover the **sideways sales letter**, which is the formula for building up buzz and anticipation for your launch. All, while you deliver real value to your people, I also showed you the PS path. Is you how you make sure you're delivered that value without giving everything away? And I want you through some specific prompts to build out your PS path.

Now that was all unless at one plus a whole lot more and there'll be a link on the master class homepage, so be sure to go check that out. Now, here in lesson two, I'll show you the three specific types of launch campaigns and we'll find out which one is a fit for your specific situation. Those three launch campaigns have helped my business generate millions of dollars in sales and more importantly, they've helped my students make over a billion dollars sale. I'm also going to show you how to stack your launches. So they get bigger and stronger as you go from lunch to lunch because once you learn how to do these launches, you're going to want to keep on doing them.

So this master class is all about getting you launch, whether you're just starting out or whether you've already got a business that you want to grow in a big way. And tell you, I love having an online business. I love that we can build exactly the business we want. The income, the lifestyle, the security of not being beholden to a job or a grumpy boss.

The freedom to work where and when you want, and the ultimate freedom, The ability to make a huge positive impact on the world. I love it all. So that's all the good stuff. But there's a danger because it's so easy to get started. A lot of people depend on, what I call hope marketing, You know, hope is an interesting work.

It could save your life if you're shipwrecked that. See It's really important that you have that. Hope It can keep you alive until you're rescued. But in business, hope is an awful word. You never want to hope that you're marketing does. Okay? There isn't a ship coming to rescue you.

You need to have a plan a formula and you need to use it. I see a hope marketing show up all the time. Someone puts all their time into creating an offer they work on. As they work on it and then you just quietly release it and they hope that clients will come.

They hope someone will buy their product or service. This is the build it and they will come philosophy. Well, that might work in a movies but it doesn't work in real life. What really happens is it is that those businesses have a long and painful death, They just fade away and die.

It hurts to see those hopes and dreams crushed. Well, the cure for hope marking is an intentional structured launch. Now, I know some people don't want to bother with marketing, maybe you just want to create your baby and you'll find someone else to take care of the marketing. Or you think if your product is good enough, it will sell itself or you might be like, I was when I started out newer, just really creeped out about the idea of marketing or selling, You don't want to seem slimy or hype or like a used car salesman Well, that's all hope marketing And this is the reality.

If you don't get your marking figured out, you won't have a business And it will be a failure to launch The truth. Does you wouldn't be watching this video? If you did have a vision for something bigger in your life, If you weren't ready to step up and share something with the world, whether you're just starting out or you've already got a business, you're ready to raise your game and build something cool.

You owe it to yourself into the world to play a bigger game And the product lunch format is how you share your message, your product, your service, your business to the world, in an authentic, and value-filled way. It's the way you market super effectively without being slimy or hiking.

Remember this, There's magic in the watch. You can't start slowly and survive, it just doesn't work that way. Your business, where there's a way you have cashflow problems, You lose momentum. You lose energy You Start slowly and survive, I say that from experience because I'm my own patient zero.

In other words everything started out as an experiment. I did on myself Everything I teach, you is what I've learnt from my own part one experience.

Lesson #2.2/7 The Day My Business Was Stolen (and the Seed Launch® That Changed Everything)

After losing my entire business, I had to start over from scratch in a brand-new market. Here's how I turned six sales into a million-dollar business... in just six months.

So in 2005, I got a phone call that would change everything in my business and really in my life, It was one of those phone calls that you never want to get When I picked up the phone.

I had a nice business. I'd come a long way in a few short years. When I started my business, I was a stay-at-home dad, taking care of my two small children and other than my family. I really had nothing going for me, I had not made a single dollar in years. My wife was supporting a family by working long hours in the corporate world. I started my business on a pure desperation, We were really struggling financially, just trying to keep our heads above water, and I also needed to relieve some of the pressure off my wife Mary, She was the sole breadwinner for our family and she just wanted more time with our kids.

It's a story that business I discovered almost by accident a new way to market and sell online Over the years that new way of selling would eventually become my product, launch formula In any case within a few years, Mary was able to leave her job to be at home with the kids and helped me build my business.

That business was all about the stock market, I had a partner in that business and we published a newsletter. We told people what we thought was going to happen in the stock market And we were good at it. We had subscribers that stuck with us here after year. It was a great business and eventually I was able to move my family out to our dream, hometown in the mountains of Colorado.

And at a lot of flexibility to be with my family and do all the outdoor things that I loved to do. I had a great income that was beyond anything at every dream up. We had great clients life was really good And then came that fateful phone call on a beautiful spring day.

I remember that was a Friday. It was almost time to kick back and relax with a family for the weekend. The call was from my business partner. I remember walking over to pick up the phone and when I hung up just five minutes later my business and my income was gone.

My partner said he decided to go in a different direction. He had secretly started a competing business and he moved all of our hard earned clients to his new business In a few minutes, I just lost my income and my first thought was, how was it going to sport my family? Of course in addition to the financial hardship this wasn't an easy thing to take emotionally. I'd spent more than eight years building up their business and they have it all stolen away. Well that hurt. But maybe you've had a moment like that in your life where you knew what was time to move on when you knew you had a bigger future in front of you.

Well, this is going to be my time to start over My time to build something even better. And I knew I had a secret weapon Even while I had emotions were cheering away. I knew when that I had the formula at the start over, I knew how I would start since I was going into a completely new market with a new business. I didn't have a product or a list in that market, I would use a **seed launch**. I figured that way I would get paid fast before I even created my product, which was great since I just lost my income. It was also the safest way to start because I was starting over in a new market. I had a lot of knowledge and skill, but I didn't have any experience creating a product in that market and a big benefit of the seed launch, is that it almost guarantees that you're going to create a great product and get it done quickly. So, about a month later, I started my seed launch from my new business.

Once again, I had the humblest beginnings because I was brand new to this market. I started with a list of zero So I thrilled when my seed launched made That might not sound amazing. But it was good enough because I knew the seed launched isn't about quantity, it's about getting that initial momentum.

Getting your first sales and building your product. And I knew that six clients was all I needed to get started. It was enough to begin building enough to create a product. So I delivered a classic seed launch product. It was a series of webinars. I split my contents into five sections and I deliberated and those five calls I made.

Sure it was super interactive and then I answered everyone's questions and because it was interactive. It helped me create a great product. I did some extra bonus calls because that's an easy way to over deliver. And I learnt long ago that over delivering on your promises, is the easiest way to create raising fans.

And this is what's crucial about the sea launch, because of how it's structured, I learnt what my students needed to get results and that made my product amazing from the start. In any case, I worked really hard to get my clients those results and because they were successful, I ended up getting some great case studies and testimonials So I was off to a nice start but six sales wasn't going to pay the bills for very long And it certainly wasn't much of a business yet.

So it was time to move on to my next launch. After all I had a family to support. Now the standard product was formula is to go from seed launch to internal launch to joint venture launch. I'll share how that works in just a minute, But sometimes rules are made to be broken, And that's what I did.

In this case, I went straight from my sees launch to a joint venture launch. I gone to a few seminars and my new market niche. And I had some friends. I've made some friends, a few of those friends had a lot of followers And when I asked them to promote my launch as an affiliate partner, they said yes. And use the sideways sales letter. And then I counted down to launch day. It was October 21st, When I pushed that send button, I'm at lunch. Now, I'll admit I was really nervous. This is a story of a new business. They've been months since that phone call from my ex-partner that ended my first business And since I lost my income I'd put in a lot of work and started over.

I started on a new market with a new product. There's a lot writing on this launch But I didn't have to wait long. The order started coming in almost immediately Within 15

minutes. I had over 50,000 dollars in sales And they didn't stop there And less than a week. The launch front end 600,000 dollars in sales was in a few months after that launched, my revenue was over a million dollars.

Now, in my first business, it taken me, six long years to get to a million dollars in revenue. Second time around with the right launch formula. It taken just six months. Of course not all. That was in mind to keep I commissioned to pay to my partners and I have some other costs as well but it was still an amazing start for my business but really the money I made in that launch it was just a drop in the bucket compared to everything else to launch did because it launched an entire business for me.

You see that was the very first launch of my flagship product, the product launched formula coaching program, my initial seed launch. Along with that. One joint venture launch gave me immediate position as a top leader in the market. It gave me instant momentum and it built my list from zero to 20,000 people in just a few weeks and it's amazing.

But I've now had tens of thousands of students because from my product launch from that coaching program and they've done over a billion dollars in sales of their products. And this is a part, I love their products. Have helped thousands of people in hundreds of markets, from learning tennis.

They killing brain trauma to calligraphy to raw food diets. A couple therapy to really echocardiograms. And to think of all those people that my clients have been able to help, it's just amazing. There are couples who save their marriage. Because of my clients products, there are people who didn't have heart attacks because of my clients products.

We made that very modesty launch which is six sales and the ripples that spread from that first launch, It just gives me chills to think about, You know, I some clients that have had huge results with practical formal, amazing earth, shaking results. And I love to hear about them and their successes, but I could still get just as excited when I hear about the people doing their first seat launch because I know what it can do for a family and for the world. So let's dive into the seat launch and how it can work for you.

Lesson #2.3/7 The Seed Launch: How to Start From Scratch

What if you could start with no list, no audience, and no product and not only create a product you know your audience can't wait to get their hands on... but actually get paid BEFORE you even create it? Sounds crazy, right? Not with a Seed Launch...

So what if you could start **with no list and no product**? So you're just starting from scratch and you could actually get paid to create your product or if you already have a business and you want to create a new additional offer, what if you can make it quickly and easily and know with absolute certainty, that your offer will be great and people want to buy it.

I'm talking about the seed launch and this is how you get paid to create your product before it's even a thing and when you follow this process, you're going to create a great product. You're people are going to love you for it. And this is the best way to generate case studies, and success stories and you're going to create a product.

They can sell for years. Does that sound amazing? So in the last video, I shared how I, when I first taught my product launch formula, I used to see launch and I had six people buy for me, and that was the thing that built this entire Empire. Let me show you how Share with the seed launch.

The first thing you do is gather a small seed list of subscribers. This is your first list and you're looking for two or three people to join your email list. Now, if you've already got a list or a following so much the better, But if you're starting for zero, like I did it's easy to start with social media.

When you publish about your topic on social, then you can attract followers pretty quickly. You watch for the hot topics and what keeps people awake at night. Then you put together some content about that specific topics whether it's a pain point or a question or an aspiration or a resource to contact a video or a PDF report.

It doesn't have to be big or long or complicated and it's best. If you keep it simple, Then you put up a very simple web page where people can join your email list in exchange for that content. We call that a lead page or an opt-in page years ago.

It was painful to create one of these pages but now with modern tools, like lead pages or click funnel, you can create a really nice opt-in page, admits just by filling out a few forms. So that's how you start to get that first list of subscribers. It doesn't have to be complicated.

A hundred people will be good but why don't you go crazy and get two or three hundred people on your list. The thing is there's power in a small list like this because they tend to be very responsive for two reasons. First, there's this factor of recency People have recently joined your list are almost always more responsive Second when you're starting out with a small list. You're subscribers. They end up feeling like they really know. And this adds up to small lists being a lot more responsive. So once you have your first seedless going, then you put together a very simple. Sideways sales letter Just like I taught you in lesson one. To see what is generally pretty simple.

You don't have to do fancy video. In fact it's often just a very simple video or a quick live broadcast. It could also be done with a few emails or posts on social, So you use a simplified version of the sideways sales letter. And then you make your offer And this is where the magic is.

The offer will be for a series of live group coaching sessions, If you do the calls as a series of zooms or webinars or live broadcasts. So all your new clients are learning from you at once. The great thing about this is that the technology is so easy to use.

I mean, if you've been on zoom that you've got the skills. So let's go deeper. For example, let's see your market is teaching people how to play guitar, The message in a pre-launch could be ever since I started sharing my guitar tips on my blog and my socials, I've had a lot of folks, asking me if I could offer some type of a guitar boot camp.

I thought the idea sounded really cool and I think To figure out how to do it. I'm going to offer a series of five interactive training sessions, where I'll walk, you step by step through my entire learning guitar from scratch process. Of course that's quick. And it's a, just, a quick, simple example, There's more to it, but the important point is that this is a very attractive type of offer.

People love, this type of live, interactive training. Now the seed launch is not about making a million dollars. The big dollars are down the road. The first seed launch is about getting five or 10 or 20 people to say yes to your offer, Your pricing will depend on a lot of things, including your market.

I've seen seed launches priced at 197 dollars and I've seen them priced at \$3,000. You deliver those live training sessions, over zoom or other similar tool You could do as many sessions as you want, Whatever fits your topic. This is one of those situations where you get the makeup your own rules But five calls is a good rule of thumb.

The best way to decide is to think about your subject then split in as a big topic here. Then you do one call on each topic area Actually doing a call is simple Before each call. You send out a super short survey to find out your client's top questions about that specific topic.

And their answers will tell you what you need to cover for that topic. That's the outline for your first call. Then you just repeat that process for each call. And this is one of those areas where AI can really help you with outlining each call. I love to work from their responses, from my clients, but hey, I can help you supplement and organise that data.

This is another area where AI makes following the process, a lot simpler and a lot faster. Forward everything And the good news is that it's automatic. I zoom and all the other platforms. So if you did five calls, and the each lasted, 60 minutes, one hour, you're going end up with five hours or more a video recordings, You can take that and get it transcribed, then you'll have 60 80, maybe even 90 pages of written content.

So, now you have the video recording the audio recordings, and give the transcripts. It was a little editing and clean up. Your product, is basically done. That's why this is

such an amazing process. And this is the really important part Since everything is super interactive, you end up creating a product that's really tuned to what your prospects want in need.

And that means you're going to have a great product And if you're a perfectionist and I know that's me, sometimes this is how you pass that and finally get your product done and out into the world where it can do some good. The amazing thing is that you started from scratch with no.

Just no product. That. Now you've got sales clients, a product, testimonials and a list, And even more, you've proven that you can do it to your friends, your family, your colleagues and yourself. So now I want to show you how you can go from the sea launch and step into the really big results.

[Lesson #2.4/7 Using AI to Help Create Your Seed Launch](#)

Watch over my shoulder as I use ChatGPT to help plan a seed launch. This is the exact process I use when starting to plan a launch... and you might be surprised at how quick and easy it can be.

So, let's type back into using chat GPT This time. We're going to work on the sea bunch. Now, before we get started, I want to emphasise that one of the things that makes the seed launch. Incredibly powerful is that it's so interactive. You're creating your seed product using the direct feedback from your people.

So AI and chat GPT can give you a quick shortcut. But as you do your launch, you want to always remember that. The answer is you're getting from your new clients is critical, Just because AI is really cool and powerful, Don't forget the human touch, Don't forget the human connection. Okay. So let's look at using to define what your topic areas will be. As you deliver your new product in your seed lunch. The first thing we're going to do is learn more about your customer avatar. And by that, I mean, the person who will be your ideal client In this case, let's say the avatar is a single parent who's stressed?

I'd like to help them lead a calmer fuller more relaxed life, which will help the better parents to their children. So this is how I'm going to define it for chat. GPT is right here. And before, as I get into these prospects, I've got a few of them to share with you and before you scramble to write them down.

You'll this is where we're going to start out is with this mega prompt before you scramble to take those down. You will get all of these in the expansion pack, just like in lesson one. When you finish the complete lesson, it will open up this button right down here and you can download the expansion back and in the expansion back, I will give you all of these preps.

So first, I'm going to start off with what we call this mega print. I tell it I'm going to ask a few questions about my avatar and I wanted to imagine you're a confident

experience skill on my marketer. Who understands the best way to make sales is to deeply? Understand the server client if you want to You put your accountant, experiencing skilled online marketer, like Jeff Walker.

In case, I tell your answer, should go behind superficial, look, deeply into the inner conversations that avatars, having with themselves. And I thought, I want to use these answers to create marketing training that speaks to my what my avatar truly cares about for each of these questions, give me at least five bullet points, and then I tell it, here's my avatar.

Okay, so I'm going to go ahead and I'm going to copy that Beast is here.

Now, of course, check it is always very, very, very confident that it helps me get understand three positive. So sometimes it doesn't, sometimes it doesn't, but let's move a lot. Here is where we're going to learn a little bit more about our avatar. We're going to ask GPT about the avatar schools and values, their hopes and dreams.

Who do they aspire to be? What are their greatest opportunities Are there opportunities? They don't even know about you. So I'm going to go ahead and copy and paste this

Now, this is pre-remarkable, It goes through this and it gives five bullets for each of these, their goals, and their values, stability, and security, quality time, self-care community support person growth, and it gives a description for each of these So this is a big head start. Like I said before you this really helps that blank page problem where you have a start here.

It's not going to be perfect but it's pretty amazing sir. Now let's go deeper Here's part two. What other problems and challenges? What keeps them up at night? Just go ahead and paste that in.

Okay, and there you go, It's pretty amazing. You know, these are not going to be perfect, but this is a huge head start, for example, I would think under financial strain here. There would also be the worry that if you're a single parent, then if something happens to you, if you get hurt, if you get sick, it will add even add more to find an interesting.

But this is a pretty amazing amount of work that you got done in just literally second. Okay, let's go to the next one. Now this one is, what are their objections? Why might they not buy my type of product? What else is going on in their life? That might interfere with my offer and the transformation that my product provides Type that in?

So once again, this is an amazing amount of work that just if this is fantastic, if you're

going to sell your product, you have to overcome these objections. And there are some really good ones here, including things like past failures in every market. This is going to happen. If you're selling your people have probably tried to solve the solution in the past, they tried other solutions and they felt.

So it's not even maybe they disbelieved you but they also will disbelieve themselves and that's present in just about every market. So, there you go. An amazing amount of work done within simple, simply minutes. Now, let's go ahead. Let's take it to the next level. So we have carefully, identical GPTs, help identify, the who are avatar is and many other characteristics.

Now, let's have it outline our seed lodge product. So, now let's use chat GPT I see large private. So we tell given everything we've learnt about this avatar in these last prompts, I wanted to deliver a course that helps them leave happier and healthier lives. I want to protect their confidence and their mental health, and I want them to be the best parents that they can be.

This course will be delivered over five live training sessions that I teach over a tool like Zoom side note. You can use any tool you want. You don't have to use zoom. Each session will last approximately 60 minutes. Followed by 30 minutes of question and answer. Please create a curriculum for those five classes on these going to take this and this is one.

This is just like imagine

And there you have a pretty solid outline for your course. It gives you each session, each lesson, it tells you at the objective is and it gives you the content. Now remember you can always hit this regenerate button and have it try again. And as you lose the work, it did the first time again session two, including the objective, the content.

You could have a go in and you could ask it to go deeper on each one of these, And it goes through the five sessions, it tells you, it gives you another hint about the Q&A and it gives you some other ideas, worksheets journal, props and resources with each session.

So, what you've done here in just a few minutes is you have outlined your course. Now remember the this is amazing and chance GPT. It always looks very selfish word. These might not be perfect. You will want to lean into the feedback that you get throughout your sea launch.

That's absolutely critical remember. That product launch formula is the strategy. This is an amazing tool that will shortcut the work and when you're putting that strategy into place, but just having an outline is not going to create a seat bunch. It's not going to create sales, it's not going to create impact for your people.

You need to dig deep into the strategy and that's why I'm sharing all this with you. Is these tools, make it all so much easier to implement. Now in the next lesson, remember after you go through all the lessons, then the expansion pack. This is just what episode one, but lesson, one looked like, but it when you go through all of these, the expansion pack will open up, the button will appear below this video player.

And the next episode is going to be awesome. It's all about the internal launch and the JV launch. And if you think about the seat, launch was super cool and it's amazing place to get your product done to get paid for your product to get moving the internal launch and the seed launch takes it to the next level.

Lesson #2.5/7 Internal and JV Launches: Raising Your Game

The Seed Launch helps you create a product you know your audience are going to love. Now it's time to take things to the next level. And Internal and JV launches are how you do that.

So, the internal launch is where you step up into the big results. This is usually the next step after the seed launch, Or if you've already got an existing business, this is probably where you'll start The time to use the internal launches. When you already have a list of prospects or clients, You might already have a business or some type of online process and you've built up an email list or a following on social.

The reason this is called an internal launch is because you're using your internal audience to promote your launch team. You use the sideways sales letter that I covered earlier in less than one. You create three pieces of pre-launch content These days. The pre-launch content is generally done videos or live broadcasts, But it doesn't have to be.

You can use email or social or even blog posts. And one quick note here, If you're doing videos, it doesn't have to look as fancy as mine. I've been doing this a long time, and I've built up a lot of experience. But I've seen huge launches with the most basic video that was On a phone bill is on top of a pile of books.

And remember I started with six sales and I grew from there. You're pretty much content delivers, great value. This is the classic sideways salesman. The first video is about the journey or the opportunity And this is where you're showing, how your future clients life can really change for the better In the second.

You cover the transformation. And the third video is where you start to pivot towards the sale. This is the ownership video And all along be using those mental triggers. We talk about earlier in less than one And this is where AI can make this process so much easier. You can use tools like GPT to help storyboard.

You're pretty much done The output you get from AI is not going to be perfect but it will give you a big head. Start, You can take that AI content and tweak it to make it your own. So once you have your pre-launch content done, you mail your list and tell your social following about each one of those videos And it gradually leads up into your open cart.

That's when you open up your launch and start taking orders. Now, here's a critical thing. You need to have a definitive end to your launch. I see a lot of people mess this up. They make their launch open ended, That's a big mistake, because when you structure this right, you'll see a big spike in sales at the end of the launch.

So the internal launch is great. If you have an existing business and a list of prospects or clients. If that's the case, then this is almost like money in the bank. There's obviously a lot more detail on depth to this and I go a lot deeper in the product formula coaching program.

I hope you'll join me there, But the bottom line is that the sideways sales letter and the internal launch will be a go-to strategy in your online success. So commit to getting it,

right? So the internal launch is really sweet And I think of it as my go-to launch but the JV or joint venture launch that's the launch that takes things to a whole different level
If you think about it.

No matter what your market is. There are other people who have already put in the hard work. Together of following of people who could be interested in your product. They've already built their community, whether it's an email list or a big social following, they've got the platform. Well, the JV launch is how you leverage, those other people's communities.

It's how you get your launch in front of all those people. The JV launches a very highly leveraged strategy. If you had four or five or ten joint venture partners, who each had followings, you could be putting your launch in front of tens of thousands of people or more.

That's instant leverage. Now, the mechanics of a JV launch is actually a lot like the internal launch. It's basically the same sideways sales letter that Just for your internal launch. In most cases, you can actually reuse your preload content from your internal launch, This awesome, because your leveraging, the work you already did.

But in a joint venture launch, your partners are mailing their lists and telling them about your launch. Now, why would they do that? Because when you open cart and make a bunch of sales, so that people that they sent to your launch, then you'll pay them a commission on those sales And all the sales and leads and commissions are tracked, automatically by your shopping cart software.

So if you imagine, if you had 10 partners, who each had 30,000 people on their list, What if they all set an email telling their people about your launch, That would be 300,000 people hearing about your lunch And what if they actually said, several emails about your lunch One for each piece of prelunch content.

Do you see how this can grow your launch in a big way? And this is important When your partners mail their list, they're actually saying their people to your update page. So those people are joining your list, We call this a launch list And you can build your launch list very quickly.

I personally, added 50,000 people to my list in just a few days. Using this strategy. Now, please don't take this as a typical result, but it shows the kind of leverage list building you can get with achieving lunch. So once people are on your lunch list, then you send them to your side by sales letter, This feature sending a lot more people through your launch sequence.

Now, the GB launch is a more complex launch And there's more work involved And you need to build your relationships with your JV partners But it's hard to exaggerate just how powerful the JV launch strategy can be. It's how I took my launches from the six-figure range up into the million dollar range and then the multi-million dollar range So let's take a look at how all these launches fit together and how they can build your business.

Lesson #2.6/7 Launch Stacking (and How It Grows Your Business)

Ready to supersize your launches even more? Discover how combining these ideas creates continuous growth, bigger lists, and an endless chain of winning launches we call the Circle of Awesome®!

Now we've covered a lot of ground in this video series, but I just want to share one more thing with you and that's launch stacking. This is the way it works. You start off from scratch and you do a seed launch. It's not about making a million dollars, but use a seed launch to create your product and start building your list. Then you take the product that you created in the seed launch and that small list you built and you do an internal launch, You put together your sideways sales letter.

You follow the formula and because you've delivered some real value, you start to get some great word of mouth. All of sudden you're listed growing, It's crazy, but the fastest way to build your list is to do a launch Because when you follow this formula, people will start to share your work with other people.

Then you open cart and you get some really nice sales. Now because your internal launch, followed the sideways sales ladder and the PS path. Maybe you catch the attention of some joint venture partners in your market. So you to achieve village with just a few partners. All of a sudden, you've got some established people in your market, telling their followers about you and how awesome your content is And your list is growing.

By the hour, You open cart and your sales are five times, what you did in your internal launch. Yes. You're paying affiliate commissions to your GED partners, but your end result completely blows away with your internal. That's launched stacking and it doesn't end there. Because now you've got new ideas for your next product to launch and you can follow the exact same process over and over.

This is what we call the circle of awesome. And as you go on your list gets bigger, your people, get better results, you get more word of mouth and this is how your launch is grown. And I'm sure you can see how this can get almost addicting. Once you do this, your first launch will never be your last launch.

Why wouldn't you keep doing it over and over again? So if you're watching us you probably followed what a five categories. First, you've got an existing business that you're looking to build. And if you found the product lunch to launch a new product or to relaunch a current offer, you can have one of the best months that you've ever had in your business.

Second, you might be some type of practitioner or coach and you're helping people with their money, or their health, or their relationships or with a hobby, or a sport or something else. You're working with people one-on-one and it's time for you to start getting some leverage. It's time for you to launch some type of group coaching or group learning so you can serve more people and make more money without working more hours.

Your people care about what you think and say and they probably want some more from you and many of them will pay for them. Now, the third category is that you're an influencer, You've got to following and you might be doing well with things like sponsorships and affiliate sales, but at the end of the day you're dependant on the whims of your sponsors and the whims of the algorithms and you wake up every day, hoping that this will be the day.

You see the wrong word, you lose your followers, or it will be the day that algorithms change and you've lost your reach. In other words, your income, most more than a little precarious and it's out of your control. The fourth category is that you're an author assumed beyond or you're an artist whether you have a book or your cream, some type of art.

The reality is that the only person who's sort of market, your work is used The best way to get it out. There is with a large, The fifth categories you're starting from scratch. You don't have a list, you don't have a product, you don't have a business and maybe you don't even have Here, In other words, you don't know where to start.

That's where I was when I first started out Or you might just want to help other folks with this launch process, You want to partner with other people and help them launch their products. The thing is one of these three launches the seed lodge the internal launch or the GV launch will fit for you.

No matter which category you're in If you've already got an online business and you're probably already thinking about an internal launch and that could set you up for one of the biggest months you've ever had in your business Or you might be thinking of some potential joint venture partners and you can do achieving your lunch.

That's where you can really leverage up. If you're in that second category, you're a practitioner or a coach or a consultant, then your keys to get some time language. You need a product to sell and a seed launch is perfect. That's the easy way to create your product and the bonuses, you get paid to creative Then you can follow that up with a full blonde.

Internal watch. Now if you're an influencer, then you can either do a seat lodge or an internal launch. But in most cases, I would urge you to start with a seed bunch. That way you can get paid before you even create your product And it makes a product creation very simple And you'll end up with a great product.

That's perfectly tuned to what your audience wants, is willing to pay for. Now, if you're an author or an artist, it really depends on exactly where you are in your journey. You actually might fit into any one of the three types of launches I've seen authors and artists each of them and the right fit for.

You depends. Exactly. And where you're at in your business And of course, book launches are something. I go deep on in the product coaching program. Now if you're absolutely just starting from scratch, then it's all about the sea bumps. That's how I started out when it's time to rebel.

And this is how you can create a product as quickly and easily as possible. And you don't have to spend a ton of time doing it, You don't want to Go around and build up a big list, you just need to get started really quickly with that Steve March.

Okay, we've covered a huge amount of ground in these videos. Take a deep breath. You don't need to do all of it. You don't need to know all of it. This video series is about you. Finding yourself in these strategies, It's about you, finding your launch and your path.

Now, my question for you, is this, Where are you in your launch journey, Which launcher, you going to start with And what action are you going to take to get started? Because that's what this entire launch master class is about to get you moving into action. Now I've got one more training in this launch master class and it's going to be a live interactive hands-on session with me.

I'm going to go deep on the two most critical on sequences including everyone's favourite part of the launch, which is what we call the open card. That's the magic moment when you actually start watching the sales come in That. And it's going to be on Sunday, August 27th at 4 PM Eastern US time.

Let's New York 10, So be sure to put that date on your calendar, You'll want to be with me live. And at the risk of sounding dramatic, this third licence has been literally life-changing for many people. I hope you're one of them Put that date in your calendar. Sunday, August 27th at 4 PM, New York Times.

Now scroll down and tell me which launch you're going to start with.

Lesson #2.7/7 Module 2 Q & A Live Session

Hello everybody. Welcome to the second live.

Hello everybody. Welcome to the second live Q&A session here for the launch master class. We've got folks coming on in Of streaming on and welcome, welcome everybody. Welcome from a unexpectedly. Very rainy day here in Colorado. It is a hopefully, it's not too too loud, a moment ago. It was, it was like just pounding down, it's very bad.

Might be kind of loud, even on the mics anyways. Okay, so welcome to the second Q&A. If you're here on the first Q&A, you know, my name is Dan. I'm your studio host here for this, for this broadcast, I'm here with Jeff we flipping over to him in just a second.

I'll give you a little bit of a orientation here. So we are on, we're on zoom, we've got a Q&A field. So if you look down this purpose of this college Q&A, we're going to try to glue faster and try to get there as many questions as possible to get your questions answered from the first two lessons of the launch master class.

So if you look down at the bottom where you normally see like the chat field on zoom, you see you'll see a chat field, you can also see a Q&A field. The chat field is where you can chat. I actually to Jeff and Josh actually got his laptop open over there with him that he can check and see your comments.

So he's looking at him right now and then we've got. Look this Dr. Taylor's right on it. There's the Q&A spot there. So if you type your questions in the chat, we might see them. If you type them in Q&A session section, we will see that and we're just going to work, is I'm going to grab your questions.

I'm going to try to answer questions that I think will be relevant to a lot of water group of people's bunch as possible because we only got about an hour. You know, can try to keep this type for you so that I can get back to planning your launch. So I'll be, I'll be grabbing questions.

I'll be reading them out loud to Jeff and then he'll be answering them live. Okay? Sound good, everybody ready to roll here? Okay, I'm going to, I'm going to turn this on over to Jeff. Hey everyone, how are you doing excited to be here? Excited that answer your questions again wrong.

Yeah, didn't mention the rain, it just started coming down here like crazy. We're in Colorado, where it doesn't rain that offence. So we're really happy to get it point but it is pounding down on our metal roof. But welcome both and welcome. We have we just released a module two lesson two.

That was the three types of launches that was also, it was launched acting which was basically how you grow from launch to launch to launch a launch and that's how I go from that one launch that the first launch that did 1,650 dollars up to. Well, my best one today, did five point one million dollars.

So it's it's all baby steps. It is all baby stuff. That's what I love. Just reading all of your comments that are coming in on a masterclass page and To see the breath. We have people here who are super super advanced but we have people that are just starting out and and it's it's very exciting for me to see that.

So down again, we've got any questions coming in let's just jump right into it. I see a few of them. Yeah how about this one, this one I'll give you an easy one to start off with. We've got we've got Dan is saying, he's got a small business doesn't have an email list minimal social following starting from scratch.

What launched did he start with? Let's see, launch, I mean, in general, the sea launch, if you are just starting out the seat launch is the way to. I mean, it's just a way to go because a, you end up with a really, it's a really good offer to compelling offer because you're offers basic RV for a small group coaching, and people love buying that kind of thing.

So, the offer tends to convert. So you have a high converting offer. They you, you have perfect concept you make sales before you actually go to the go to the effort of creating the product. And then when you create the product is super easy, it's super interactive. And that's how you wouldn't be ashamed of create a great product, and great products still win.

But it's hard to create a great product and a vacuum. I mean some of us or some of you but I certainly did you might have, you know, years of teaching experience and really really understand who you're teaching to and be able to get back into the beginners mind and and stay in that beginners mind is you create your product?

Many of us we just go it's hard to remember what it was like to be a beginner. So when we go to create a product, we create a product that doesn't really fit the needs and when I say beginner it doesn't have to be a beginner but it's someone that isn't as far along the path.

As you are you might still be teaching some super advanced stuff but it's the people that are less advanced than you and whatever field you're in. And with the seed launch, you automatically stay in the beginners mind because you're you're teaching live and when you're teaching live and you're and you're answering questions.

I mean that's what I'm doing here, right? This keeps me into beginners mind, yes I've done dozens and dozens and doesn't eat lunches. Yes, I've sold a hundred million dollars of my products online. Yes, I've got a great big list but it's easy for me to stay in the beginners mind because I stay in connection with you by doing things like this Q&A.

So, when you do a seed launch, that's what you're doing and it allows you to stay in epigures mind. Why you create the product? And that means you create a great product, and when you create a great product, it'll get results. And then when you get results, then when you you can, you can do case studies, you've got to testimonials.

You just get all pumped up when you see people get more results. I mean, there's

nothing they can see more excited. The same people get the results from your stuff and then you create a great product and you have it, then you do the internal. So, the sea launch.

I'm a, if you here, we talking about a lot, it's because the mistake I see people make the most often is that they're like, oh, that's just sort of a new thing. That's a beginners that I'm just going to jump right into something more complicated. Don't make it complicate, make it simple through the seed launch.

Get the product done and go from there. Awesome. Okay. So, how about there is really coming down? Yeah, it's hot. Water, is overflowing our gutters right? Oh yeah. Yeah. I'm having to like kind of focus pretty hard to hear everything you're saying here that I'm like this. Some of it because, you know, it's just hammering down out there.

Okay? So let's see, how about, how about this one? This one's coming in, this one is. Now the saying someone after they do a successful seat launch, they've got the product built out. How to then do they transition into doing an internal launch for that project? How do they go from one to the guy?

Right? So the way you do that so that the internal launch means you are launching a finished product, that's the difference and you're launching it to your list. And so the seedlings first of all, like I will admit I'm a bit of a perfectionist. So you heard the story of what became product lunch formula, was first delivered as a seed launch to six people who bought it.

I've now had tens of thousands of people go through it in an increase. We had six people, go through it, I taught my heart out. Here's a little insider tip is I, I wanted more people than six, I wanted more interaction. So I invited a bunch of friends and colleagues to join it for free.

So I got it from six up to about 20 or 30, going through it for free. Now I tell you that with some hesitation because I know a lot of people just want to give all their stuff away. So like I'm not going to bother selling it. I'll just give it all the way for free.

Four of a mistake. I sold six of them. I wanted more people. So I had certain friends in the industry that I knew. It would be a strategic benefit if they saw the level of my teaching. So I invited them in so that I got more than 20 maybe 30, people in that created more interaction and it was building positioning for me with significant people in the industry, that, you know, that I had met that I that I come into the program.

So here's another thing we're admit to you, is that, I guess I'm a bit of a perfectionist. After I deliver the seat launch, then I went back and I really recorded everything and I made it fancier, and I made it better using the lessons, everything I learnt in the seatbelt, but I just, I thought I'm going to just re report this thing and make it tighter and better.

So you can do that after the sea bunch. If you want, you do not have to go straight. You can't you could rerecord it, it's more work. It's easier just to take the seed. So I think you created just a couple caveats and he's got a little deeper for those of you who are online, And then what you do is often during their seed, launch, you'll you'll

start to build up a bit of an audience, a bit of a list.

And then as you, you know, there's going to be some amount of time between the seed lunch and the internal lunch. You need time to just take that and then edit it and make it a little prettier and get the product ready and deciding your technology of where you're going to host that course.

And in that time you do all, is when you're, you're continuing to work with your students, you're continuing to so that they end up coming back and delivering key studies or testimonials, but you stay in touch with them and you continue your list, building. Through all the ways, all the techniques and then you start building out your sideways sales, level, your bigger.

Broader sideways sales letter. And that's when you start to usually, when you publish your side with sales letter now, is when you start to see more list growth more list build, it's crazy. Because a lot of times people will do a seed loss. I'll come out of the seed, lunch with two or three or four hundred people, they'll spend a few months getting ready for their internal launch.

They'll put together a sideways sales that are maybe in that time, maybe they keep on list building and maybe you get 500 or a thousand people on your list. And then often this is at a promise, it doesn't always happen. But often during that internal lunch, just reach, you're sharing, really cool stuff.

That gets word of mouth. Your list can go can double. It can go from 500 to a thousand or a thousand to two thousand people. And then you do your, the internal launch is the classic sideways sales hub, three pieces of free launch content. It could be video. It could be, it could be live broadcasts.

It could be email, but you go into your classic sideways sales letter and that's your internal launch. Awesome. Okay. So let's see what sounds on over. So I've got we've got a lot of questions about, like, you know, how would you do this for this sort of product? How do you with this word product?

This is an interesting one, the this person, they're trying to figure out how this is going to work for them and they're selling their music. So they're saying that, you know, they see that they see how this can work for, like, high priced products and people are selling like a course or something.

But they're struggling to see like how does this work? If I'm selling something that has a lower ticket price, You just speak to that a little bit. Yeah, so there it sounds like they're like they were selling their recorded music. Yeah, that's what I'm thinking, Huh? Well, I mean, generally that any type of art, you're usually, you're, what you're doing.

It's crazy because people as an artist Are was very special person. People see artists as like a breed apart. And so generally the launch for any type of art is going to be either about the artist or about the making of the art or both Now. Mary Gelkerson, she the late Mary Albertson and I love.

She's she's just passed away. About a year and a half ago through breast cancer and

she's amazing person who sold her artwork. She sold, high-end paintings, and Mary just crushed it with her lunches. And her lunches were very much about art and what, and how to see our and what, what, having art in your home.

Would mean to you and how that could change your life. And so that's what her pre-launch is about for for a music it could be about the making of It could be about the devils and it could be about the mixing and it could be all about all those different steps about getting the artwork done and telling that narrative.

And you know, it's been a while, of course, actually quite a long time. But I did have one person successfully launched recorded music using PLF and it in just this way and you know it's not that unusual for you see artists doing this type of thing. These you know 20 years ago we didn't have social artists, wearing all on insta and all on all the all the social now they are you build up your audience?

There you tease it out, if you create a special offer that's, you know, a phenomenal way to do it by a special offer. It's like you And we see this like you've been in concerts, like you get some type of a VIP experience. So, think of creating some type of VIP experience for your early buyers.

And then, the other thing is think about how you can take your current audience, whoever they are wherever they are for falling in social, how can you take them and turn them into your army that helps spread to work? That's the real key and that's where what real leverage comes from.

Yeah. Yeah, and I think, and we've also seen a lot, I'd say, with artists and artists authors musicians stuff doing things that are like, say, you know, ton of adjacent to the actual product that they're creating, you know, they're selling a like a VIP experiences or their coaching you on how to do things that they're doing, they're selling exclusive packets or they're selling, you know, like say like like in a tickets to intend an event or stuff like that, you know, using that though using the fact that they have fans that they, you know, gathered through their art or through their music and then those things usually want to have a way to go deeper.

So you've had a lot of cool experiences like that as well. Yeah, actually went to, you know, I went to a yoga session led by Michael Franti, so yeah, and it was awesome. It was the most amazing thing. We see the yogi and he led us to the session.

And at the end of the session, he is all getting guitar and he started playing and oh, it was amazing.

Yeah, okay let's see. I'm just going through trying to find them picking some good wells here. Can you hear the brain? I'm having a hard time. Even thinking of carrying myself. I know this is, it's funny. It's obviously quite distracting about how it's like, hammering down so much. Okay, so, here's one.

Interesting one. So we do have a lot of people asking about say they're physical. They got a physical product or they're like, hey, they're making like handmade things or stuff like that. This one I think, is an interesting one though, this one, I'm sorry. I don't know how to pronounce.

I'm not sure how to pronounce your name. But how does this work with a musical instrument? So, like \$2,000 physical products, so a high-end physical product. Yeah, I mean that's your that I would think you would be telling this story of the instrument telling the story of the major, you know, I have, I love guitars.

I, in fact I love buying guitars. I'm a better guitar buyer than a guitar player. And, and I read books about the make, you know, guitar, And and so I would think was a high-end instrument, it's about the story of that instrument it's about it could be about the making of it, the sourcing of the materials the effort that goes into it but I think it's about the making of it and you know for physical products and like e-commerce if it comes down to if you could tell I mean marketing is so, It is about the story so well and that's what launches are about.

It's about the story and often if we're teaching we're selling a training or a teaching a course of membership, really? You're telling the story of your future clients success. Look at that. That's a this is a key one, right? This one down any type of training membership, workshop, in person event.

Mastermind course, you're telling the story of your future clients life. The progress in their life. What their life will become. They're telling their story. If you look right now we are I mean this launch masterclass is a launch. So it's very meta and demonstrating how to do this as I teach you how to do it.

I'm doing a launch for my product launch for not coaching program and if you look within those videos and lesson one and lesson two, I did a lot of teaching and stuff. But in it, I tried to weave in the pieces that led you to start to envision your future and what your future would be.

Like when you have an online business, Now, let me just call, I'm going to go over to the chat and see and then we're going to get back to physical and instruments and stuff. But did that do, did any of you feel like you're starting to see a vision for a bigger future for your life?

Did you in watching lesson one and listen to your watching those videos? Did you start to see a bigger future for yourself or a vision of of creating that online business and what that could mean to you? And I just go to the chat. Yeah. Yep. Definitely bigger vision.

I these are flying by so fast. I totally can see that. Yep, I've already thought of my TLC 1 2 and 3. Right. Absolutely. So that I mean that's what you do and a launch and I mean if they do any of you can have, you feel a passion that I have for for you and for your future?

I mean that's I'm like, you know, I put this on my Instagram, the other day, I went for a run the other day and I was like, in my whole training protocol, you know, I've got the fancy training watch and stuff and trying to do that on my zone two training.

I've been I'm a geek about certain things like don't heart rate training and I've been doing that for 30 years literally I've been training. And so I've students zone two training

which is like where you go. It's it's very easy, it's you're not training super hard and zone too.

You you just barely want to be breathing hard and I went for a run, but it was like after our broadcast and I was so pumped up that I couldn't go slow. It's like I could not slow it down because I was so jacked up and that's how I get this time of year.

When I get in front of you and all the people are going to the master class. And so it's just easy for me to take that enthusiasm for your future and channel it. And and just yeah that's what I'm doing during the special. I'm just trying to, you know.

Yeah, I'm trying to teach you. I'm trying to show you how to do this. But I'm also showing you what's positive. That's that's the key before because before you can see what's possible and seeing your mind's eye you having that future then we can't make any progress whatsoever. So that's all if you have any type of teaching training I feel like that now if you're doing say ecommerce, Or music or something like that.

Maybe it's not as much, it's more. The story is more about the product. I mean, with the with the product, depending on what type of product, you could very much be telling the story of what their life will be like after they get that product. But it, but especially if you do any commerce in your so a similar product that everyone else is got if you're in that business.

Well, first of all, you want to you want to find a way to not be selling the same things, everyone else. That's, that's really, it's a much better business. If you can do that and you can do things like you could. You can bundle different products together and create a special a limited time special, that's one way to go.

You can create information products, training coaching that go along with the physical products and that can be awesome. You know we had Wayne Hitsfield is one of our favourite case studies that. I mean we it's just you can't ever get sick of watching and and and did I get Absolutely rain.

Sorry yeah, something sounds right blame its field and he sells beef. He sells chicken and he sells salmon, but it's not your average beef and chicken and salmon. It's all you know the the salmon's all lying caught. The beef is all raised past your raised. The chicken is all chickens are all free range and it's on a small farm that he runs with his six brothers.

It's just exquisite quality roan farm the way you would want it to be. And so, when he does a sale for his

Worst chickens or the salmon, he's telling the story the story of where that where it came from, how it was raised, you know this, I knowing where your food came from like an amazing thing. So it is very, very much the story. If you do a cure, the commodity kind of ecommerce, my I suggest you get in a different kind of business and think about that story.

What that product is going to do for your future clients. But also think about bundling and think about adding other bonuses like information, you know, a digital training, a

digital, something that goes along with it, that enhances the experience. Awesome. Awesome that I did. I give anyone is I wondering about physical products that I'd give you anything to think under some different ideas.

Awesome. Okay, let's go. How about this one? This one's a good one. Since I'm not asking to start a seed launch. How do I get people from social media to opt into page that? I'll create where I keep lunch? You create something that they really want to get into that simple.

I mean, you know, it don't make it more complicated than that. What's something really cool and the rain. It's not like, we actually think no. But something really cool if you want, you know, and create and just think about how to deliver that, like, in a PDF or a video and put up an option page where they come in and get it.

Or if you think about it again, going met up looking at what we're doing. Most of the people here, opted in to go through this master class, right? So in this case, I didn't even have what's called a lead magnet. A lead. Magnet is when you just people are report or a video PDF something like that in exchange for the email, in this case we put out a master class and so what you do is you're creating something enticing that people want and then you tell us about it, on social and saying, go here to register.

And I do not like a lot of times The social platforms. They really don't want you to leave insulate for Instagram. Like if you put up, if you try to put or Facebook, if you try to put a link in oppose, they'll they won't give me a distribution for that.

So what you do is you put up the post and then in the first comment you put the link, but that's how you get people from social. So, just like, what do they really want? What are their burning questions? What are the things they're really after? If you're teaching guitar, all the needs want to know what guitar about.

So put together a little five-page thing and how to pick out which guitar Give them something we want and they'll give you their email form. Okay, so here's there's an interesting one and this is something that we've talked about a lot. So this is someone's asking Billy Billy's saying, I'm not clear on the difference between content that's delivered during the seat launch and internal launch.

Is it both of them? The technique of the sideways sales letter? I think this is interesting because this is something we've talked about a lot about how you know across, pretty much all kinds of launches it is, it is the same technique. It is the same stuff, it's just a packaging, that's different.

You know, Dan? I actually missed that question. I blessed over and I saw that people were down here in me and it's a long story but can you repeat? That's it. Yeah, the question is Billy saying, I'm not clear on the difference between the content delivered by the seat launch, and by the internal launch said, would it?

I said, isn't both of them the technique of the sideways sales letter. Yeah, absolutely, 100%. It is no in the sea launch, usually, because it's such a compelling offer, and because he was smaller. Let's see. Generally, you have a warmer relationship to them. You get often, get compressed. That sideways sales letter down to one video or one

live or one social post.

So it doesn't you can just compress it down. Make it tighter, make it shorter, make it simpler and get it done. But you're taking people to that journey, that same opportunity, transformation ownership journey within it. Absolutely. And not actually seen a bunch of. I'm seeing a lot of questions in general where people are saying like, hey here, this is, this is my market, I do this, what kind of launches the right one?

Could I mark it? Let's say that's not really the right question to be asking really, right? Absolutely, it's not so much the market. It's where you are in your business development. So if you have a business and you have an existing product and you have an audience or a list, then do the internal watch if you're just starting out, Then do the C block, she don't have a product yet, you don't have a list.

Now, if you already have a business and you've got it, offer in the list in the audience, but you not want to create a new product, a second offer, then you can do a seed lunch. But basically a seed lunch, you don't have the product done yet. You're just usually, it's when you're starting out, you're building the audience, then to go to the next level, if you have the product done and you, and you have a, you've done an internal launch and it converts, and it works.

And, you know, some other people in me in your industry that have audiences already that have built up followings, that might be partners, that might be willing to promote for you to send an email for you drive their people into your launch, then you can consider a joint venture launch the JV launch, Awesome.

Okay, how about this one? I'm sorry There are you these are the three like three horsemen. The three primary luses. There are several other types of lunches that is a quick launch. There's the evergreen launcher, There's a sparta launch, there's a book launch In this mascot going to cover so much ground.

So we're covering the three primary ones. Definitely. Okay, how about this? This is I slightly different question. This is from Trudy treaty says I'm a mental health, professional with about 20 years of experience and wanting to build a product to address the common items that occur across diagnoses, how can I launch this paper product without feeling sneezing Sounds like looking to try to seeing a lot of commonalities across different diagnosis from different people working.

You know, we're going to introduce 20 years but worried about feeling about sneezing trying to market to sell a product and what even about it this person is today true. Okay. So treaty it sounds like you've done a lot of incredible work in 20 years. And you've worked with helpless people in counselling them in therapy.

I can't even begin to imagine the, the experience that you've had and and how deeply, you know, this work after so much time. So many people. So my question truly, I know we can't talk to each other, but my question right now, would be, when you get, you know, one in one session and you work with them.

Does that feel sleazy? To help them, you know, one on one setting. That feels lazy. And I know again, we're not talking to each other, but I'm bet and I'm over here, maybe

you're in the chat. I'm betting. The answer is now. You don't. So, if working with someone one and one, Isn't sleazy.

Why we're working with small groups or larger groups, These lazy? What about that? It's leaving. I mean if someone is tutoring someone in math. And a one-on-one basis. That's sleazy. Let me go in and teach. A class of 30 people doesn't seem like that makes that sleazy Another.

They went into an auditorium in a college had taught 700 people. It doesn't seem like they obviously, And if they put it online, it taught, of course with

To help them, you know, one on one setting. This about feels sleazy. And I know, again, we're not talking to each other but I'm, I'm betting. I'm betting. I'm over here. Maybe you're in the chat. I'm betting. The answer is. No, you don't. So, if working with someone one and one, Isn't sleazy.

Why we're working with small groups or larger groups be sleazy? What about that is sleazy? I mean if someone is tutoring, someone in math and a one-on-one basis, it's not sleazy. Then they go in and they teach A class of 30 people doesn't seem like that makes that sleazy And then if they went into an auditorium in a college and taught 700 people, it doesn't seem like that would be sleazy then if they put it online and taught a course with epic sleazy.

All of a sudden. Again, it's like if you're trudy, if you're going to help people, It better to help more people. What is sleazy about taking all that amazing experience, you have 20 years of experience. What is possibly sleazy about helping instead of dozens of people a year, hundreds of people a year or thousands of people a year What's sleazy about that?

What could be sleazy if you had a really super sleazy sales process, if you didn't deliver on a good product or a good experience, I guess that would be sleazy, right? If you somehow manipulated people that obviously, But does any of this feel sleazy? I mean, does you know, a lot of people that went through, are going to the Spanish class won't buy but their lives will be better for having gone through.

It doesn't feel sleazy to me. I don't think it'll be sleazy for you. When you do that, when you bring true value to people, when you show them the opportunity that they could have less suffering in their life, that's what your pre lunch is going to be about. It's about showing them how they can have less suffering.

And then and then showing a way asking them to step into a future life where they have less suffering. Right. That's what it's going to be. That your pre lunch is going to be about. That's what your your sideways sales are going to be about. And then at some point, you'll bite them to come into your course or your workshop.

And the questions going to be okay, folks, you saw you had this opportunity to have a life less suffering and I hope in the last few days you've seen that, you can have that and you've learnt to start having that. Now, if you would like to go deeper with me, Here's how you can do it.

Does anyone in the imagers just talking to a vacuum? Or I mean, does any of this feel sleazy? Does it go ahead and let me know in the chat but I don't feel any sleeves in here, right? I don't think truth is in any danger. Of being sleazy. The way that you avoid being sleazy is you, you weren't sleazy you deliver real value in your marketing and you deliver real value in your product and hallelujah.

There are so many people that are not getting the help that are not getting the therapy. That are not getting the counselling. For all kinds of reasons. They can't afford it or there's a stigma or they can't find a therapist. And you're going to be there solution. African amazing.

Is that, I mean, look at the mental health crisis. We've got going on right now in the world. People need help. And you're sitting there saying, no, I just rather work with a dozen people a year or two. Dozen people here. Well yeah. I just I thought, treating comments she said, fair point very well made.

Thank you. You're welcome. And I hope it. I mean I didn't sound like I was being kind of sending her anything, but I feel passionate about this because there we have a number of people work them, a PLF owners who have done great work in in the mental health field and I'm so so proud of, in fact ruthinski is one of been in the community for Forever forever, since at least 2010 and Ruth runs the NIC BM.

It's a very big deal and I bet you might know of Ruth, but I know at one point Ruth because of a, she went to, she was invited in because of her business or online business and her launches she was invited in to the Pentagon and like I forget, it was the surgeon.

I'm pretty sure I've got to get this right. I could be wrong, but it was someone pretty high up like a surgeon. General. The US Army came up to her on a break. It said, I watched your videos. They're really good. And the Sergeant General of the US Army was talking about her pre-launch videos, So it's pretty amazing.

That's awesome. Let's see, we're getting again, a lot of comments that a lot of questions that, that are asking about like timing of things, particularly like we're getting some of that, like, okay, so you put out your pre-launch content, you put out your videos, you know, your three videos.

And then, how long after that do you open the cart? And like actually start taking orders for your product? Yeah. So we talked about this a little bit in the last Q&A. So in general you want the timing to accelerate. So like the time the timing between PLC 1 and 2 might be three days or something or four days.

Then the timing between PLC two and three to be a little bit tighter just because you want to be building the momentum and in accelerating into the launch. And then you want the open cart, and we're going to be talking open cart tomorrow and when and lesson three, when we do the live broadcast, And open curve.

But you want the open cart to be shortly after PLC3. So, a day or two days after PLC 3, then you come up with your open cart. So everything accelerates and once, and we'll talk about this in depth tomorrow, and in less than three, when we're live

broadcast. 4pm, Eastern US time.

New York time be there but I'll be the same time as this brought as this Q&A. But we'll talk about the open cart and you basically want to open cart to the timing of that to be generally about five days to seven days maximum. So so let's just say PLC three or four days later because the PLC2 two or three days later PLC three and then one or two days later, open cart, and then open cart that last five to seven days.

Okay. So how about this? So it seemed a few different comments in this in this sort of vein but the core called the core question is someone's like if I'm offering something that's around, say something's going to make someone happy. Like I say one person selling them like some bundles of like handmade greeting cards and that person's selling like how to make amazing brownies.

And like, they're saying what if my product doesn't transform people like, what if it doesn't change their lights? But how do I talk about that in my prelaunch? So, back in a day, we used to do big live events back precove. It and, and I remember kind of front row thousand people in the room big event.

I loved doing them. They were so much fun thousand people near them. Kind of front row raises his hands. Like, I know you just keep me talking about this opportunity and, and I just don't get how it works for my market. And I was like, okay, well, maybe it doesn't.

Let's see what's your market and he says, my market is private jet Trump. And I like, okay, so you're saying that. One of your clients can just instead of driving, you get to the airport an hour or two hours or three hours of advance, they can just literally drive up on a tarmac and drive to the jet.

And get there. Five minutes before, take off, they don't have to go through TSA. They get greeted, they have someone come and take their bags out of the car and load them onto the plane and then they just walk on the plane in two minutes later in supreme comfort waited on by their own private person who was giving them the food and drink that they had told them that they wanted and they they take off and they fly non-stop to your destination.

The car is waiting for them right next to their plane. They don't have to deal with baggage claim, it's just it's just nothing but just a chill experience. Are you telling me that they don't their life is not changing? There's no life to change. There's no transformation and it's and when I said it that way, I said, well, now that you put it that way, I guess.

So, so I would say like, What you're doing? What we're all doing, the transformation is, we're either delivering pleasure or we're taking away pain. So, greeting cards. Custom handmade green cards are probably a work of art. Think about the person who's going to buy them. How is their life transformed?

Well, it's all about that. The idea that they're going to be able to give a gift. First of all, they're going to be the person, they're going to be the person that that cares enough about handmade things about art about crafts about beauty, about care, about

craftsmanship, they're going to be the person that buys that type of thing.

So just the buying of the cards is going to make them feel better about themselves. It's going to make them feel like who they want to be and then they get to give that as a gift. And we all know that they're giving gifts is way better than receiving gifts, so they get to give us handmade piece of art.

They get the first, they get the right in it. And make it even more theirs and then they get to give this gift and then when they give this gift, maybe oftentimes they'll be able to tell the story. The story of that piece of artwork, Maybe the story of their relationship with the person who created that part.

There. They how who they are and how they see themselves will be validated by being able to buy and give that artwork those cards. So they're absolutely is transformation. And a transformation is almost always way deeper than we can ever imagine. I love that. Love that. You know. Okay how this one.

This is an interesting one. Of this one from marine or might not be saying that right, tricky trying to read names out loud about having any reference anyway, give it up for days anyways. Anyways, I like this. Even when you announce in advance that, you'll be opening the doors to a paid offer.

Some people still get mad that there's something for sale after the free value. Has after the pre-value of content, you have any tips for addressing this and pushing through.

Yeah, you know, I have a bunch of different brands on this that I'm trying to, you know, it's like, you know, I

You know, if you go to stop by a car dealership and you really really like the car, do you get mad? If the person actually wants money for the car, you know, when I go skiing and I go to get on the lift, they actually they want me to pay for a lift ticket.

You know, I If someone gets mad because you're making an offer that you're asking for free for a value exchange, you have to especially if you gave them free stuff, they're they're just not your people, they're not your they'll never be a client. So I think the question was specifically, it wasn't so much about that, but about how you deal with it, right?

Yeah, yeah. And or if that's a problem. Yeah. Well, yeah, it's not a problem. I mean, I, you know, what have any of guys read any election events that are being left and our master class homepage, like down below lesson, one videos, and lesson, two videos, there's comments. I mean, you guys any reading those comments, I'm just going to go over here and look at the comments to see if you guys have been reading account.

Okay? So, you've been reading the comments? Yeah. Okay, for those of you see my comment is is anyone has anyone been grumping in those comments about anything? I mean, it's just been a freaking love fest over in those comments and so when you follow the formula follow the PSP, you really delivering true value to people.

And if you're delivering true value for free, then like if there's, there's not going to be

much flow blowback, especially I mean like the question even said you tell them right for the start. I'm going to have an offer. I mean, the reality is There a cost of money like you know, those pages we put together, they I have a full tech team that's building those pages.

I we we have a team, we've almost 40 people on this team, you know. It costs money to create that experience and so yeah, no, it's like he if someone is going to grump about that, then, you know, what is it? There's a lot of great ones but like, great quotes but like, yeah, I think it's Winston.

Churchill said, you know, if you're going to stop and throw stones at every dog that barks, you'll never get to where you're going. And yeah, it's so it's not, it's not a problem. If it is then it's just someone who's having a really, really bad day or just really needs to reset their expectations.

So how about this one? We've got I've seen this one in a few different forms but this particular one is from Jack. And Jack is wondering if it's possible to launch without necessarily telling his whole personal story. Is that, is that possible? Can someone start a business and launch without necessarily highlighting their own personal story as a focus of it?

Yeah, 100%, absolutely 100%. I I think in fact I I told my story a little bit, I used to tell more of it but I just started to pull that out a little bit. It's just it's just a choice. I made, you know, people for some reason seem to relate to my story but you can totally do without your story.

Lots and lots of people do and lots of people like, you know, a lot of times your story is not relevant, there are a lot of people that like, you know, like trudy you know she's a counsellor. Well she's mostly going to be telling the story of working with her clients.

Not of her work or her trauma. So yeah, you could absolutely it's just a choice. I made you don't need to do it like I did. Okay, similarly, we're getting some people asked in, I get this, I like it. I don't want to be on video. I don't want to be on a live broadcast and I just, you know, should I just cross this out?

Like, is this something I can still do? If I don't want to be on camera but yeah, absolutely. So you could do it via email. You could do it via screen cast like or screen cap or it. Basically you're recording, it's a recreating, your screen and you're talking over it, it can be, there's a lot of creative ways to do it.

You do not have to be on camera. I mean the reality is this this entire formula was developed before video online. Video was a thing. It was developed before online live broadcast is that thing the first All eight years. Of my business. There was literally not a photo of me online because back in the day I was hard to put photos online so you could absolutely do it.

We have Kate who can't be as one of the stars of our community and she has the sober school. And so, she helps people get sober People that like, that might have be drinking a little too much, but they're not at the stage where they need rehab. And so she for years was completely anonymous because it was her story and she didn't feel

comfortable telling her story in public.

So, she did her business for years being completely anonymous. She eventually decided, you know what I think I do want to tell my story and I won't do wanna be frontstage and so she made that transition. But yeah, you can do it without being on camera.

Awesome in the middle of in the middle of some questions here. Okay. So how about those you got to be asking, you know, like they they watch some of the case studies and they're feeling like, okay. But these guys like they, they had websites and they had, you know, established businesses.

And you know, they they understood this one person said, I don't understand how all these sales funnels seem to work seem like they're getting a little, maybe a little overwhelmed, thinking about what all might be required to learn. In order to get some get a launch put together and just from my own experience with so many of our appeal of owners and so people are community.

I just know how how bare bones simple people have done and maybe you could just talk just a little bit about that people who are a little freaked out by like the text question. Well you know we just we released a case study page and I'm a case study page.

I think you go in and short by we did release that yesterday, right. Oh yeah, that's out. Yeah. So it's all happening so fast. Sometimes, I can't remember what we've done one so I think and they have page you can sort by people that were just starting out sir from scratch.

And there's so many, so many simple ways to do this. And my favourite story of the last few years is animals a lot and and she, she was in her late 50s and she had a successful corporate career and a very successful corporate career working in operations management. And one day her boss just called her into his office and he just said, hey, your job's been eliminated.

Go CHR and have a good life. And so, and was devastated by this and, you know, she built up this decade's law and career, and it was just like that gone and she's almost 60 years old and she went home and her and her husbands that you know after she was like down in the dumps for a while, her husband's like you got all those art supplies down in the basement.

Why don't you go, you know, pull them out. You've always wanted to do some type of art. So so she did she pulled out her art supplies and she started playing with them and she started working with them and then eventually she found something called surface design surfing or surface pattern design.

I didn't know what it was when she first told me about it. So I did Google it and now I understand. I mean, this is This is surface design like someone someone actually created this pattern, an artist actually created that pattern, right? So that's surface design so and and figure it out how to do it.

It's got good at it. And then she started decided to try and teaching it and so she had

no technical experience whatsoever. Am I still I missed my makeup? I'm still good. Yeah, I think, I think you're now. Alright, a tripod to. It's like, it's all about ohms. So we're establishing them, how just, how good of a tight, you got to be here.

That's exactly. Yeah. So anyways and decided you want to start teaching. No experience, no following no anything. Nothing, no marketing experience, no list, no product, nothing. But she just got and did a Facebook login. And she and Facebook live. She just started teaching and there was one person on their Facebook live and it was her cousin.

I think her cousin's name was Katie and us told me the story a bunch of times and her her cousin was on live with her. So every week and would do a live and teach about surface design and after several weeks and she was starting to get more comfortable, it was just still just Katie and and likes to say she was just getting used to talking to the green dot on her computer because I thought it was, she was talking into her webcam on her computer.

And after several weeks of that, then she started spending five dollars a day. To get people to unpaid traffic from Facebook into her lives, and gradually started to build up an audience And then there was a few more people, not just Katie her cousin. So, there's a few people and she's every week.

She's just getting better. She's learning how to teach. She's learning how to be on camera. She's learning how to be live And then she eventually she came into my world. She did a launch, Her first launch. Actually, I just, I just texted and about this. So, I've got the exact numbers here, She should be.

As I just, I just let me do a quick search for Anna and my, my messages And I just texted her. And so, she said her, first launch did 6,000 or \$150. Just by following the formula, just the minimum viable. And she did a hundred percent by doing Facebook lives with her webcam.

No fancy equipment, nothing, no funnels, nothing fancy. Okay, 6,000, 400 and 50 dollars for a 60, something women would just gotten laid off, no experience no less, no product, nothing. Pretty amazing Andy and said. Wow, that's pretty cool. That's my proof that this is going to work, so she leaned into it.

Her next launch at the exact numbers here because I just texted her about this. Her next launch did 12,000 500, 289 dollars, it's like doubled doing okay. Her next launch. 28,136 dollars. Just our baby steps. She's getting better on camera. She just continues to spend the \$5 a day.

She might actually stepped up the money by that time driving people into her lunches. Her first full year in business, online was 2019. She did 114,000 or 80 dollars. Surface design 60-something. No experience no list, no fancy tech. Yes, at that point, 114,000, you start spending a little bit more money, Maybe now you've got a decent opt-in page.

You've got a website, right? You but it's all baby steps. And now, So that's 2019. That was our first full year in line. Now, our business does right around a half a million dollars in sales per year and she absolutely loves her business. Baby starts. There's

something. When if you're around me you'll hear me talk baby steps.

Baby steps, baby stuff. Don't worry about the fancy crazy funnel. Don't worry about me having a team of 35 people, right? Just the baby steps, the baby stops and you can see that on the case study page, we have the full case study with Anne LaFollette and it's absolutely, it's it's ridiculous.

This is not average, it's not typical. You know, I don't want you to think that it is, it's absolutely extraordinary and that's why I tell you it because it's such a freaking extraordinary story and hands a wonderful person. I've gotten to know her and I text back and forth with her.

But don't get caught up in like it's like if you're going to go build a house, right? To be like worrying about like crazy advanced bottles and crazy events, this and that and the other thing are doing fancy video and all that. They'd be like You're decided, you're going to build a house.

But you can't get started, because you don't know what colour the hinges should be in the house. There's going to be door inches. What colour should I be? If you're going to worry about the colour of the door hinges? It was never going to get started. I'm building that house. So that makes sense.

Exactly. You guys think about ant stories? I like ridiculous. What? I said you can go watch the video Here, the whole thing. Yeah, if you guys haven't checked out that case studies page, particularly if you're thinking like okay I I'm just curious, like will this work in my market?

Can I do this? Can I do this with this type of product, anything like that? If you didn't get the answer that, you know, we didn't someone didn't you didn't get to it here on this call that case, studies pages, a fantastic place to go check that out. Those case studies are in-depth stories.

Where we literally were just literally is just or one of our team members, usually Jeff is literally like, on call with someone, they're usually 10 15 minutes, something like that, you know, fairly short, but enough time to go deep. So it's actually like, hey, what was your market? How did you do this?

How did you do that? How did you go to this? How do you implement PLF? So they really are like the goal with them is really to dive into something with these different markets and see how people have done them. So I'd say if you're one of those sort of questions, head to that case study page, maybe you got it, you know, you've been sort through it.

That's one of the coolest things about. You can literally like sort by different types of market and stuff and go see for yourself just How people have them have done some of this. And you'll also find some niches that you're that. It's just like, wait, what? What that exists.

That's amazing. Okay, so that's some of the questions here. How about, how about? Okay, so, here's two, they came in right next to each other, and they're pretty

complimentary from Elena and Cheryl and Cheryl's asking. Are you selling the same product over and over again? Or do you need to keep dreaming of new things each time?

And Elaine is asking if you're launching the same product, how frequently should you launch? Oh yeah. So these are, these are duets. I. So let's see how to answer this. It they the true answer. Is, it? Depends? It really. It depends. And you look at all kinds of coaching.

If excuse me. If you if you choose to join us in progress from the coaching program, you get all kinds of coaching on this type of thing. But the reality is really yeah it just depends. Usually what happens is you do a seed launch and then you end up building that out into a fancier better product.

And then, yeah, then you figure out what the next thing people needs need is and you might create that next thing, but generally keep the first, you keep selling that first thing. Now, I just my example, in my first business was about the stock market, so I had a newsletter and it was a newsletter for For readers, People are trading the market getting in and out of the market.

And then I came up, you know, year later with a product for mutual fund investors. They were complimentary some people bought both but then I had these two products going and then I came out with a with it, with a course on how to do that trading. But I kept selling those first two was with this business where I teach people how to launch.

I've been selling basic, I've been selling product launch. Formula this product much from the coaching program. Since 2005 in 2005, it was a bunch of CDs and books and DVDs and that we shipped in a box to people. Then in 2008, it became a digital product. So it was an online course it was one of the very first online courses back in 2008, especially the premium level on my course.

Then in 2010 I completely installed 2008, it was completely made over completely new. That was the 2.0 version. Then in 2010, was the 3.0 version completely remade over and that time I added in a community and that was, that was brand new. And then basically around 13 or 14, I started coming out with a new version every year, but it's the same it's this it solves the same problem, right?

It solves the same problem. And so I've been selling products for me one, but it does keep on evolving and I keep making it better the mind. But this is a market that changes radically, some markets, don't change radically if you're having a product about, I don't know. It could be like watercolour, Probably doesn't need to be rebuilt quite, as often, right because I'm sure things are changing in the watercolour world, but probably not as rapidly as in this world online business.

So it depends, but really what you want to do is you want to create that core offer and then eventually you might have other additional offers there. Maybe the next level of mastery or that are 10 gentle, if you have a guitar course, maybe you end up. I one of our students did this.

They had a, you know, how to play guitar. And then it was how to play intermediate

guitar and they had to play advanced guitar and then theory and, you know, music theory and then singing and playing. So very, very much depends. Now if you have the same product how often to launch it is more a function of your list growth and how much you're recharging your list.

So for me, I do, I do one launch a year. We do it's crazy but we do. Sometimes we figure out other ways to make it to open it up to test things because, you know, part of my job, I was always testing things. So we might have another like like a hidden opening here and there we were just run some paid traffic into it.

We test something or we'll take a segment of our list and we'll test something else, but we basically do one launch a year. Now, I think for a lot of people, if you have some decent list growth, I think two or three launches a year, maybe four launches a year.

You know, I saw there's a question about membership sites and how to launch membership sites. And I know like one good example is like Michael Hyatt. He had a, he was a PLF owner, so if you I'm sure, no, Michael Hyatt, he's become friend of mine. It really well has done really, really well with it.

And so Michael used to have his, his membership site, open all the time and then he went to have an, you know, basically haven't shut down. But once a month doing a little mini launch and then he's like, well, let's go big on this and so, he did a lunch.

So once a quarter, he would do a full PLF launch and otherwise, you couldn't join the membership and then he moved to what that to twice a year do and then eventually he moved to doing a lunch once per year? So it I hate to not be definitive but it really the answer is, it depends.

Okay. All right, this is this might be a fun one And we're just over an hour here. So I think we're just going to take a couple more questions and then and then wrap this Q&A up for the day because we want because well we got we got a broadcast tomorrow We got less than three to get ready for tomorrow So what I got a few good ones lined up here.

So let's take a couple more. This one's from Maryland. Helen saying, I've been seeing a lot about starting out by using challenges. Is that similar to your launch model? Yeah, I mean challenges are super cool and it's basically, it's very it's pretty much a launch that you call a challenge.

It's really hot there at the end of the day. Yeah, yeah it's it. It's a just look at this. Look at the just just looking what happens in a challenge and you'll see oh yeah. That's a lot. And you know and challenges are it can be And and you know, people out there teaching them and and frankly the people teaching them there's a couple people.

They're doing a great job teaching challenges and I will confirm that they are product. Lunch formula owners in came through my world just saying Yes I am. Okay, okay. Okay, let's see. Alright, a couple few a couple key marks, so we've got here's a question. So we've got we got a decent few people on and we're about an hour or so in here.

And I'm thinking the baby people stayed on this long. Then we could answer a couple questions that like, maybe go just pull back the curtain a little bit more but we didn't talk about this. Well, not on that, you know, you know, it's not a crazy. We got it.

You got to keep some guy. Keep some surprised. But how about this one, this one is from Terese says we're in the launch stacking circle. Would you consider this free launch master class to be to be placed? A lots. Well, I mean this this is a joint venture launch.

So, is that? That's exactly it. That's like, so we're just going a little bit than mad at here. No talking about the master as a whole. Yeah. Okay, So this, this is, this is a joint venture launch. If like, well, I would say maybe, If I had a gas, maybe a third of the people here are people that already were of my world that were on our list that came from our list.

But in some, you know, another some percent came from paid ads but the majority of people here came from some of our partners. Like, if you maybe came from Ocean Robbins, like, get it up in the chat for Ocean Robbins. Or or I I see I see. Eleanor is in the trap actually.

Yeah. Emma and Ellen are the reconnected. Yeah. Hey house. Yeah, I just saw came from John Carlton's list. I didn't know that John meld. Hey, wow, that is amazing. So ocean Robbins there. He connected. Denise, Duffield Thomas lots of people from Denisa, Phil Thomas, how about hey house I heard about you from Mike Phil's.

Same came from Willie Horton's list. Yep, that's for the reconnected from Mark, Lak and Wilson. Edward Rachel Millers, yeah, Rachel's one of our you know. So the all these people were mentioning are just fewer friends of the PLF world. Hey house, you know, read Tracy. I have a mastermind a very, very, very high and mastermind, just super elite people from the community and read Tracy was in that mastermind for five or six years.

Rachel Miller was in that mastermind for years Christian Michaelson. Same thing, Thomas incredible her and and her husband Mark incredible friends of the of our community. Yeah. You know what, here's one, here's a comment from Lynette scared AF to do a launch. Now, I don't know what is that?

Sounds like it kind of, you know, your kids say those, those kind of things as a, you know, what? Let me tell you about being scared. I was. So scared, the first time I've been to lunch. And I scared the second time. And the third and fourth, and fifth, and sixth and seventh Eighth, ninth and tenths.

It's, you know, you're stepping into something big. And it's just like, what's on the other side? We have this analogy. I'm going to talk about it tomorrow, this inhales you're throwing your head over the fence like if you if you if you really want to get on the other side of the fence, take your hat off and throw it over the fence.

And then you have to go over the fence together and I know like when I started out on that very first launch, I was scared. We needed, we were desperate. We're just, I mean, the money barely made it to the end of the months. Anything went wrong like weird

have to call her family for borrow money.

Yeah, we were desperate times. We had two young kids, We had a strong marriage but it was desperate. Just felt like I was in a box. I'd committed courage to suicide. So I was scared. But I was also I needed to move. You know, I had a lot of going away from energy like I had to go away from that, that desperate situation, I didn't even have a vision for where I was going, but I just had to get away so I had to push that but but it was scary.

I got it was scary. And then every lunch, you know, I was like yeah and then I'll tell you the one that was terrifying was after after my business of stolen. And and I built this business in it. You know, I did that first seed launch and that, that wasn't that terrifying.

But then I came into my first, GV launch for products, lunch formula, and often the whole world was watching because all these partners had told people about me. And, and, and I doing a launch for product launch formula. It's like startup. Think about that pressure, right? You better be able to, if you're going to teach you.

If you're teaching people how to launch, you better be a pretty good lunch and I was just Just, that was scared. But everything you want is on the other side of the offence. If you just I mean you know you could just say wow this was a cool couple weeks.

I saw some videos from this guy Jeff and and I sorry had this vision for what could happen. I sort of cool.

And then, it just becomes something that you saw. And then, you know, your goes by two years ago by five years ago, by 10 years but it could be that way. Or you could just say, you know what, I'm scared and no matter what happens, whether I fail or whether I don't fail, I'm going to learn a lot in a very move forward.

I'm going to talk about this few weeks ago, I'm success is a decision. It's society. Like, I, I haven't, I have enjoyed success beyond what I ever could have dreamt of You know, I thought I have an income that's 30 times higher than I could have ever imagined in my wildest dreams.

I have a team of 35 people that are dedicated to helping me make my vision real in the world. I have thousands of people around the world that are just so grateful for what I've done for their life. I've just achieved success and love like I couldn't even have conceived them, and it's only because at some point I decided and it was back only had nothing.

It was that first decision to do that first launch that I am going to change my circumstances. I can no longer live this way. I can no longer have my family. That was me. I can no longer make these demands of my wife that she is to support the family and she can't be around their kids because she's working so hard.

I decided And it wasn't easy, it wasn't easy to decide and it wasn't easy following through. But once you decide And you decide to become inevitable, doesn't mean that there won't be failures along the way. It doesn't mean you're not going to have to learn do different stuff and get out of your comfort zone, but it's a decision.

And once you decide Then you are inevitable. That's and I tell it's been my story but now I've gotten to see so many people live this story. A lot of you came from the reconnected Emma and Ellen. Few years ago. It barely had anything going on. I mean, they had families.

They're wonderful people. They had a big vision, but In terms of monetary resources is very, very tight. Now, they've reached thousands of people around the world. Just don't amazing things. It's it's success is a decision and there might sound right myself too simple. But it's the decision so that fear, that fear that if you feel that fear bubbling up, Not to get two metaphysical or two spiritual but that's like the universe knock and saying, you've got something bigger, you've got a bigger future here, that bigger and consumption.

But bigger and enrichment, bigger and service. Best universe avenues again. You got something bigger.

All right, well I think that I think that I think that might just about take us home here for the second Q&A broadcast. So big, big news is tomorrow at 4 pm Eastern US Eastern Time, that is New York time. So if you're looking for what time zone that is, you can just look up New York in your calendar or in your clock software.

We are going live live broadcast, for lesson, three to launch faster class. You want to, I want to tell them a little bit about why they should why they should be there for that. You should be there on the live broadcast tomorrow. We're going to have our fancy set, what we downstairs in the fancy set and it's going to be fun.

It's going to be super, it's real move fast, I'm very show you how you bring this home? I'm going to show you how you actually bring it from the pre launch into the open car. How to make the sales? How to make your offer without feeling sleazy how to make your offer even if you're not an expert on sales?

How to ask for the money because you have to do that. And that is the scary part. That's the scariest part, but how you can do that in authenticity and in a supernatural, way in a super powerful way and it's all part of the open cart and it's it's it's a favourite lesson and that's why I want to do it live because lives got energy.

And I also have a big surprise that I that we're going to announce tomorrow. And some, it's I I don't even know how to talk about. It's like the biggest couldn't. I would, I mean, man, in 18 years, from 19 years, whatever appeal, I don't know. It's probably the biggest surprise ever.

The biggest announcement. I don't even know. I don't think so. It's, I got something that's really really special. We're also going to focus and tomorrow. You know, we've had the focus through the pre launch of showing you how AI can make this a lot simpler. A lot easier could be a real short cut for you.

So we're going to go deep on that tomorrow. Big surprise and because live in his life and there's so much energy and being live and I like to have a big audience that's live with me. I've you know what, we will have a replay for the live session but there will be

a piece I cut out of the replay.

There's a Kirby a piece that is, how do I put this down? How do I say this in a friendly? Kind way. It's a resort I'm just going to say that you're going to want to be there live? Yeah, okay so yeah well there'll be a I got incentive to be there and stay alive with me because it's gutter.

There's got to be a piece that you can experience and that you're going to want to experience. That is live, that will pull out of the replay and that's just I want you showing up and yeah, it's very awesome. Awesome. Thanks everybody for joining us. We'll see you tomorrow at 4 PM Eastern.

Module #3 – The Product Launch Blueprint - ** LIVE WORKSHOP SESSION** Sunday, August 27th at 4 PM ET (New York time)

Lesson #3.1/3 The Product Launch Blueprint

It has the most it's been 25 years since I started my online business. They had the most humble beginnings, you could imagine I started from a homemade desk in my basement. There was a 1996 when I'm like, business was barely a thing, My friends and family wondered if I was chasing any silly dream.

But I had a vision even way back. Then I had a vision for an online business that I could run from anywhere and online business that could reach the world. When I first started out, there was no one to learn from. So I went way back as far as 70 years back to study old school, marketing legends, My success came ever so slowly, but the results kept growing.

I had to invent a new way of marketing a new way of launching. Then, in a curly 2000s, people started to notice my results and the call started to come in, They wanted to learn from me. They wanted my formula In 2005. I published the very first edition of my launch.

And it sounds crazy to say. But that one training, constantly updated has become the stuff of legend. It changed online business forever. And now, all these years later, people still wonder if they can have an online business or if it's just a silly dream.

They're wonder if it's too late, or there's too much competition, but this is what I know. There's never been a better time to start and grow an online business. Because the last couple of years is made online business, the new normal and online education is literally becoming a mandate You see this story really isn't about me.

It's all my students. And what they've done because they've had over a billion dollars in launches. This is the story of how with hard work and right formula they changed the trajectory of their lives. They've built businesses and created amazing lifestyles. And whether they're teaching people to maintain or play, tennis, whether they're helping people with their health, or their relationships.

They've changed the lives of their clients. So they're the real heroes. And now with this launch master class, it's time to welcome a new class of heroes.

So welcome. Welcome to the launch master class. Your seat belt because it's time to launch. Boom. Here we go. Launch master class. Will lessen three. Thank you for being here with me. This is so exciting. We're here to get you launched and you know how you can't have a favourite child.

I can't tell you like whether less than one or less than two or less than three is my favourite because they're all critically important. They are all critically important. But lesson three is, we're going to go into some stuff here that I think, no matter where you are what you're doing.

If you're just starting out, if you've got a business, if you're that influencer, that wants to figure out how to actually build a stable income. If you're a one in one practitioner and you're like, I want some leverage, I want to leverage business. If you're a newbie, just started out if you're an artist and author.

I think some of the things I'm going to go over today are absolutely critical and will. Their life-changing. Because when I learnt them and I started to embody them, they were life-changing for me. Some of you have been watching me for years. You've been watching the master class for years.

You've been product, much formula owners for years, Some of you have been with me for over a decade and but what I've been hearing, I've been getting texts. I've been getting notes, I'd be getting DMs. That's like Jeff you're like on fire. Like he's never been before and that's because I we we've been sitting on something and we're going to announce that right here on this broadcast.

It is, yes, it's it's exciting. Oh let's jump right in Super, super one or two minute review because I know thousands of people have just joined the master class today So we release two on-demand. Two lessons that were on demand video. Very tight video. It was awesome. People love that you can go right through them.

In the first lesson, we talked about the sideways sales letters. So the sideways sales letter is basically how how you launch, It's the most proven, most effective safest way to launch online, to put together a campaign. So, I, a lot of times I'll use this word launch, but also use this word campaign And anytime you do any marketing whatsoever, You need to build a campaign.

You can't depend on one piece of content. That's what I taught. And that's what I call hope marketing. I talked about that in lesson 2. Hope marketing is where you just sort of, put something out there and you hope it works. One piece of content gets lost in the sea.

The sea of everything being published online right now There's just, it's just overwhelming, how much content is, That's why you have to build a structured sequence. Launch that pulls people's attention, and it turns your market in into an event that builds anticipation. That's how you get attention in this market because like one post on Instagram one post on face Facebook.

One one. Tic-tac one one email that doesn't cut it just that it just doesn't work. If you look at the way Apple launches, if you look with the way Hollywood launches, they have a whole bunch of whole sequence. It's like a choreography a sequence that leads into, that new iPhone being really sure that mood new movie being released.

And that's what this does. This brings the power of the sequence that brings the power of the mental triggers to us to our kinds of businesses. So, and less of what we talked about this sideways sales letter, where you had three distinct pieces of pre-launch content, where you went through the opportunity, the opportunity that that your prospects have, you went through the transformation, that's going to happen in their lives, you ask them to take ownership over that transformation that they're going to have.

And then that led into the open card, this is what we're going to be focused on. To day actually making the sale. So that's where we're going to Also, unless someone what we talked about the sideways cells that are we talked about the mental triggers, and I'll touch on that again today.

But the mental triggers are critically important and and then a problem solution path. And oh, by the way, we have been focused on AI artificial intelligence because It's just a game changer. It is an absolute game changer and there's a lot of different feelings, a lot of different emotions, a lot of different philosophies about AI right now, but the reality is I showed you in less than one.

How you could build out your PS path and in just minutes and was perfect. Of course, that is not perfect but it's a huge jump forward and it gets you past that blank page. It's just huge productivity boost. And yes you're going to take that out but you're going to make it yours, you're going to put it in your voice, but all of a sudden and started this blank page you're starting 80% of the way through.

So I showed you right there in a video right in front of you, how you could build out your PS path with AI. It was pretty cool. Let me know in the comments and just as an FYI. So I've seen some questions here where like I can't see other people's comments but we have found is that it's really cool to have You watching everyone's comments, but we've also noticed.

It's a real distraction and people can actually get less results when they're focused on the chat so I can see your chat. Dan can see if my team can see it, My team's in there, Becky's in there, answering questions. Chris is in their answering questions. I think. So we can all see you even though you can't see everyone else's.

And yes, we are live. I saw Angela ask that question a few minutes ago. This is really life. It's live. You'll probably do stupid things like marker at some point. It's absolutely not. So, I mean, let me just ask AI, I mean, was that pretty? For those of you so lesson?

One was that pretty wild how I was able to use that and how it leveraged creating that PS path for a market that I really didn't know. I mean, I'm certainly an expert in that market, but I created this amazing problem solution, pet, did I want? Yeah, it was amazing.

It's a game changer. Absolutely awesome. Awesome. I'm going to show you the next game changer. So then in lesson, two, we went through the three types of launches and we, which is the seed, lunch. And these are the three primary types of launches the three launches. I teach in this master class, You know, in our full-out products, from a coaching program, we have six additional types of launches, but these are the three primary.

These are the bread butter. And so we have the seed launch which is how you start out. If you are just starting from scratch, you don't have a list, you don't have a product. It's how you build your product, and how you build your product and get feedback from the market.

So that you make sure you create a great product. And, oh, by the way, it's how you get paid for the product before you actually create it. And I know that sounds insane. It might even sound illegal, but if you start to look around, it happens a lot like you pay for your subscription to the newspaper before you actually get your newspaper.

You pay for the play before. You actually see the play. You pay for your college class before you actually get your college class. Right? So, it happens everywhere unless you start to look for it. But this is how we do it. This is, it's an incredibly effective and simple sale.

It's so it's great. If you're just starting out, it's also great. If you have a business and you have that next offer that next product, but you can't quite get around to creating it. This is the way you force yourself to create it because you get paid and then you have to create it.

So sea launch was super cool. We talked about the internal launch, if you're a little more advanced or maybe you have already have a business. If you already have an offer if you already have a list, this is probably going in the internal launches just probably could be one of the best weeks you've ever had in your business. And then the joint venture launched and this is how I want from having lunches that did a hundred thousand to launches that did millions of dollars.

So and then I showed you the launch stacking and the circle of awesome and how these types together so nicely. How can you go from a seed launch? You use that to build out your product, use it to start building your list, then you do, an internal launch, then you get some attention in the marketplace, maybe you attract some partners, then you do a joint venture or affiliate launch and by this time, you've got your idea for another product and that brings you back to the sea launch.

So that was the super super quick. Super quick review of lessons one and lessons two they are still available and will be a still available for until Thursday at 10pm this Thursday, at 10pm Eastern US time is when all the free material gets pulled down. So, you after this college, you feel free to go review these lessons.

They were awesome. Damn, we're about to jump into the open cart. Is that I have to clean anything up here? Was there any glaring things? I forgot and he misses, any huge questions? No, I think I think we're doing good. We got a whole lot of stoked people on, and we got some questions rolling in.

So, then captioned some for later. And I think I think we're ready to roll into roll into the open car. Awesome. Thank you. So, if I'm talking fast, it's because I got a lot of ground to cover and I want to get you the maximum value here. Thank you for showing up for me, it's Sunday afternoon.

Like Dan said, it's pouring down rain. Here it's normally doesn't rain here in Colorado. It's very infrequent. But yesterday, right with our Q&A, it started right at the exact same time and started today, it came down so hard. The end, and I were sitting across from a table for across a table for each other and we couldn't even hear our each other speak.

It was raining so hard and then at the exact same time today. It started coming down, not quite as hard today. Thankfully anyways so this is the open cards. So we taught you the sideways sales letter and that Those three pieces of print of content, pre-launch content, we call it.

So it's pre we often will will abbreviate it as P, how C pre-launch content, There's three pieces, It's general. Always one, two, three piece of pre-launch content. And there's a whole formula for how to do that. I covered that in less than one. So that's typically five to seven days And that gets people just stoked.

It gets them looking forward to your to basically your turn your marketing event. You're also teaching you're building real value. I talked about how this if your product is going to you're finished product is going to take people from one to 100 you know it's going to help them completely quit smoking.

Learn a second language or third language have a meditation practise improves. Have to get their tennis served with 10 miles an hour more speed. If it's they're going to be able to crochet or knit, they're going to be able to paint. They're going to be able to curve wooden dolls.

They're going to be able to read echocardiograms or their dog will come when it's called every market you could possibly imagine product. Lunch formula has been used in it. So if you're going to create this great product, that's going to change people's lives. And you are, When you follow this formula, you are going to create a great product.

You will, because you're going to use a seedless, you're going to use the interaction. That's part of this whole process. You're going to be in constant conversation with your future clients. You're going to fall in love with them. They're going to fall in love with you, You're going to create something great and you're going to change your life by taking from one to 100.

So the PLC takes people to pre-launch the free stuff takes people from zero to one. And a lot of times people are like, okay, well, that's sort of crazy. It doesn't sound like zero to one that doesn't sound like But it is and I'll talk about that in the next page taking people from zero to one getting them to say yes, that I'm ready to step forward in my life, is one of the biggest gifts in the biggest access service that you could ever have for your people.

No matter who they are, no matter what you're teaching, a matter what yourself to get them to step across the line. It's incredible service. So pre-launch it's lesson. One, cover that. Now, today, we're going to type out the open cart. So this one is typically five to seven days and I'll get back to that a second.

So, but this is one of those fancy. We're going to break this out. This timeline here is these five days? Okay, we're going to go I'm very, I'm going to give you an example of five days. You could do seven days, You could go shorter than five days, but going shorter is an advanced move, You don't want to go shorter until you've got a lot of launches on your belt until you've built up some experience.

Because when you go shorter, you have less time to recover. If anything doesn't go perfectly. So plan on five to seven days, You do not want to go longer than seven days because if you go longer than seven days, it turns into what we call a begotten where you're just begging people to buy because what you're going to be doing is you're going to be emailing people, you're going to be reaching out and touching them and all kinds of different ways, You're going to be on social.

Your saying by my stuff for the and that I'll go a little deeper than that, but you're basically going to be inviting people to step into your world to cross that to make that decision, to cross the Rubicon to decide on in and to pay you right? But after about seven days, you run out of ways to say that and then you're like, oh, it's pretty please.

Would you just buy my stuff now, please, please have any of you ever seen a promotion like this, where it's like, you know, this thing is, this is jump the shark. This is like, I am so over this. It's like, and and then they're like, okay, it's the last last sort of last call.

And then the next day, it's once the last last last day, almost. And many of you ever seen these kind of, bagathons. I mean, it's, it's, it's unbecoming, and it's in the positioning of that. Is not awesome. It's sort of like, you know, the band going on their farewell tour.

And then three years later going on another farewell tour And then a couple more years later, it's like we're serious this time. It really is our farewell tour, right? I mean, I'm sure some of you have seen that. Yeah, I've seen them. So you do not want a son And there's this thing.

Positioning positioning is is super important. And that's how you are seeing in the market. And you don't ever want to see be seen as needy or begging. So don't five to seven days. So some people are like, if I just keep it open for 14 days, I'll make more sales.

No, you won't. And I just thought of something. So, I just wrote this down, actually, to talk about that right now. So this is, it's here's some, very technical PLF language At the end of your launch. Something bad has to happen. If people don't buy from Now, it sounds a little.

I say that way sounds a little silly, but I've never come up with a better way to say it. If this is your open cart and it's five days long, you can see the days right here. Here's day one. Right? Here's day. Two, and you get down to the end.

So there has to be some negative consequence. If people haven't joined you, if they haven't stepped over and made the decision and joined you and bought from you. And so, there are a few different ways, There's three different ways to create what we call scarcity. So, I've got see, I haven't read and, and scarcity.

You have to have. And I talked about that in the mental triggers in less than one Another way to think about it is a deadline. So, you have to give them a reason to make a decision. And so, three ways to do that One, is that the price can go up two?

Is that certain the offer changes bonuses, go away. They get less stuff with the offer and three is the offer comes off the market and it's no longer available So those three things I'll say them again, I know they went by quickly. First one is the price increases. Second one is bonuses go away or some parts of the offer no longer available.

And the third one is the product comes off the market. And I said those in the order of power, Actually the least powerful of those strangely enough is the price going on. It is a very, very powerful, but it's not as powerful as like some amazing bonus. Some incredible bonus going away, and that's not as powerful as everything going away Now, but they're all powerful.

So, you have to build one of those into the end of your lunch. So, we have this question, one of the Q&A sessions, they're like, Jeff. I don't, you know, I've got this, whatever thing that's available all the time. I don't want to pull off the market. Fine, that's cool.

Then just put together some type of special bonus package that's only available during your launch and that's what creates the scarcity at the end. Okay, so let me see what go with fancy blue. So the way this works is on day one. It's I'm going to go over the message he really quickly.

The messaging on day one is it's available so you'll send out, send out an email right there, you'll post on all your socials and and I don't you know, there's going to be people saying I don't have piano, don't have a socials, I don't have an email. This absolutely works no matter where you are, some of the things I'm talking about, you will not have at the, this current moment you will not have the assets to do those things.

That's okay. When I started out, I had zero assets, I had no email list, I had, social didn't exist. No one starts with an email list. No one starts with a big following or audience. No one starts with a product, but part of this whole process, even like in lesson two, I talked about how you can start to develop those things.

And the best way to build a following to build a list to build a product is through PLF and your lunches. So just if you don't have those things, please don't turn on the filter. If I don't have a list, I don't have social because she'll get one if you follow the format.

So day one, it's the message. It's very simple it's available. You've been hearing about it throughout the whole pre launch and now it's available at the end of Three. You've said, I've got this thing coming and in my next email, my next video, my next broadcast. I'm going to tell you about it.

Well, here it is, it's available. So then you always want to have a second email later that day and a second post on social that's like, hey, it's still, everything is cool. The servers didn't go down the shopping cart work, orders are coming in, people are stoked, they're in the membership site, we're packing up their boxes, to ship to them.

They've already gotten into the online course, you know, they've picked out their piece of jewellery that I'm going to send to them, whatever this is sort of like, you know, and all as well. In fact, sometimes all is not. Well, maybe there's some kind of disaster man, maybe like you forgot to hook up your shopping cart, to the right thing or whatever like

that.

I've done that kind of stuff, that's where you can recover with this second email. So you always want to have a second email or second touch point later in that day of, So, that's day one. So, and day two. So then actually, let's go to the that's that's an easy one.

The final one is generally super easy as well. This one you're actually going to I'm going to stay consistent blue, the morning of that morning update the last day is, hey, today's the last day. You've only got a few more hours to jump on board. We're closing tonight. You have to register.

Now you have to buy now, You know, if you want this bonus, if you want this pricing, if you want to be able to get this, now's the time. Then a second one, and this is the email social everything. And the second one is usually more story-based and it could be the story of some.

There's already starting to take action. It could be your story of like, this has been. This whole course, this whole class this whole launch has been incredible. I've had so much feedback I've caught up with so many people. It's so awesome. And I'm just so touched that I get to do this work, and I get to help so many people or it could be the story of one of your clients.

It could be, you know, a sort of a story of their transformation but that one's usually a little bit longer, a little bit, softer more story-based, and then a third one. With just four, five, six hours. Until you're closing time. And this one is, hey, just a final courtesy.

Reminder, the train is leaving the station. It's, it's now or never, you know, I know if I don't, if I, I need to send this because I know some people are going to just forget about it and then they're going to miss out. Now, some of you are like, let me know in the chat or yeah, in the comments.

Does it feel like a lot to send three emails and to put out three posts on social? Does that feel like a lot? Because I feel like a lot because because I know, I know, the reason I said is because I know that that's something that a lot of people say, and we're getting, you know, a few knows we're getting about, 20% knows and about 80%.

Yes, So is if you just think about your experience, I know not all of us progress the name but I know a lot of us do including me and how often it's like, you had your, you know? Like yeah, I'm going to get this thing. This is an amazing deal.

I'm going to jump on board. This thing. Oh, it's closing on Thursday. Okay. I'm but I'm just going to leave put in my card and leave it there, and I'll come back to it, Thursday. And then you forget, and then Thursday goes by and it's Friday. And I'll send, you can't get it anymore.

As I mean, that absolutely happened to me many times so we really are just giving him like courtesy reminder right there. Okay. So this is day one and day five and that brings you into days, two, three and four. And there's a lot of different things you can do in these days.

But you basically want to be able to be reaching out and touching them. Each day is super important. You can't let a day go by without sending an email and without posting social. But you want you don't want to just like buy myself by myself by myself what you do.

So like on day two, what I'll often do is I'll do often do content. I'll release some type of content and that content I've got a whole bunch of content written down here that content for me, it's often the my favourite is some type of teaching, so I'm just going right up here, some type of teaching. But the teaching has to be all about moving people forward.

So you do a lot of teaching you feel you. You follow the sideways sales letter. You delivered real value took people from 0 to 1 but often there's like a little piece left over, but that piece is about them moving forward into the sale. So you don't want to also drop like a three-hour training here.

That's super in depth that gets some super deep into their head and just think about how they're going to implement that you wanted to be short and tight and lead towards the sale. Leave towards the sale. So you can have some teaching. Another thing. I love to do here is drop case studies.

And you may have noticed. I absolutely love case studies. We published a few days ago. We published a case study page with a hundred case studies on that page. I think there's 99 biggest like tech the tech broke what we want beyond 99. So we I love case. I love to champion my my people, I love that champion my PLF owners so I love case studies writing here.

Now, if you're just starting out, you're like Jeff I don't have case studies, well, the answer then it's don't don't use case stuff. I mean, when I started out, I didn't have case studies either. We all have different assets depending where we are in business where we are in our journey.

So you use what you have so you can do case studies here. So let me just make sure I'm I talk about content, I talked about case studies. So those are my two favourite, but everything. I talk about especially at day, two and three is interchangeable, and you can put them where you won, where you feel like it fits. Another thing.

Let's go to day three. That I like to do is an FAQ to answer people's questions frequently asked questions and I've done this many different ways. I've been as a live broadcast, I've done it as a long email. I've done it as a web page. I've done it as a fireside chat, literally, I went over by my fireplace.

We set a chair down next to the fireplace and I answered people's questions. Now, when you're answering the questions, are you answering the super, super needy, technical questions about, you know, like if you're teaching guitar, like what gauge should your strings be? No. You're teaching to questions about moving forward.

Like everything we do here is about moving forward. When I say moving forward those that's code words for Having them make the decision to join you or not, join you. We'll

talk about that in a minute, but having them, make a decision before closing them. So moving forward, put this in the you know, the am I getting this?

So moving forward, It's code words for But in the chat, go ahead Locy, let me see. But in the chat, Now call words for making a decision for making a decision moving forward. Making a decision. Absolutely critical. That's your job. Your job this week is get them to make.

A decision. And I'll talk about this a little bit deeper in the next next page, but make a decision In the most the kindest, most loving. But pointed way, because your job is to take people forward As an entrepreneur, as a business owner, your job is to move, people forward to get them results and to do.

So they have to make a decision, They have to decide And if they decide to join you amazing, if they don't decide to join you fine, You don't get attached to that. You know. I'm going to be opening up registration for profiles from the coaching program. Not everyone's going to decide to join me.

That's fine. A lot of people are going to join me. That's fine as well. It's just you can't get too attached, but I get attached to people making a decision because we spend a lot of time together. I want you to, you know, if it's, for you go all in if it's not for you fine.

Okay, so let's see, I talked about the FHQ Another thing you can do in here is a product tour. So, like, if you have a membership site or an online course or you have an art collection, you can just actually do a tour, You can do it as a screen capture video.

If it's an art collection, you're probably doing full motion video but take, give them a tour. Give them a demonstration. Okay, so that I talk about that. Another thing we'd like to do especially out here, especially in a joint venture, launch is give all access but this is a something I invented.

I don't ten years ago now, The all access page. And so typically if you have a joint venture launch where your partners are mailing into your launch, you love an app then page And people will have to opt in to see your your pre lunch content. The all access page is like they can mail directly into your account type without any type of date in front of it.

Without the opt-in page in front of it, It's something I like to drop late, and, but this is more for your partners to me. And I know this is getting All advanced. So I hope you guys are following. I know, I'm moving really quick. Another thing you can do is and this can go.

And any one of these days and you could do it on more than one but a live broadcast and the live broadcast could be, it could be you answering questions. It could be you bringing on some of your successful students or clients. It could be you bringing on some of the the big names in your industry.

But lives can be, could you be? It could be you teaching another piece. It could be you, featuring case studies, but lives can be very, very powerful during current week. So

those are just some of the things to do during currently but the whole idea is to give yourself something the mail.

So you would be mailing right here about whatever. This is you be mailing right here, about whatever is there. And then on day four, you'd be mailing about whatever the content is. But then later in the day, you would also be mailing and when I say mail, I'm old school, so I do love email, there's nothing that moves people to the purchase like email, but in your head, you Just thinking just old school email and social every step of the way because you think about your entire audience and it's not just social, it's not just email, but it's the entire audience where they work together sending just like super, super powerful stuff.

So that's, this is sort of the minimum of what. So this, this email and this post is like, hey, there's 24 hours to go. So this one is starting to talk about the clothes right there. So, remember, they're going to you're going to close here, 10, pm Eastern time. So, right here in the evening, say, hey, I'm not sure when you're going to read this, but as I'm about, as I'm hitting the sun button on this, there's right about 24 hours to go if you really want to get this deal.

And so this is where you start to talk about scarcity. And so the scarcity is that there is a deadline and nothing moves, people like a deadline. So I talked about this in the first Q&A, we did. So my first launch That I did that did 1,650 dollars which changed my life, like it would be here if I hadn't done the first launch that did 1,000 hours is the most important launch ever in my life.

And, and frankly in a lot of other people's lives is I would, I wouldn't be teaching and they wouldn't have gotten the results they got. Anyways, first launched I did on day one, this is my grand revenue pen. You know, we made about this amount of sales and then it sort of, it sort of went like this.

Like this and then that it ended, right? So that was 1,650 dollars, second law, no deadline, no deadline on that launch and that was the last. The last time I ever did a launch without a deadline, the next launch I did, which is about four months later approximately started off.

Pretty much very similar, I'm going to do a different colour and we'll go Christmas colours here, red and green. So it started off like this and then it did this. And then I said, sent out the email. It says this special offer goes away tomorrow and all of a sudden, the sales went really good.

Is all the way up here, four times the results. I did four times the results. Now, my list was a little bit bigger and that second launch, but all the sales came in at the end And I'm like, Literally right up into the final minutes and that was a lesson that will be with me forever.

And so, I'll never make an offer without having a deadline. And the reality is, it's that deadline, you know, I talked about you're you're, you're serving people, right? You're taken from one to 100 without that deadline, you're not, they're not going to get there. Okay, so I talked about, look at this, I'm covering all our stuff moving forward, triggers scarcity, at the end authority at the beginning.

Social proof all the way throughout. I know I'm moving fast the dollar curve. So these are, those are my first two launches then, as this developed, what the pattern we would typically see in, in launches would be, we do about 25% of our sales in that first hour and another 25% in the first day and then it would drop off.

And then we would see 50% in the last 24 hours or no. I'm sorry. 50% between here and the end. Now, what it is is we typically see we, we see numbers. Yeah, we see good numbers at the beginning and then it tends to fall off and then on the last day, we usually see 40 to 50% of the revenue coming in that last day.

And that's why you need to sell send. That's why you need to have three pieces of email. Just three pieces of social. Some people go forward by. It's crazy, but they do three pieces right there. At the end. You'll see 40 generally about 40% of your sales on that last day.

You'll see, I don't know, 20% on this first thing and the rest scattered in between, and for those of you, it's like, I want a 14 day open cart, you would still see the same thing. You see, 20% on the first day, you see, 40% on last day, and, and you should have four, you know, 12 days in between where you just be living alone.

It's, I've done, I've done dozens and dozens of launches, and I've seen inside hundreds and hundreds of lunches. Take my word for it. Okay, I think. I talked about the sequence, I talked about the triggers. I talked about the dollar curve, the content, the scarcity, Tada open card, This.

So this is a sequence and this is a sequence. There's also a prepre sequence here, you know, we've got prepre here. Super cool. And we've got a post sequence, but we can only cover so much here and In the launch master class, so that's The pre-launch sequence and the post.

I'm sorry. The love the open card.

I'm going to catch a breath. How we doing Dan? We are doing good. We're doing good. We got a whole bunch of yeah. Got a whole bunch of people People with the following following along. Okay, and let me see on those notes where we add over there. Okay, we're teaching open cart out here, we're teaching the offer fence, awesome.

I got all this way without even look at my notes. How about it? Okay, so this is what we call the offer friends. And some of you have been able to be for years and, you know, this that I I'm not a natural born marketer, I'm not a natural.

Born sales person that when I started I was very uncomfortable with asking for the sale. But it's been a long time now. It's been since 1996 that first launch was a really 97 and I'm a slow learner at times. But now I know that if you're showing, if you're coming from a place of service, if you just want to help people and yeah, you want to make money the money, the lifestyle, all that's amazing.

But if you're coming for the place of service, and I know my audience, well enough to

know that many of you are coming from that place of service, you know? I like to, I like to say that, you know, in this world an appeal off world, they're sort of, sort of this group.

That's like I just, you know, I need money. I just want to make a million dollars and the other folks who are like, I just want to save the world. And I know both of these because when I started out, I've desperate to make money as like, if I could find some way somehow to make \$10,000 in a year, it would change our family's fortune, such a huge way.

We give us margin of meal, safety margin, it would relieve the pressure on my wife, maybe eventually, she'd be able to retire and come home and be with me and the kids. So I was absolutely desperate desperate for those first two or three years and then I started to evolve and then when I did that lunch that did 3.7 million dollars and 34 hours, this was like that's more money than I thought.

I would ever have in my entire life and I just didn't 34 hours all of a sudden it's like what's my life about? And then I realised my life, it's about. Serving and helping entrepreneurs bring their gifts to the world because I think entrepreneurs are the future of humanity.

I think online educations the future of humanity. We get a lot of people come in and they ask, does this work for econs, this work for physical products. Absolutely does. But I'll tell you, my heart is with teachers and trainers and and and educators. And and people who have courses and membership sites and coaching programs and consultants and people are doing amazing one-on-one work.

Either working people's mental health, or physical health, either hobbies, or their sports, or their relationships. So I will tell you, yes, this all works for physical products, It all works for e-commerce but my my heart really is with the teachers and the trainers and the consultants and the coaches because it's such a amazing gift.

Anyways, that was a little bit of a sidebar. I struggled to make to actually ask for the sale. Until I realise that we're coming from a place of service And I was like, okay I started to get this And so I got really pretty solid at asking for the offer And this is the way I can.

I can see of it as we have this thing called the offer fence. And we're trying to get on the other side of the offer fence. Because on the other side of the offer fence is all results for us. In our business, and the result for our clients, There's the return and investment.

That's what ROI return and your investment, you return on the work you've done in your lunch. But also the return and your clients investment, right? They've been with you in their pre-launch. It's time for them to get some results, lets get them into your program, okay? That all the dollars.

The dollars is on the other side of the offer fence, All the freedom. The freedom for you of what an online business does the freedom, you better look work. When you want how much you want, where you want. I, you know, after the business took off and my

wife, Mary was able to retire, quote unquote, to be home with me, and the kids to be an amazing mother, but also helped me grow the business.

We removed out to our dream home or not at your moment. Our dream hometown we moved to Durango Colorado, 300 miles out into the mountains because we love it here. This is the place in the entire world where I would live. It's not for everyone. Thank goodness. Hey, goodness is now for everyone.

It's for about 10 or 15,000 of us or 15 or 18,000 of us. It's a small town surrounded by the mountains and all the fun adventure, I love in the mountains. But, you know, that's part of the freedom, the freedom of who you work with, who you who, you serve, who you don't have to be able to grunt people, so all that freedoms and the other side of the offence, all the impact is on the other side of the offer friends.

So you have to get you have to get so you can go on to the other side of the offence and you have to take your prospects your future clients and get them to go over onto the other side of the offer funds. So A few things, few considerations The first is

You don't want to be selling from your heels. You want to be leaning into the sale. You don't hear, you know, here's sort of like, you're on your heels. It's like, please, you know, I got this thing. You saw my free stuff. I've got this thing. You know, you might be interested in it, right?

As opposed to, hey, it has been an amazing experience, sharing, all this with you. And I, I would love if you stepped into the next level, stepped into the next program step into my, my coaching step into my course, stuffing to my membership because I can serve you so much deeper there.

Leaning in and when I it's metaphorical, it's energetic, but it's also physical. Like you like what? I'm facing a camera. There's a difference between me saying like this, let me stand in like this, right? You know, there's like this. Or there's this, Can you feel that? Can you feel that difference?

Go ahead and put in the chest? You can actually see that and feel that. Yeah, so it's metaphorical is energetic, but it's also physical physical Okay, Does this ir you guys? Get any value out of this? Is this making sense Is this? Let me know. Yeah, just Okay. Okay, cool.

So you do not want to be selling from your heels. Next info. See yes. I like to I actually think I made it. I say a lot of things and a lot of them are things. I've learnt I've heard along the way. This is when I I'm going to take credit I think I I I don't know if I the first person to say this But I think I might have been that sales is enthusiasm transferred, you're taking your enthusiasm in your transferring it to your prospect to your client.

That makes sense. I do. It's just a feel like I'm enthusiastic to does. You're like okay I've done just like pretty pumped up here. Yeah I'm enthusiastic and part of it is I'm more enthusiastic than I've ever been because what I'm about to show you in a few minutes.

But you want to be you want to. I mean I just drank a cup of coffee, right? It's like this

broadcast started at 2pm that past caffeine time for me normally but But we're all in here, We're all in. So you want whatever it takes to be enthusiastic but part of what it takes is focusing on.

For me, What gets me enthused is if I just too a little meditation about and think about who I have served already whose lives, I have changed in another crazy way. And then, To sit there with the knowledge that of the people that I invite today, some of those folks are going to say yes and they're going to just have their lives changed.

In an incredibly positive way. And so when you think about that, it's hard, not to be enthusiastic, Okay? So the next thing I want to and we're moving up, we're moving up towards the offer fence. The next thing is you want to focus on the transformations. So a lot of times when people get into the into making an offer, they focus on the things, the stuff, the deliverables.

The you know, how many modules you get? And I built this membership site within Kajabi and you can, you know, after you log in, you're going to get, I'm very email, you your password you log in. And, you know, when you go into the membership site, there's full-colored pictures of me and it's, and it's super cool.

And then, there's going to be a module and in that modular 17 videos, and the videos are three to four minutes long each, and you focus on the deliverables that's wrong. You want to focus on a transformation. You want to speak to your people on how their life is going to change.

What it's going to be like when they go from one to a hundred, I just showed you from zero one and don't use those that that language in general, I would use that language. But it's like, hey, I showed you this this and this and along the way you probably got a glimpse of a bigger future for yourself.

Now, let's talk about my course. Let's talk about that membership. Let's talk about my coaching program, Let's talk about my mastermind And what that is going to do for you, How that is going to make your life better Who you are going to become. So you want to focus on the transformation.

And then, At some point, you do have to tell what they're actually going to get. So more energy here, more time here. But at some point you tell what they're going to get what they're actually buying and in this case, you still want to speak to the transformation. It's like if they're getting x number of modules, what's it going to do for?

If they're getting live, Q&A calls what you're going to do from if they get a free, two-day retreat, what's it going to? How's it going to transform their life? Think about like naming, take the names of your bonuses, the names of modules and names of your course and make sure they speak to the transformation.

So that makes sense. That's a subtle, but super important. So let me know the point just type like naming in here. So I know you got there that when you name your modules your course, your lessons, your bonuses. Have the name. Just beat the transformation. That that bonus. That module is going to give them.

Okay, cool. We got lots of people You guys are with me. This is this is this is pretty cool. Okay, next next up is we see that's how you know, it's live. What markers start trapping. Okay. Risks refusal. This was a question that came up and yesterday's Q&A that I didn't get to.

But this is how do you what kind of guarantee are you going to give? How are you going to take the risk away from the buyer and put it on you? And, you know, there were questions. How do you feel about guarantees money back? Guarantees. That was asked a few times yesterday.

I think they're awesome. I think you should do it. I think. Absolutely. 99% of the cases, you should absolutely have a guarantee and I done crazy, crazy kinds of guarantees. I won't stay a \$5,000 in person event. And I said, you can come to the whole thing whole thing, three days.

And if after after three days, if you don't think it was a value to you, then let me know. I'll give you all your money back. Plus I'll pay for your hotel room. Plus I'll give you up to \$500 for your flights. That's a risk reversal. No one took me up, Thank you.

They got amazing value, Right? So you absolutely in my opinion and almost every case there might be rare exceptions but they're almost every case you want to offer guarantee. Well, people take you up in a guarantee. Absolutely. Because the money back but the the sales you make like I mean think about this like if you were going to sell a hundred of something without a guarantee and with a guarantee you sold 150 of them but you have to give 10 refunds.

And you end up with 140 sales versus a hundred sales which would you rather have? Yeah. The the refunds are a pain in the neck to deal with. No one loves to deal with them, but with the risk, reversal will increase your results. And almost every case, 1% of cases, you don't want to do it, but it's super advanced, okay?

Just so guarantees, I've offered. And I've been in business for since 1997, or whatever, and I've always offered a guarantee Okay, next is the guide. You want to be think about this is you are their guide. You're walking arm and arm with them, they're there. They've got their your linked, you're their guide, taking them through the process from 0 to 1 in your pre-lodge and you're at the guide into taking them into this decision right over that.

What is the phrase we use for making a decision? Type it in the chat? What was the what you're a guide and you're, what are you doing with them? Type it in the chat. What are you doing with them? Moving forward, the other pay attention, you're moving forward, you're going up, you're going up this path.

Now remember your sideways sales letter, that's done the heavy lifting that's created positioning and it's created authority for you. All of you have shown up that what I'm seeing in a chance. Absolutely amazing. You guys are so enthused because you saw, I've already given you so much. Right? Lesson one after watching lesson, one, did anyone think I possibly knew what I was talking about?

But after watching lesson 2 and hearing my story of having to have that rebirth, then

that second launch that second business. Does anyone think? Yeah, that he might actually know what he's talking about Anyone here. Just if you just join me if you just joined us late just coming in the master class so far today.

Have I shown that I know what I'm talking about. So, your sideways sales letter and your buildup to the offer, it's done that heavy lifting is giving you the authority. Building the social proof. Of creating creating your like ability of creating the community. That's done the heavy lifting. So here you just need to guide people.

To moving forward, guide people to this fence where you ask them. Which way do you want to go? Yes or no. So don't, it's not like you're in my opinion, you know, it's not like you're a professor lecturing them, right? You're not lecturing down, right? You're not in a pulpit pound in the pulpit.

To me at least this, this works for me. I like to be your guide. I see, I'm just further. I have you. I'm just, you know, the only difference between you and me is I've been doing for 25 years. Some people are like you know they think I'm going to just that you know the you know.

Yeah. I made a million dollars and 54 minutes. I did 3.7 million and 34. Each, she's some marketing legend. He's the, he's a the goat that's on people and saying he's the goat of marketing of online marketing. He's a legend. I mean, like a legend. It feels like you have grey hair to have one legend, but I don't have any great hair do.

I did that right here. Now yeah, I think it so to me this is it's a gentler way but it's a more effective way to me of being the guide. Does it feel like I'm a guide? Am I doing a good job of being a guide for you? Am I?

Oh here's someone call me a goat. Okay, so there we go. Okay. Then this is a word that I hesitated to say for years and years and years. And I'm like Nusrat I'm just going to go all in

I think that making an offer and making it an effective way. When you're coming from a place of service, I think it's a secret thing. And I think as your sacred dude and if you're one of those people that are like hey I just want to create my thing, I don't like marketing, I don't like sales, it feels slimy, it feels sleazy.

You feel scammy I'm going to let someone else do that that their election of duty. If you want to help people, if you want to get your work in the world, if you want to get, this is my art. This is my art, but we're doing, is my art. I I'm a artist.

I've been an artist my entire life, painting drawing photography. You name it. I've been an artist this what all those things I was like, you know, sort of an amateur, I'm a pro at this. This is my heart. And my art is helping take you up the offer fence and helping show you how to take people up the offer fans and over the fence to make the decision because this is the sale.

And all of this is on the other side, the offer fence. And I've got a little hat run in here. We have this the same here in in the community came from one of our students and Once I am going to rub ahead,

My life, folks. Okay, here we are. Here's a hair. And what you want to do is, you know, sitting on the fence. My friend, Amy says, sitting on the fence is never comfortable, So you don't want your people sitting on the fence. You want them to encourage them to go to the other side of the fence or if not saying that, it's not for me And remember be unattached to that.

It's hard to be unattached but it's better if you are unattached. And so there's a say, if you, if you want to go on to the, you know, go to the other side of the fence and you're having a hard time getting there. Just take your hat and you throw it over, throw it over the other side of the fence.

And now you got to go over the fence. So this is all about getting your people to throw their hat over the fence. So I talked about how what I'm doing this like one of the enthusiasm and being their guide, I focus, I do a little meditation. Before we start this broadcast, I was like, I think about Ann and La but bet is watching right now And I thought about Ann and how she went from a 60-something woman who had a career, an amazing a very good career in the corporate world.

But she's a high level and then one day I called into her boss's office and he later off. Go walk down to HR and you know, pick up your paperwork After decades of service and went home just upset just having the rug pulled out from under her As we have, we know that happens in the corporate world.

In the business where we know that happens. And then she, she did that, that, you know, her husband said, you got all those art supplies in the basement, why don't you go? Pull them up and and just just start having some fun. Now, you go work and your whole life.

Have some fun and she did. And then she found this little sliver of of art called surface design service pattern design and she did that first launch and I don't remember the numbers exactly. But I think the first launch was just she did it. She got good edge. She decided to start teaching it.

She started doing a Facebook live every week for the first four, five, six, seven weeks. Only her cousin was showing up. She had one person attending her Facebook live and then she started to feel comfortable with it. So she started spending a few dollars a day on Facebook ads, driving people into her Facebook lives and got practised at it.

She had no list to start with no experience. No product, didn't know, technology. And no marketing sales experience, but got 30 to feel comfortable, being live certain field comfortable talking into the webcam. And, and people started to show up now, it's been a little bit of money on Facebook.

Paying for them to show up for her lives started to grow. Through word of mouth, did a test launch, they did an amazing test launch 6450 dollars. I think that's what the number was, so I talked about this on a Q&A yesterday. So some nuts, I mean, number check me on this, but that, that proof of concept is like, wow, this is kind of this might have legs and then I launched it did, I think around 12,000?

And then 24,000, there's absolutely amazing in our first full year. A hundred thousand dollars over a hundred thousand dollars. It's just incredible. And now, our business does almost a half a million dollars a year from someone who is just devastated by being laid off one day, someone started off in her 60s with no nothing.

So, literally an hour ago when we started, I just, I sat her close my eyes right before I went live, I thought about hand. And all the others. Have come through the PLF world that are pillow owners. Done, such amazing things And that gives me enthusiasm, The and turns me into the guide it makes me realise.

This is my favourite duty. And so another thing I do in addition to that, In addition to thinking of Ann, or John, or Will, or Ruth, all or Lorraine or Dana, I also have a video that Dan put together for me, that I like to go to. So Dan, could you play there?

When I first started time for tough, our family was just scraping by. I've been a stay-at-home dad for six years and I was just absolutely desperate to get something going. I was commuting 90 miles a day to my corporate job. I was working so many hours. Oh, my goodness, somebody hours my clients.

So basically going out of business he cared about 30 34 thousand dollars of dead and then I you know, and also about to be a dad and living out of our apartment and sometimes in a hotels, like our credit cards basically, it was only back in 1986. I just had this feeling that something could work online, but I didn't know what it could be.

But I've been a study. A student of the stock market for a long time. I just thought I must have something I could share. And now I have the pleasure of teaching teachers how to sell their teaching resources online for profit and we help people enjoy their homes and alternative approach to mental health other problems.

It's like fabric and wallpap A real farm to fork doing experience here As we teach people how to grow cannabis in a small private garden. We back that I had no marketing experience at all. The most selling ever done. Was when I was a Boy Scout and I sold packs of doughnuts And in Ashley, I had to learn a lot of the materials.

I wasn't a complete expert on on everything in that area. But we're like, you know, we saw what you had to say about, you know, you don't need to be an expert in order to become a teacher. You just need to know essentially more than the people that you're teaching, and I was awful.

That was terrible. I take after take time after time, You know, we had an outline Yeah. A mental outlaw was a zero, no idea and told them they were going to help me build it. I was messy, there was no background like there was no set, it was just me and a piece of paper.

I mean I was afraid let's just be honest I was really afraid but it didn't let the fear stop me and we just put it out there and we thought what's the worst that can happen? I sent my first email out to 17 people that I thought might be interested in what I had.

We kind of put out Just from media channels. Like, hey, we're going to like test this personal finance thing when I started and about April of last year, I had 25 people on

my email list. Three of those people were me, maybe, you know, three to five people. That didn't even know in my open rates were in staggering because that is bad.

As they get my first launch that 1,650 dollars. We created the lead magnet, we created the YouTube channel, and this one, I'm investing a lot into this free launch and like I have no idea. This is going to work right now, but we finally hit the ascendant, the card open, email to our customers.

And I went to bed that night and I thought wake up in the morning to see what happened. Well, we had gotten like two pallets of salmon from Alaska. By the time, I woke up in the morning, it was half, gone 33, families, sign up, and we brought in over 3700 hours.

So we were like, okay. Think that this things got legs, The largest kept on, getting better from there We Launch that did six figures and it blew our mind changed our lives forever like on more than 100,000 dollars. Also, with this nuts that one funnel not one launch on evergreen is bringing in 30 to 50 thousand dollars a month every month.

And it just keeps growing like 42,24. And hands and brakes for about 140, some thousand. Yeah, that's my business group. Mary was able to leave her job and come home and be home with the family. And we started to experience, true, freedom, financial freedom, time, freedom, and the freedom to move out to our dream home.

In the mountains, I sent the day to day at Disney world with my wife, and as Xander are 13 months old. It's like a right now. It's a Tuesday and most people, you know, work like a nine to five type of job. So I get on, I'm getting on the phone, I'm calling Captain Tony up in Alaska.

I you've got to send more salmon because I'm going to be out in a couple hours. I was a single mum. With a mortgage and two kids, and I was counting, literally, every penny. And that memory popped up the same exact day that we had a spurred date night with our family, and we went to a movie theatre, where you get to, like, order dinner while you eat, you know, and like it.

We paid like, \$200 for my family of five to watch the newest, you know, kid movie out there and, and we didn't think twice about it. It's, they're just not missing me right here. You come home from from work, whatever, or from eating, from a trip away or whatever.

And you know, get that running into dad hug like that's great. But what's even better is the, you know, after lunch, clamp the dishes, hug or the butcher bed every night hug or all those things like that's amazing. It's been an amazing journey and I truly believe entrepreneurs are the future of humanity.

They're the ones that are driving all human progress, And it's a privilege to be able to serve them. It's an investment investment in yourself. That's an investment in, you know, could your life touches all these other people's lives. So I wish I had, I honestly, I wish I had done it sooner.

It is the thing that made my business like, period, hard, stop period. This completely

changed my life, rewrite my life. Well, I love, I think as you said, I just, I think if you ask a question, what is the best time to plant an oak tree? I think you said well, the best time is but 40 years ago but the second best time is today.

I had an idea and that's all you need. You need an idea with a little bit of purpose behind it. To make this become a reality. You can do anything you want to do You just have to want it bad enough. I just wish we had done everything earlier.

You just do as soon as you possibly can, Every second that you, wait, you're just getting that much further from your dreams. Just get on it right now. We're on the road now. And before we're looking for the road, Yes, I love that video. We call it the heroes journey.

Because what we do in my company is we help create entrepreneur euros. And you might not feel like a hero, but I think you've got that in you. Otherwise, you would still be here with me. You've got a vision for something bigger in your future, you've got a vision for that freedom.

You've got a vision for that service and I want to welcome you to your hero's journey. So this is what I'm so crazy passionately. Excited about right now. Even more. I mean, I get to this point every year in the masterclass, I'm pretty pumped up. But never like this, because this is the thing.

All of those people got those results before AI None of them had AI. None of them had that jumpstart. Every one of them was facing the blank page. None of them had. Launchy. There I said it this is something my teams been working on in the background launching is our new in-house.

AI built in-house by my team to specifically build out all of your launch assets. So if you thought those demos I had unless of one and less than two were cool, they're nothing compared to what you get out of launching. It's like, in fact, my team, my team has been calling it, like, behind the scenes actually should check to see if this still means available.

They've been calling it Jeff GBT, and it's not yet, Jeff, GBT it's launchy and it is amazing. So what it does is it just creates your launch assets and tickets 45 different assets. And I thought it actually was 1 am yesterday or this morning. I don't know, 12 hours ago.

Now, 13 hours ago and I was like, I could talk about it, but I should just show him a demo. So I, this is the rough. This isn't like a super fancy explainer video. It's just me at one am doing a rough, walk through of launching but it is super cool.

So check it out. So this is launchy and it's awesome. Launch you will help you map out your entire launch from Avatar to product to offer, to prelaunch content to open cart in so much more with just a few clicks For years. I've dreamt, of somehow, having a done for you service for product lunch formula and this is closer than anything.

I imagined Whenever steps of your launch plan you're on. I used to do is open up lunch and answer a few questions and follow the prompts. That's right. Launching

prompts you with the next correct. Step in the launch process. Okay, let's walk through this really quick. So basically, this is the overall process as you identify who your customer avatars.

We are perfect. Customer is you learn about your avatar. You create this ideal solution then you come up with the idea. If your product, your lead magnet, you're landing page and nurture sequence. You're crushing, offer the off. You're going to make the problem solution path. Then all your pre launch content then you're open cart.

So, I'm not going to go through all this, but I'm going to show you how a little bit of it works. And so, first of all, we're going to identify our avatar. So you click here to edit your or to enter your variables. So I already put this in here, so you'd have to watch me typing.

So I want to do a course for beginners and to learn how to kiteboard. And my mark is for 50. Something men who self identify as active outdoor athletes, and it's an online course. So I say that and then I click this to identify my avatar. So one, To do in my world and our campuses.

We often name our avatar just to get more personal so we can get to know them better. So it was a whole bunch of them. So the avatar discovery you would go through all of these and really get to know who your avatar is. Then you go from there and you figure out what their ideals solution is.

And these will feed into the next one, which is your product. So I'm just going to jump ahead like those magic cooking shows because I've done this work here, in these variables, you put in your avatar, you put in there's single biggest problem and their ideal solution, summer. Now, these were generated in that last step.

I just went ahead and did it for you. But when you do that, prior step, these are all generated and you could say, you know what product could I create?

And there you go, 10 product ideas for you. You can ask for an outline for your product.

And obviously to give you the full experience. I've been jumping around here quite a bit and I've been moving really, really quickly. So now you've got your product nailed down. What about a lead magnet? You know, you need a lead magnet to build your list, you put in your variables again, these variables were generated by launching in the prior steps and here you go.

Ideas for your lead magnet. And you continue on through your pre-launch content with both the, the script for your PLC and the email. And we'll do that for PLC2 PLC3 and get right that into your sales message, right into your closed cart email. Was subject lines. An email account.

Launchy is just next level for you in getting your launch done, getting you launched, Do you see why I'm excited? I mean for years. I've dreamt of having some type of done for you or we would actually do people's launches for them but we could never pull something like that off.

This isn't done for you but it's about as close as I ever dreamt of getting this lunch, he'll do your avatar. I'm looking, I'm going to be going to my notes here because there's so much here, your avatar, your product. You're offer your PS path, your lungs, your lead, magnet, your nurture sequence, your pre-launch content, your sales message, your offer.

It's going to do it all for you and you know what? It's not going to be perfect, you're still going to take it and edit it, but you're going to be 90% of the way there. You're going to get ideas that you never. Imagine. It's all PLF aware. It's what my teams are comments.

It's all built around PLF. It's built in the sequence that I would build a launch. It's and here's the thing. Is we start off. I don't know if you got it but I started off like you normally go to catch EBT and you have to think of the prompts here you go to launching and launching you fill out your variables, there's just a couple variables.

And to start you say this, what I did, I put in three things, I'm like, it's going to be done, it's going to be this type of product. It's currently this market, and it's going to be an online course. And then from there, everything feeds that into the next one, into the next one launching is creating the next prompts all the way through.

It's absolutely ridiculous. So now I've already seen a lot of questions accounts. So like how do we get this? What's this platform? Where can I get it? If you're wondering how to get it how to get launching? I'll get to that in just a minute but I think you're going to be pleasantly surprised.

I think you're, I've got some pretty cool story for you. So this is the deal, I'm here to get you launched. That's what this master class is about. I'm here to get you launched to get you moving forward And today's the day about asking you, if you're ready to step into your future, You know, peel off is the strategy.

That NPLF we've solved this for you It's proven. We were when I see we, it's my team and I we're really good at this. We've been teaching it for some lessons 2005. You do the man. It's been a long time. We show you every step of the way. What you need to do, we give you the strategy, we show you in every single different piece of pre-launch content.

What you need to do the exact timing. We go in depth in the strategies of how to do a lot. How to pick your niche or market, how do I identify all your hidden assets? We talked about assets a little earlier, how do I identify what your assets are, how to do the pre-pre-launch and lead into the pre launch the shot across the bow, how to build your list.

How to build your list with your launch, with your seed, launch with your internal, watch with your JV launch, the exact open card strategies and the timing how to put together your offer the strategies to create bonuses. And then bonus stack as you go through your open cart. How to recruit and work with JV partners.

We go through the seed, launch the internal lunch, the JV launch in great depth. I mean, I touch it. The core of it. We go way deeper in the coaching program. We also

will teach you the Sparta launch, the Evergreen lunch, The quick launch. The Sparta launch is awesome.

It's about how to do a launch for a, it's a very high end. High dollar, retreats or workshops. It's almost done exclusively through email. It's not going to be your first lunch, but if you've already got an audience, it's amazing. The quick launch is how you can bring it. A quick surge of cash with literally a few emails.

It's amazing. The Evergreen launch is how people are will be coming into your world all the time and they get their own private launch as they come into your world, super, super powerful. And that there's more, Those are just a few of the launches there's book launches How to launch your book and get it out there.

So, the way this works is PLF, the price from the coaching program is eight modules. It's an online course, you get access to it. It's a beautiful portal, I've got a whole team of instructional design experts that have just done amazing things and created this We release one module each week and you can go through it with everyone else.

But if you're like, I just want to charge forward. I want to just go all in. If you go through a module and test out, then you can jump to the next module. You can literally consume the entire thing, and I don't know, probably a day You go through all eight modules.

So that's a shift. We made a few years ago, it's been a huge win. So, you either go one week at a time with the modules and go through it at that pace with everyone else or charge through it. Or, you know, if you're like super busy for next few months, you can come back to it whenever you want.

It's built to serve you and whatever way that you need it. You also get check. And get scripts, you get action guides, you get in-depth case studies like we published whatever almost a hundred case studies as part of this masterclass, but we go way deeper impractile. So you can see how it works for other people.

Where, well, I'll actually go through people's pre-launch content and talk about, like what they did well, and what they could improve in their prelaunch content. So we go super deep, we give breakdowns of real launches. We give timelines, they whole entire courses, example driven, because I know, I learnt best.

From example, I think most people they're in best, for example, so this is something we've literally been building since 2005 and making over and making over and making over. And it and the results show in those case, studies, That's the product lunch for the product lunch formula and coaching program.

Along with that. When you join us, you will get launchy for the next year. So you'll get a year's access to lunch and this and right now, I'll tell you, we're putting the final polish on it. You saw me using it in real time in that video and I've been in it, my team's been in a few of our.

We've had a few clients in there, pounding away on it. The final version, the final 1.0 version will be released on September 18th, so that's when you get access to it. So the way products formula works, the coaching program is you get access for a year

and after a year.

So, you'll get the coaching program and launching AI for a full year. So you can launch and launch again after that year. You're a, you're what we call a PLF owner as a care of owner. You can always upgrade for any incredibly modest fee and stay current and keep your and just always upgrades the latest product, lunch formula.

So launching by the hand, through creating your Large assets. And here's, this is a key thing. I want to underline, this launchy is only available to peel our owners. It's an exclusive for PLF owners and you get it when you become a PLF. And I know we've got a lot of owners who have just upgraded because we set them an email this morning.

They already upgraded. You're going to get lunch. Yeah. And we've got a lot of other PLF owners. Some of you watch, it have been around with us for five years or 10 years a few. Since 2005. You, when you upgrades the, the you pay your little man and seen.

You upgrade to the latest version. You look at a launchy, it's it's I'm just trembling, it was excitement over. What you are going to do with launching about how much faster you can move forward about how much simpler this process is about how you don't have to face the blank page.

I personally can that I hate having that blank page. It's just Can be something to start with launchy create your assets for you. In addition to all of that you get PLF coaching calls, All year long Every other week. My coaches, I got a team of 10 in-house full-time coaches.

They will do coaching calls all year long. You get access all year, Every other week we do a coaching call. In fact, we do something that I I think we innovated on this. Often what'll happen is the first few coaching calls, there will be more questions than normally. There's a whole bunch of new PLF owners and we'll do it on zoom, and we'll actually open up multiple rooms on those calls.

So, instead of answering, like, one question at a time, we'll be answering like three questions at times. It was a huge leap forward. Something we innovated just a couple years ago. Now I've seen a few other people are doing that now, but it's it's absolute. These calls are amazing.

It's how you get unstuck. It's how you stop from being stuck. It's how you get your questions answered. It's it's next level and you get those calls, how long Forceful here. You don't get four calls. You don't give five calls. You get a year of calls, It's awesome. Then you get appeal of community, which is absolutely amazing.

How cool would it be to, you know, if you're sitting there at home you're watching this and you think, it sounds cool. How amazing would it be to be on this journey with thousands of other people? That some of them this is they're just starting the journey with you.

Some of them have been in the PL community for a dentist, Some of them have done. A dozen launches are two dozen launches, How cool would it be to hang out with

them? To ask them questions To be able to find content partners or joint, venture partners, affiliate partners, find people that might promote for you that might feature you on their podcast.

Feature. You are one of their lives that you can get to hold to come out to one of your lives. How cool would that's the PL community? And frankly I think we do community better than anyone else. A lot of people. Look at me, I think I'm amazing at marketing.

I do okay marketing. My superpower is creating community and we have an incredible community, so you get that for as part of the PLC programs, absolutely awesome. Now I wouldn't be doing my job if I didn't have a few amazing bonuses for you. First bonus is my complete launching your list of course.

So this is how you build a list, an email list and a following of people that are hungry for your products. Not just random people but people that are that are your people This is how you how you grow that list and how you maintain that list and how you maintain its effectiveness, how you build a relationship over the long time.

Launch. Your list is a course. It's a \$997 value and it's available to immediately when you join the product, lunch products for the coaching program, you join, and it's right there. Built in right into the portal. The entire launching, realistic course. You also get because I know some people, you know, so if you have any questions about lists, I don't have a list.

I want to, I'd like a bigger list. Well, hello everyone, wants a bigger list. You know, there's only two types of people. The people that haven't started building a list, and the people that want a bigger list without fail, you, it's one of those two and launching you a list.

Shows you how to get that list and build that list and build your relationship with that list. And once you have a list, it's it's like almost like a licenced print money. I know that sounds cheesy, but it's just ridiculous when you have that list of people who are engaged and care about you, and that's what launching your list, will show you how to do.

The second bonus, is my product creation code and this is the one that takes away all the worries about product. Now, you saw how I outlined a product there in that launching demo this lunch, the procreation code shows you how to build that product out and, you know, information products are amazing.

They are, they're easy to create their, they're inexpensive to create. You almost certainly have all the tools you need on your computer and you and or your phone. It's amazing how all the tools are built in now. And once you have a list and in your own product, You have freedom, You have control over your life.

So you look at the entire product creation code and I mean, it's like how it's like you could be anywhere from a simple ebook. To my course, to a membership site to high ends high dollar stuff. It's all in product creation code. So, let me see how I'm doing here, because there's a lot.

You got a lot of extra cool stuff. So, the third bonus is, I talked about the case studies and the launch examples. And this is like, basically, you can see how other people have done it. You can see exactly how they've put it together, how they've built out their pre-launch, what?

And like I said, I'll go through some of that and show you what they did well and what they did, what you should do differently. I also give you some of the launches that I've done. In fact, seven million dollars worth of launches that I've done. You'll get to see the copy, the email copy You get to see the blog posts, You can see the pre-launch content.

So you can model After all of that. So let me see what the next bonus is. There is so much here. The next one is, your tech stack quick start And this is all some people are like, I don't know the technology, I'm worried about the technology. Well, this is my team going through and and showing you what you need to do to build out what we call your tech stack.

That's a fancy word for just what services you're going to use, how you're going to build this out. And You're you're what you use for technology will vary based on where you are on your journey. I've talked about that several times today. You know that everyone doesn't have the same assets and everyone has the same needs.

And these days I've got a big team, I've got a lot of support. I've got a lot of demands and so we've built out some pretty fancy technology. I mean you can see we built launching like you're I couldn't of five years ago. I could have managed to build my team building now so we've got the super advanced stuff but for most people that's not where people no one wants to you definitely don't want to start where we're at but we'll show you in the tech stack quick start where to start everywhere from super super inexpensive or even free options all the way up to the super fancy stuff.

The next bonus is winning book launches so if you are an author And I do one thing about the product creation code, I just remembered I'm sorry, I'm going to go back in time. Like if you have a physical product, Even if it's artwork, it's jewellery, or if some, some type of widget some type of ecom, one of the greatest ways you can do a launch, is if you create a digital asset as a bonus to go along with that thing, this doesn't work for everyone, but for a lot of people, it will.

And if you can create a digital asset, some type of a course, some type of a mini membership subtitle for PDF, some just some type of audio training and package that with your physical product that gives you a way to create that offer to create that scarcity to get people to step over that offer fence, okay?

That was a little sidebar back into the product creation. Code is the progression code. We'll show you how to do that, okay, so by now you probably wondering, okay, Jeff what's this gutter cost what you know what's to do and so this is a way, first of all, I like to think of it as an investment.

This is Investment in your future. This is an investment in creating a freedom. It's a investment in a learning how to serve the world. It's an investment in your lifestyle and your income. And you know, investments can often go two ways. You know, we've

seen it in the market, in the last year, it's been way up.

It's been way down. So, investments won't go multiple ways except this investment because this one comes with a full guarantee. We have a 14-day money-back guarantee. You join us and then 14 days from the start of the course. And of course, you've got our officially started. Actually a week from tomorrow.

So it's, it really ends up for you joining me on this college, really a 21 day guarantee. But in that time, you just send me an email to smite my support team and they'll get your refund like that. It's not like you have to go find some mysterious form and fill out 14 pages and prove to me that you've done your homework.

None of that. It's never been that way for me. It's an ironclad guarantee. You send an email to my support team and they'll get you refund done. So, the way I look at this investment, either doesn't work for you for some reason, you don't like it. You don't like one of my boys, you don't like the training one.

She done AI is just like yeah, I can't imagine that loving that. But yes for a refund or you just take it and you just press it, right? So, if you join me today, it's just \$397 today. And in five more payments of \$397 space, 30 days apart. So you just have to put down 397 dollars today.

You'll be in, you'll have lunch in your list immediately. You'll have all the other welcome bonuses that it even talk about. You'll be part of the welcome week and then you'll be in the product lunch formula coaching program, you'll be on the path. You will be on all, by the way.

Launching releases September 18th and only available to pay off owners and you will get launchy along with productless formula. So, it's just 387. Now, you can save. If you want, if you want to take the investment full option, you can save \$385, and we've got a super cool, extra bonus for you.

If you take the investment full option and then that is just 1,997 to go all in, to join me all and I encourage you to go all in what we've just seen statistically. Is that people that go all in and take the investment full. No judgement. But they on average, they're the ones that get the best results.

So if it works for you go with the all in invest in full. And you can join my team should be putting the link in the chat right now, but you can join me at product, launch formula.com slash join. That's product, launch formula.com slash join. So go ahead and also I think my team's put that in the chat so you can go ahead and click on that.

Join me in there, You will get the full package, You will get everything. I talked about on this call, including the products formula coaching program. It gives you the strategy. This one bunch of thousand businesses including launching, which is going to build out your launch assets for you. Including a year of coaching calls with my team, including the community, including all of those bonuses.

And you know, it's just, I'm doing my best to take you over onto the other side of the

fence. Because I've been there, I'm just like I said, I just started 25 years before you did. I don't have any special skills. I wasn't a marketer. I wasn't a salesperson.

I wasn't even a teacher a trainer. I wasn't an entrepreneur. I just took that first step. You know, we talked about fear yesterday and, you know, sometimes it could be scary to take that step to cool. On the other side of fence, sometimes it could be scared to think about about creating something and putting out into the world.

And I talked about how I had fear when I met first launched and a second and third and the fourth and the tenth But what's on your other side of your fear is you just can't even calculate it. The idea that I'm sitting here, talking to thousands of people right now live, You know, when I started out there was just an email that I did that.

I'd be ever beyond video No, the idea I'd ever be on broadcast. Are we talking about thousands of people? The idea I'd change people's no. No, no, and sure. What if you were? Yeah, I was scared. But I was also new. I needed a change. And that what I want to invite you, if it feels like, I'm, I'm working hard to enrol.

You, I'm working really hard. If it looks like it just comes off naturally and it's easy. Good. I'd like it to look that way. But I want to enrol, you, I want to enrol you in yourself. I want to enrol, you In a bigger vision. I want to enrol you in seeing what's possible.

I want to enrol, you, and, and having freedom. To literally be able to, I don't have an alarm. I'm never goes off from I don't use alarms I wake up I get up when I wake up. Except for on ski days and ski Fridays. When I go, skiing, I said an alarm Or if I have to catch a flight, Otherwise I get up when I wake up.

I work with an amazing team of people that are just passionate about their work and they're just passionate about about helping entrepreneurs. I work with incredible clients. So many of my clients have become dear friends that I've visited around the world that I've gone on vacation with that. My kids have grown up around these entrepreneur heroes.

My kids are friends with so many of our clients that are doing just crazy stuff, amazing world-changing stuff, And they didn't start off with World Changers. They just found the formula And they stepped. They stepped on the other side of the fence. And they, and they embodied it, and they launched.

And they started small, and got bigger and bigger, and now they're changing the world. Those are the people I get to hang out with. I get to live where I want. I get to work when I want, I get to schedule and crazy adventures out in the wilderness where I'm out in the wilderness and disconnected for three weeks at a time.

Because I've built this business and that's the freedom I want for you. I've been able to change the world. I've been able to serve people and such a huge way. I have one client who created a course on reading, echocardiograms, And it's now become continuing education in Europe. And I said, I've doctors and nurses and practitioners that are learning better read, echocardiograms To stop people from having a heart attacks.

Because of, By training that allowed this person to create that training. There are people that are not having heart attacks. This very day, there's very weak. And it just sounds like I got a big ego. It's just it. No, it's just don't mean to me. It's just ridiculous to me but I get to serve and I want to invite you into the world where you get to have that income that lifestyle that impact where you get to do your best work.

And if you want to show up and serve you can show up and serve. So yeah, I'm working hard to enrol. You I've seen the other side. I've seen the other side, you know, I want to bring you over the fence and you know what if this is For.

Well we'll have another master class next year, You know, we do this once a year, You know, maybe it's like yes, just that for me. I don't want all this stuff But just make a decision. And now it's a time to make a decision While we're on this call.

While we're here. You know, this is deal. We're now going into polish week, and we're still going to try to show up and serve you the best that we can whether you decide to join us or not. But it says a couple times I know what's on the other side of that fence.

You know, when I started out it was desperation. And that's why I will always honour. People that are just like, oh man, it's just need to make some money because it's so easy to remember when it was just a dream. When I first heard this idea of being able to create a create a product and sell it online and I did I had to make an investment because when I first heard about that there was it was someone who was showing the way
Guiding the way.

And so I had the decision to whether it make that investment or not and this person, they messed up because they didn't put a deadline on it. So I lay in bed thinking about it and thinking about it and thinking about it, for probably about five or six weeks, I lay in bed thinking, this all makes so much sense.

This idea of creating something online and selling stuff online selling teaching training coaching, Online. Make so much sense. But I lay in bed thinking, oh, it makes sense, but I've never done anything before. I've never, I've only had a job, I've only gotten a paycheck,
I've never sold anything.

I've never, I've never had a business. No, my parents did have a business, my grandparents did. No one, I knew owned a business. So it just seemed like such a leap. So I just lay there in bed. And I was a stay-at-home dad at the time I've taken care of my two young children.

And then I lay in bed and I just be thinking about this and think about how desperate we were how we needed money, how my wife was so stressed out, being the sole breadwinner, how she was going to work in the dark and coming home from the dark in the dark and didn't have the time with the kids and how even though it was, so fulfilling being a stay-at-home, dad being a primary caregiver, it was so great being with my kids, but that there was something more that I had in me.

And that's 35 years old, 36 years old. And it just, there was something more. I didn't know what it was, and I heard about this idea. And I thought about that, it's like I said, I was five or six weeks every night, I was turning it over my head.

And that's why you need to put a deadline. And the decision, like if that person had put a deadline on it, I would have moved in a day or an hour. I would have figured it out. I would have moved that much quicker and I would I would have been moving forward that much quicker.

But I eventually said, yes. After my head, over the fence. And it was it was a big investment. It was a bit for where I was in my life. It was a significant investment and this guide Significant enough where I didn't tell my wife about it. I was scared to tell her about it.

Eventually I did and she marries been so supportive of me every step of the way and she was supportive then and she was also desperate because she saw that as well, maybe that can help. Relieve the pressure. But I stepped into it. That one decision. To throw my hand over the fence.

To make that decision. To say to go from being. Wow, maybe this will work to me. Will raise a work for me to maybe it could work for me. Two from there from maybe to I can I can do this. I think I can do this. I'm firing up to figure this out with the right guide and then I went for my can.

When I made the decision to throw my head over the fence, I went to I will That's this is I will land talk about this yesterday. That success is a decision. It's a decision. A stepping into. I will. Success is inevitable. I don't know the answer but the answer is known.

I don't know the answer but my guide knows the answer. I am not the first person that will go down this path. There are other people that have taken this path and I just need to follow the path. And I might, it might not be an unbelievable, insane overnight success.

In fact, it won't be But as long as I take the steps in the right direction and walk almond arm with my guide, I am going to get there because I decided I'm going to get there. Now, one decision Laid into that first launch. 1,650 dollars. And when that first sale came in, I couldn't believe someone would actually pay me for something that I created First time in my life that it ever happened before.

That every dollar egg made was, was from a paycheck. Now, I had a thought in my head, I created something and someone gave me money for that. And when that happened, I said, This, the game has changed. Despite it just once I can do it again and again and again and I might even get better if That's exactly what happened.

And it all none of it happened quickly. It's 25 years to get here, but now, I'm talking to thousands of people. I've had dozens and dozens of people that had become millionaires. Based on by what they learn from me. Thousands that have become that built six-figure businesses. They have a five-figure launches and I'm not going to promise anything to you.

No one's typical, no one's average. But what I know is this is a well-tribed bath. Walk with me. Walk with my coaches. Walk with my team.

Walk with your fellow PLF owners. Throw your head over the fence enjoying me. And having this life, this lifestyle this income. Disability work. When you went, where you went with, who you want building and making to make a huge impact to show up and serve To show up and serve and get paid.

Well while you serve join me in the product lunch for necklacing program. Remember, there's a full guarantee 14 days from the program starts Join me. And I can't wait to see. What you're going to do with it.

Lesson #3.2/3 Launchy.ai

So this is launchy and it's awesome. Launchy will help you map out your. So this is launchy and it's awesome. Launchy will help you map out your entire launch from avatar to product to offer to pre-launch content, to open cart and so much more with just a few clicks for years.

I've dreamt, of somehow, having a done for you service for product launch formula and this is closer than anything. I imagined whenever steps of your launch plan you're on. I have to do is open a launchy and answer a few questions and follow the problems. That's right. Launching prompts you with the next correct.

Step in the launch process. Okay, let's walk through this really quick. So basically, this is the overall process as you identify who your customer avatar is, we are perfect. Customer is you learn about your avatar. You create this ideal solution, then you come up with the idea of your product.

Your lead magnet, you're landing page and nurture sequence. You're crushing offer, the offer. You're going to make the problem solution path. Then all your pre launch content then you're open cart. So, I'm not going to go through all this, but I'm going to show you how a little bit of it works.

And so first of all, we're going to identify your avatar. So you click here to edit your or to enter your variables. So I already put this in here, so you'd have to watch me typing. So I want to do a course for beginners and to learn how to kiteboard.

And my mark is for 50, something men whose self identify as active outdoor athletes, and it's an online course. So I say that and then I click this to identify my avatar. So one, Thing we do in my world and our campuses, we often name our avatar just to get more personal so we can get to know them better.

So it gives a whole bunch of them. So the avatar discovery you would go through all of these and really get to know who your avatar is. Then you go from there, and you figure out what their ideal solution is and these will feed into the next one, which is your product.

So I'm just going to jump ahead like those magic cooking shows because I've done this work here in these variables and put in your avatar, you put in their single biggest problem and their ideal solution, summer. Now, these were generated in that last step. I just went ahead and did it for you.

But when we, when you do that prior step, these are all generated and you could say, What product could I create?

And there you go, 10 product ideas for you. You can ask for an outline for your product.

And obviously to give you the full experience. I've been jumping around here quite a bit and I've been moving really, really quickly. So now you've got your product nailed down. What

about a lead magnet? You know, you need a lead magnet. It's to build your list, you put in your variables.

Again, in these variables were generated by launching in the prior steps and here you go ideas for your league magnet. And you continue on through your pre-launch content with both the script for your PLC and the email. And that will do that for PLC2 PLC3 and get right that into your sales message, right into your closed cart email.

Was subject lines. An email account is just next level for you in getting your launch done, getting you launched.

Lesson #3.3/3 How To Launch with AI!

Welcome! exciting times, how to launch with AI.

So I know we have tons of people pouring in here, right now. It's almost 900. Folks and I know some of you have just joined us in this launch master class. That's what the big overall context for this is we're in the midst of the launch master class.

In fact, we're coming to the tail end of it and ends at on Thursday when all the resources get pulled down. Now, I know a lot of you have just joined if just opted in and just put your email and said you're all in we're going to do our best to catch you up in all the resources.

We'll be sending an email so you can get everything because there is a lot. So what I'm going to do here in this session is first, I'm going to give you like a 90 second review of where we're at to catch you up, then we're going to walk through and I want to Show you how to use AI in your launch, to make everything so much simpler and so much faster and so much more effective Now.

Like, Dan just said, we I can see your chat dank as your channel antique into your chat. I've got team in there answering questions as fast as they can. The chat moving a million miles an hour. We've got to turn off so you can't And I know a lot of people it's sort of a sport to watch to be chatting back and forth.

But what we found is for the people that are really here to learn, it's more distraction and anything and it was painful for me to make the decision to turn off. Because, whatever what happens here is all of our launch products like formula owners, they end up showing up in the chat and they end up being huge cheerleaders for us. So it's, it's a real benefit for us to have the cheerleaders in the chat. And it is a bit, we just have tested this and we know the best learning environment is when you can just focus on what I'm teaching. So that's why we've made the decision. That's why you can't see the other people, but I can see.

Dan can see you. Our whole team can see you, what we're going. What I'm going to do here. I'm going to walk through an example. I've picked out a niche that I really know nothing about or very little about, and we're going to walk through it all the way through from start to finish it.

I'm also planning to taking Q&A and if we have time I might take a guest and maybe take one of your niches and run through some examples with the AI because it's absolutely amazing how effective it is. So just super-super-super quick review, if we're just meeting, I'm Jeff Walker. I have been and had a business. I've been a business online since 1996 since 2005. I've been teaching people how to launch, the product services, coaching, programs masterminds, whatever you want, artwork books, whatever. If you want to launch it, you want to do it online. If you want to launch the way Apple, launches the way Hollywood launches, they don't use office in an iPhone appears in the store.

They build up to with a structure. You sequence launch and so I've been, I started doing this in 1996. 1987 was my first launch and I got good at doing this through trial and error. I started teaching it in 2005. Since then my students have done over a billion

dollars in sales, and it's just been an extraordinary rocket ride and it's just this launch master class. I do this once in a year and we teach our heart out. We takes about, I don't know. We're about eight or nine or 10 days into this thing. Now we've got a couple more days left. I'm a running on fumes a little bit. It's been big time, adrenaline, we've had tens, and tens of thousands of people go through it and just the last 10 days.

Or so, we published a lesson 1, which is a **sideways sales letter** where I taught how you release and this will be relevant to what I'm about to teach you with how to launch with AI. But this is the sideways sales that are where you master really three pieces of pre-launch content [PLC].

The first piece PLC1 is the opportunity, whatever you're selling. You're giving people an opportunity to either have more pleasure in their life or less pain. So the opportunity, how will their life change? If they engage with you and your product?

Your teaching people, how to quit smoking?

what will their life become if you're teaching them?

How to speak Vietnamese?

What will your life become if you're teaching them to have a meditation practise?

Who will they be able to become?

That's what that the opportunity.

And then we focus on how their life will transform. Often there is case studies, here in PLC2, PLC stands for pre-launch content. I know this is a review for most of you. There are some people that have just joined us and you know what? It's always good to review. The mastery is in the fundamentals. The mastery is in the review and take it for someone who's been teaching. The same core material. Now, for 18 years that the way you've become masterful is now those basics. So transformation is PLC2.

The PLC3 is ownership and that's where you, you're asking your viewers to start to take ownership over this first future person, the future person they're going to become once they buy your product and then we get into ownership here once you go through your open card sequence. So pre-launch sequence or open card sequence we talk necessary sales letter we The mental triggers, we talked about the problem solution path and in this is all less than one. And if you're just joining me the all this is available going to be available on the homepage for you for the next couple days, super tight, super tight training, super tight videos.

And unless you what else do I need to say about this? Your pre-launch content, your open card is these days is most often done via video or via live broadcasts but can be done via email or there's other formats. I mean, people done with podcasts but generally video live broadcasts could be screen captured videos. You'd have to be on camera, excuse me. And then you can do all via email the second one, the second lesson, lesson two, Was all about the three primary types of launches including the Seed launch. The seed launch is amazing. I'm not going to tell in our 90 second review. So I'm not going to tell you what it is, but it's how you can start out from scratch with nothing. No list, no product, get paid before you create the product and create an amazing product. And then there's the internal launch, JV launch and I taught how they all worked together with launch stacking.

And it's how I have gone from my first launch that did 1,650 dollars. And then learnt, and studied and just got down and dirty and figure out got to my next launch which did six thousand dollars and I was just like blown away by that and then eventually 8,000. And then a couple years later, \$34,000 in a single week was mind-blowing. That was that was the one that brought my wife home, that I was able to retire my wife with that one and then 10600 Dollars and then \$600,000, and then 3.7 million and then 5 million and it's just all started with that first launch that first launched into 1,650 dollars launch stacking.

It's amazing how you can grow your business. So that's that was less of one, less than two. And then we got into less than three, which was A few days ago this page in potentially left blank. That was less than three was on. Oh, I might go in the wrong way. I'm going the wrong way. Here we go. But I'm getting lost just proven that it's live. Not so we are alive. This was This. Yeah, if you've wondered if it was live, this is less than three which was all about the open cart where you start taking orders.

Again, if you're just joining me, just join the masterclass. All this is available to, but only until Thursday at 10pm Eastern time. So that was the super quick review. I'm going to go over and see what It looks like and this is really difficult damn, because, I'm going to be sharing the screen with you as we go through this AI's. May the because of the sharing the screen, you probably done this. When you share a screen out driving another monitor, all of a sudden, it makes all the text really tiny so I can barely read it but I can see your chat. Okay, how to launch with AI. That's funny. I was going bad. I never would have found it there, Dan. I just going backwards and backwards. You know I mean I was kind of wondering much. I was like man this is like this is like next level. Flip chart usage here. Yes, digging dig it up but taking the deeper hole, it's like, you know, the thing is like, it's like when you think you're trying to solve a problem and you just can't keep going faster, and faster and faster, but you're running in the wrong direction.

It's just like no. Okay, so this is the deal is AI, you know, it's something I actually was obsessed with in the 90s. I spent thousands and thousands of hours with was a form of AI called neural networks back then, trying to solve the stock market, literally thousands of hours working on a 486 computer just breaking Excel like and breaking like Quattro pro and then so it's something I've been focused on for a while, but, you know, the things To change last November would chat GPT and maybe you've played with some of the which HEBT or barter or some of the others. And they're pretty amazing. They're pretty amazing. Let me just give me a yes or a no in a chat if you've played with like Bard or Chechi or one of the other chatbots just give me a yes or no. So we got a lot lots of yeses and a few noes. Okay, lots of. Thank you, go in there and you're like, okay, you know, please compose, you know, a letter to my boss and I'm leaving the job in the style, bohemian rhapsody or some you know, you can just do crazy crazy things and it's super, super powerful, but how many of you have, you know, maybe gotten frustrated with it or lost interest with it?

Because just the stuff you're getting out wasn't amazing. Like the dad happened to any of you That. Yeah, yeah. Yeah. Yeah, there's a no Someone's totally outboard. No.

But yeah, yeah, the knowing how to use it, so it's, um, it is a great shortcut especially in our kinds of business.

Like a wisdom type of business that I, that's what I call our business. It can be just this incredible shortcut and you're going to see in just a minute. And, of course, there are dangers and I'll speak to some of those dangers today. As we move through here, you know one of the dangers is that well first of all, my word of the year, my word of the year is discernment. And I know I just know my audience and I know about 60% of you are in the United States or North American 40% of you are outside the United States. And many of you have an English a second language and I don't know if discernment is that's got to be a more advanced word for a lot of people but you know, this, I this ability to decide what is good. what is bad. what is right? and what is wrong, what is a fit? And what's not a fit? **The ability to discern whether the output from the AI is, is what you need is?** What's going to move? You forward is what's going to make the sale, It's going to get attention, What's going to draw an audience, That's critical.

And so I'm going to we're going to do some cool work here. We're going to get into it but you'll see me. I'll actually try to exhibit the discernment. Hopefully I'll be able to do it in real time with you And you'll sort of coach you through how to just you know just some examples And is this good or is this bad? And that is absolutely critical as we, as you use AI. And you know, of course, it will not AI, is not going to solve everything. Just like if you hired, if you hired me to come in and do your launch that wouldn't solve everything. It might get you 90% of the Way there. But you're going to still have to carry that ball across the across the ends. Into the end zone to use a football analogy, I try to you avoid those sports analogies because again, a worldwide audience **but it'll get you 90% of the way there, but it won't get you all the way to the goal.**

And so you the discernment's critical. **The ability to take it and make it your own is critical.** So the process we're going to follow here. This is the how to launch with AI. So if you're going to launch the ideas, you want to, you've got a product or a service, a book, some artwork, a course and membership site, a coaching program, a coaching a coaching service, and you want to make the sale, right?

You want to bring people in, you want to attract the right, people, you want to bring them into your world, you want to deliver value, then you want to make the offer. That's what this is all about **delivering value, making the offer and, you know, make it in a very effective way and bring in the sales.** So how do we take that piece and fit it in to AI? And so this is the process and you know what? This is the same process that pros. The true pros have always used in this industry and so we have we have offer.

So we've got, we've got the offer and then we've got let's just call it the copy, the marketing. These are the words. These are the videos, the words the emails the social so that's all copy or copy writing The offer is what you're actually going to offer to people and there's a couple levels. There's deliverables. And there's to transformations. **And so that the deliverables is what they get, the transformation is how it changes their life.** In your marketing. There's a lot more important. Then you have you have avatar, Interest your ideal client. We could also another word we could put here is you have your list, you could put audience. This is the who this is the? What? And this is the how of your marketing, the how of your marketing. This is what you're marketing and this is who you're marketing it too. Now, a lot of times

people when they're starting out, they're like I'm going to create this cool thing. This cool course, it was a cool membership or this cool coaching program or this book that they start there and then they start thinking about, okay? How can I get people interested in with a copy? But the true pros do it this way. They start here, this is job. Number one, they fit. You figure out your audience. Then you figure out what they want and that leads into the copy. That's the way to do this. That's the way Marketing. This way, when it marketing, A lot of people don't get that. This is the way to pros all do it. This is the way to do it with AI and this is how I'm going to show you, Okay? Are you guys? This makes sense Makes sense.

Someone likes the who band That was it, Tim? Okay, make sense. Are you just like okay, Jeff, shut up and just start showing me AI stuff. Is that? Is that where you're at?

Okay, so I am going to I'm going. So we have this brand new tool. Called launchy Launchy dot AI and it's pretty cool and let's see. So Dan, maybe we should just take about over to launch and and and show them launchy. So there we go. Okay so this is just it I'm going to walk you through this.

So the example I'm going to use. So this is this is launch. It's brand new brand. Spanking new my team built this, this is this is a tool I've been obsessed with since I first saw it and this is completely built in-house by my team and it's built specifically to launch.

Now, everything, I'm going to show you here, you could do this with GBT, you could do it with Bard. You could do it with whatever tool comes out. And remember that the process of going from the who to the, what to the, how is the critical piece, and that's exactly what is already built in here.

So you could Everything I'm going to show you. You could absolutely do 100% if any one of those tools. This is a tool that I choose to use, if you're not going to use that. Well, if you use another tool then just take, take a lot of notes here as we go through here, okay?

So I'm going to go to avatar. Remember, we start with the who I'm going to go to Avatar identification and of course I'm fighting because I live out the mountains, we're fighting slow internet. And so, the way this works is you edit your variables and because I, I'm not great at typing and I'm really bad at typing.

When people are watching me on camera, I went ahead and pasted these in already. So the niche, I'm going to we're going to use. This example is travel photography, so I'm going to go back there. Travel photography, and I want to, the, who is a market is thirty, something did a digital nomads?

And I gave Are let's see. How do I show you all that text. There are there any living by working online They live on the road and travel frequently. So this is the general market that I'm considered And when you're going to launch a product, the first idea you have is probably not going to be the ultimate idea you go with, so you can do this over and over again.

That's what's so amazing about AI. You do not have to face the blank page. It's just great idea generator, it's great. It's like, it's like a idea, buddy. You know, you sit down and you just type out ideas and you get ideas. This is just the example I'm using here is travel photography, and I'm doing an online course and for 30 something digital nomads, who are basically earning a living online.

So, I just can't save on that. And I click here to identify my avatar.

And you can see, it's actually due launch is actually following it. We like to just actually name our avatars and that just it just makes it more. Personally, you think about the avatar? And so, here Sarah is the aspiring travel photographer. She's in her early 30s. Mike's a digital nomad blogger.

He's a travel blogger Emily's adventure enthusiast. So she just, she just wants to document her stuff. It looks like, you know, Mike is more about using the skills to help his blog and and then we've got Mark the social media influencer so he's already influenced so it's just made this up.

This is all just made up stuff, right? These are potential avatars that you can pick one. So I'm just and you know what? You can regenerate the response, you're like I don't love those, I want some other ones, so But Here is just going to give some more You know, so then what you would do is you would pick one out and one of the things you this is, this is something you should, you should.

Oh well, you think about doing all that. So let's just pick one of these freelance travel writer. What do you guys? What do you? Go ahead and vote one through five. What do you which ones? Which one are you most interested? Right here, which one are you most interested?

I'm just going to go over and here. You can actually see that live now. So we're getting a lot of we're getting. Oh man, we're getting we're good. I did a lot of fours and fives. So let's go with Mark. So I what I would do here is I would say

Because I want more, I want to know more. Okay, there you go, a lot more. So let me so then what we would do and again I've already like one of the things I'm going to do here is is what I what I would do is

I actually, I actually, because like what? I was cooking shows where I already did the stuff, I had a time to make it faster to show you, but I actually went ahead and I picked one out. So I this was, this is all the detail in this one that I picked out and this guy's a digital nomad.

Who's already writing a successful online business and he wants to incorporate compelling travel photography into the brand. Okay, cool. So what I did. So what we going back to the start here? We didn't, we first did our avatar identification? So now we're going to learn a lot more about our avatar.

So here I just paste it in the entire description of my avatar that I got in the prior session. So one of the things I want to show be be clearing for you. Is these everything I'm about to show you. I generated from these three things. These were the three variables

that I typed in and everything from here on out is generated from that within launching, which is pretty ridiculous.

Okay. So again, I just put that into my variable And then let's talk about their goals and values and opportunities.

Because one of the things you need to do is you need to in your marketing, be able to speak to what they want, where they're going their goals, their values. There you go. Now I'm not going to. We got a lot of ground to cover, and so I'm just going to keep on ripping a lot, Every avatar, they've got problems and challenges, They have values and opportunity.

They also have problems and challenges. What are their problems and challenges In consistent brand image, limited photography skills time consuming and editing process uncertainty and choosing locations. I think it did a pretty darn good job of answering those What makes them feel angry disrespected in on, in authenticity, They waste money, being overlooked or forgotten.

That's certainly a huge one right there. And so let's just keep on cranking along because we got a lot of ground to cover. What are their objections to possibly buying my product? Here's all their objections. Time constraints. They're worried about the relevance and the applicability of travel photography. They may also be telling other challenges in their lives.

Well, that's fairly generic. Of course, Everyone might be telling other problems, So it's not absolutely perfect but it's you see what a quick, how. Okay. Where is my avatar? This is an interesting one where they hang out. They have, I like communities, They got blogs. These are some of the blogs that they've hang out with.

Well, look at that. These guys are all buddies of mine. Pat's Lynn, Buddy of mine, Chris, buddy of mine? That's pretty interesting. Yeah. There you go. Where. So this is telling you where they hang out and how you can find them and how you can target them, and who, by the way, might be a good JV partners.

Okay? So then we're going to go and say, and then it's, it's, it's always interesting to figure out, not only who your avatar is, but who your avatar isn't?

Yes, so they're not an established photographer. Not a traditional travel enthusiast. Yeah, that makes sense. Okay, let's keep on cranking on. And I'm just going to pop over the chat. Dan if you want to come back to me. I just want to see how is this is this is this interesting?

Like is this you see how this could be a value? Okay, okay. So that's just I mean, we're we've got a lot of ground to cover. I know. I'm going to, yeah, we have a lot of ground together. Okay, so that's the discovery. Now, what we like to do is identify, what is called, the ideal solution.

So, this is another way. I like to think about is, if you have a magic one, if you just wave a magic wand and make all of their problems go away, that's the ideal solution. And first, we come up with the ideal solution and then we'll back it away from there.

So, one way we think about it was, who would my greatest case? Study be. So this is we're just being imaginative here. We're just imagining. Who the case study would be

So again, this is all just pie in the sky, but it's great to ideate this way to start to think about how you could, how you could just create this, this this amazing life for this person and then we'll dial it back from there and figure out what we can actually deliver.

So this is what would it cost them to not have your product. Okay, they go through there. Again there's I think 45 or 47 total prompts as we go through this entire thing. So I'm going to jump ahead because we talk about their positive impacts. We talk about what are the ripples they can get but let's just jump to the single biggest problem.

So the single biggest problem is by prodigal. Solve is for the atrial adventure struggling to creating gagging and professional travel photo for the business. It was so it's going to solve the problem. So to me, that's pretty generic. That's not I'm not going to be able to create great marketing from that.

So I'll just do the old.

Okay, so let's do it a much better job now, Designing to address, common pain point. I gotta yada problem stems from there to desire to utilise. Captivating. Visuals Step-by-step framework an expert guidance. It will empower them with the knowledge tools and techniques to create stunning travel photos. Solution goes beyond teaching them how to take photos.

It goes into the intricacies of travel photographer business purposes. Now that sort of cool helping them understand the principles of composition lighting storytelling and post-processing. Now we're starting to get a little bit of real meat here By solving this problem. And of course folks, I'm reading this in real time and reacting in real time with you.

It takes away the timer frustration of having to figure out their own be able to attract more customers, increase their conversion, ultimately higher growth, success and profitability. Okay? Okay. Now, if I was, I'd probably spend a little bit more time going deeper here. If I wasn't live with you, but with that, we're going to move along.

Let's say, what is their ideal solution summary? So basically summary of all this work, Again, it's just that's not, yeah.

Okay, so I love this. It's a lot more specific.

Yeah, this is this is way better. I mean, it's still, frankly, if I was going into a launch, I would continue to work with this and get it better, but but here I would just take the whole output and with copy that and I would paste it over into my word die.

Now I've already done that for you in the example that I ran through right before we started shooting. But then, but remember in this is just a word document that I created. The only thing that I created on my own without launching help is I told it. What's the topic?

What's the market? What type of product and everything else is being generated by launching? Okay, so from the ideal solution, let's get the product. I think this is going to you guys, this is going to blow you. It's going to play you guys away. What products will my what problems with my product solve?

This is just badass. Lack of photography skills. Okay, inconsistent branding. Okay. Limited access to professional equipment. I really like that. I really like that because like what I'm thinking like if we could have a bonus and the bonus would be just on how you can do all this with just a smartphone.

How cool would that be? As I super cool bonus. And what I and in this point this is like real brainstorming and this is where I would hit regenerate response a few times. But I'm just going to keep on cranking along here because we've got a lot to cover.

What products could I create? Here we go. If any of you are like this whole launching thing. Sounds cool but I don't know what products I could have. Travel photography mastery from beginner to pro. That's actually a pretty good title right there. That's a pretty darn good title Branding through the lens, cutting crafting compelling visual identity.

That's another pretty good title. The earnest storytelling using travel photography to tell your brand narrative. I think this is if you took this and made this the title and made dislike the second line. So, if it was using travel photography to tell your brand's narrative Cole and the art of storytelling, I think that should probably be might be better photography or social media success.

That's a good. Yeah, look at, look at these are just there's 10 ideas right there, 10 ideas and you know what you can hit regenerate response to get 10 more.

So if you've ever wondered, like maybe you've got some skill. You have an area of expertise or knowledge or skill but you're like I don't know what could actually create Hello, there's your answer right there. Okay, so we're still in product and that was just the products. You could create.

Now, how about sometimes people struggle with their needs? That last section, we had a lot of great names, but here's here's about 20 more names. And you could hit regenerate and get 20 more. It's just it's absolutely amazing. How about? Okay, I've got a product name, I forgot to show you this.

Let me go back, I forgot to show you because there are let's go back here. There are different variables and so these variables, remember, as I'm going through this, I started with just these three things. These are the only three that I actually created and then I'm just, as it's outputting stuff.

I'm just pasting it over into here. So here the variables where I lost my, there we go. I lost my mouse. What the what? It's a single biggest problem. So, I just copied that from from launching And what's your ideal solution summary? I had just copied that over from launching.

So all of this stuff is generated by launching, So let's go here. Save Now, how about a product outline? Oh, here's your product name. And look at the depth here. Now this is again this is I I know a little bit about photography, I don't really know much about specifically about travel photography but I played around the tigers with my whole life.

But I'm still not like an expert, a teaching expert, but I now have a pretty solid outline of, you know, I'm not going to go into this business of selling products about travel photography, but if you had some expertise on that or some other expertise, just the ideation is just ridiculous.

That's the product outline. Okay, well, how about let's go deeper, what's the module outline? Here's like step one, some stuff, one substep too substep three Step 2. I mean,

I just got a pop over the chat just to see you got? I mean it's just like is this pretty cool or what I mean? It's like, yeah, wild exactly exactly miracle. It's wild. Yeah, okay, so let's just keep on crank alone because I don't know if you guys have a timer going on.

How long is taking me create this whole launch plan but I think we're doing pretty good if I hadn't been so worthy at the beginning. Okay, well, you know what, though you everyone needs a list you need an audience, right? And the way you get audience is you create the, I mean, once you there's lots I say that like it's like that it's a huge topic.

I actually have a whole course on building your list and profiting from your list. Building lists of people that really want your stuff. I'm an entire course on that. But super, super high level is you create a lead magnet that and drive people from every way you can drive them to a, to a page that offers that lead magnet in exchange for their email address.

But the thing that holds a lot of people back is like, what could I use for like, what's the lead magnet? I mean like or what what could I do for a lead mag? So again you go in here, you add in some variables. Again, these are variables that were already generated earlier for you from launching again in launching And with these were the three inputs.

These the only three everything I'm doing everything. I'm doing is based on those three inputs. And then the outputs of lunch. She that then feed further into more deeper into launching. So those were the variables. Let's see if we've got any lead magnet ideas.

So everyone loves a checklist, I'll just tell you right off checklists, tend to be really good for for leaving. So I'll tell you that right off how to resist, you create it. So this would be a quick, a guide and creating a brand identity That sort of interest to you is I'm not really a branding guy.

The this sounds a little too big to me to create as a lead magnet. I wouldn't want to, I don't know. That might be good if your audience really is focused on Instagram. Otherwise, I'd be worried that too many people were not, you know, there I'm more of a YouTube person and then they wouldn't sign up for insta.

A guy to find unique locations. That's wildly. Interesting. I think I would go with this one.

If and so again, you would just copy and paste that. And like I said, I've already done this but I just copy and paste that over into my word deck, okay? Lead magnet done.

I mean, you know, you've actually have to polish this. You take that output, you you work with launching you, you work with it. Get a little better, a little more polished. I go back to lunch and say, okay, now outline this entire league magnet for me. In fact we can do that How about we do that real time?

Let's just say that I'll line number one. There. Okay, so I mean, turn on your camera and you've gotten outlet, right? Yeah, okay. So next after the lead magnet, well you need a landing page for people for people to get your lead magnet. Again, you would put in your variables, these variables were generated earlier by launching.

I've already put them in just so you have to watch me, cut and paste in typing and stuff like that. But here's your landing page.

Is this crazy or what I mean, Is this amazing? I love this tool And let's see where we were on landing page, You could also do your nurture sequence. So this is what your emails would look like your first six emails. It would give you the outline channel. Here's email number five, It gives you the subject lines.

And it gives you the email. Now, I would never cut and paces directly and send it. I would always touch it up, Do that you. Absolutely, there is still work involved, but how about getting 90% of the way there. Your first six emails in your sequence, like that Pretty crazy, right?

Okay, let's jump ahead because we are. Okay, so the crushing this is the offer. I always like to think of a crushing offer, just really they cannot. So, here's the idea generator. So, it could be a comprehensive training of photography techniques, business-focused strategies.

These are just things you could put in your offer. Okay, let's go. Oops, crushing offer, let's go. What are the actual deliverables? What could you have for the actual things that people get when they buy for me? The actual, what is, what's the stuff that they get? And here you go, Module by.

You could you get a modules? You could have coaching calls, you could have action, guides, and exercises, and each one of these, you know,

This is why I don't want, you have to watch me type.

Tell me more about those exercises and action guides. There you go.

How about this this? Yeah, okay. So then we have this problem solution path. And if you saw in less than one, this is how you create that. It's basically how, you know, to go it's how you create amazing prelaunch content that you give away for free, that leads people into the buy into buying from you or be an interested in buying from you, but you don't give away everything.

That's a lot of people. Like, if you're going to give all this free stuff in your pre-launch,

how can you do that without giving away the farm without giving away everything? Well, the answer is the problem solution path. So, let me show you actually. Here we click, here's the variables and these variables.

Again we're generated earlier by by launching and It will give you the three problems. Or hurdles.

Yeah.

Without visually studying photos. So like I don't love the first hurdle because to me I was like what the whole product is about. So I would be like, I just hit try regenerate response.

So this is a better. How do you stand out in a crowded and a crowded market? And and so what it'll do is, it's telling you This is the problem. This is the problem and then this is how you solve it in your prelaunch content. This is the problem.

Like, that's the problem. And then this is how you solve it in your prelaunch content and each one. You can see. I earlier on, I talked about the sideways sales that it was opportunity transformation ownership experience. So it is absolutely following the formula. And that's frankly, what you, you know, launchy is built to follow the formula.

It's built to answer to ask the right questions and answer the right questions. Because if you don't ask the right questions to AI, you know, there's this old saying garbage and garbage out. If you ask the wrong questions to AI, you just not going to get good outputs. So everything I'm showing you, you could do with barred, you could do what chat, you be to your, or all the other tools.

But this is specifically built to follow the formula and this is the formula that's launched a thousand businesses and got a billion dollars and results. Okay? So let's just jump along. We head over covering a lot of ground quickly, but I told you we were going to get on and off here.

So that's the problem solution, path. Now, we get into pre-launch content again you're putting in your variables but those variables again came from launching. The that was the output of launchi that you're now using. Again, one more time. I, I don't want to keep my repeating myself, but I just want to get clear.

These three that I highlighted, That was the only thing that I created. Everything else is just I'm taking launches output and that's feeding deeper and deeper and deeper into your marketing. Do you guys get that? Does that? I just got going over the chat. Do you guys. Got it, Got it.

Got it. This is wild blown away. Thanks, Nice. Okay cool. Let's go back to launchy So your PLC1 product. Pre-launch content, number one, This is the script. I have enough. Thank you. So here it's actually giving you the shots. Like, if you want to do really fancy video, the shot of a beautiful location, which you could just go get.

I wanted to call that stock footage stock footage. You can just there's a lot of places where you get stock footage and put in a shot of a beautiful travel destination And then

it's got a voiceover and then it talks about the opportunity. And so I wanted to read, you know, I would probably take I don't have time to go through read all this right now for you, but I would look at this and I say how much do I like that?

If I don't love it, then I would ask it to regenerate it and then I would say

I would have it script out each section. So, you know, this, this is great. But it's not as in-depth as is, I want to be. So here, it's scripting out. There we go. It's giving you a script that's just for that first section. You could do it for each section that way.

And then, You know, precise content. Number two, number three is pretty much very similar the way I just showed you PLC one. It's the same variables, it'll give you the script. Oh, and I'll give you the email to send. Here's the email to send about that prelaunch content. Here's 10 subject ideas, and here's the email.

Okay. So, just just just check it in here. Remember what I talked about, right at the very beginning, We we talked about this is the way pros do it. They start off. They define the who who is your avatar, Who do you want to sell to? Because it makes it so much easier, once you decide who you're going to sell to and then figure out what is, what's the ideal thing that they want to buy that they need?

That's going to help them And that will figure out the marketing. So, you see, how with launching we've done that, We started off up here, just figuring out, just getting ideas for who they avatar was. That's that was the first step was the evidence identification. That it was discovering who the avatar is learning more about them.

And that's where I said. Okay, I like this one. Now let's go deeper on this one, And then we came up with that ideal solution, which is just as wave of magic. On solution, which is, you know, notice have a magic wand. But, but that's a way to think big at the initial ideation.

And then we dial down to what the product is so that we got the product. So we figure out who and then what? And then we started homing in the marketing and that was the lead magnet. That was the landing page and nurture sequence. The crushing offer the product solution path.

And then going through the pre-launch content, which is brings us down to the sales message and the open cart. So again, here we add in the variables and the variables were we're just the things we pulled from earlier and and then I just noticed my notes is just am I just powered down.

But anyways, here is the You know, full disclosure I have a notes manager right there. So this is your wholesales message. So we're going to start out start with the outline of what your sales message is going to be. So very ten bullets. Here's some headlines. Here's some subheads.

Here's some bullets. Now, when I do this, I'll usually have it generate A hundred headlines, I'll regenerate headlines 10 times and I'll just keep on going and I'm just looking for the seeds of a great idea because headlines really important and launch is amazing for giving you lots of ideas and often I'll take the pre like the the prefix that

the right way the prefix for one and then the first part for one the second part for the other.

So going through you master the arterial photography, your online business and unlock limitless growth potential. That's that's fairly decent headline. For a first headline. I don't, I don't think potential is a good word in a headline. I think limitless feels little hypey growth is sort of it's a 50,000 foot word.

It's not super tangible but you know, it's not bad. How long catch your breathtaking visuals? Yeah, that doesn't do what the whole product. I mean, that that's one thing the product does for you. It's not the whole thing that the product delivers more like transforming your online business. This is if not a headline, that's a good subhead or that's a that's some good thinking right there.

Ignite your entrepreneurial spirit, who cares, really? Discover the secrets to create visually studying photos that connect see. This is, if this isn't a headline, it's a good subhead that this, I mean, this is, this is some pretty good sound stuff and and, you know, I am, I'm a pro.

I'm you don't hear me say this often but when it comes to copy and copywriting I, you know, I'm not known as a copywriter because you can't hire me, but I don't know. Very many people have created as many million dollar campaigns as I have. Let's just put it that way.

So I'm a pro and I'm very discerning and I'm very picky about headlines but some of these are pretty good. So like this one become a master storyteller. That's not a good headline. It might be a good theme or a good subhead. Something to put down. Anyways, I'm just going to I'm getting hung up on copy.

Sometimes I can go there subheads. And you know what? This this is this is pretty good. At least the beginning of that. Like I like learn from an expert, maybe not those exact words but that sentiment this is like throwaway stuff. Attract more customers. See, that's right. There is a, that's a subhead because it's got so much benefit built in the track customers, boost conversion and elevate your brand.

In that very many words, there's a whole bunch of benefit there. Okay, bullets

It's okay. I like even if you're a beginner develop. Yeah, it's pretty good. This is a little cliché engagement skyrocket, super cliché. And create there is a benefit. So I I'd probably come back in here and say those those are good bullets but I want bullets that are more about the things that nitty-gritty things they're going to learn in the course.

And so that's what I would do, I'd say, hey, for those bullets, make them more tied to exact things. They'll learn in the course and that will. Yeah, I think that'll make those more compelling. So, again, AI isn't the answer to everything, but it's a, it's a huge jumpstart.

So that was just, what was that? That was just the outline. How about let's script this thing out.

Or maybe it already did this? Yeah. Okay, I already did. Sorry. I got lost here. Open current announcement email.

Absolutely. Yeah. Okay. And then I thought I thought I just do something a little bit fun. We're going to pop back over to Shall we go to? Let's go to Haven't discovered, And so here, I still got the variables for the digital nomad creating doing travel photography, Okay? This is where we did their goals and values, Okay?

Okay, I think he hasn't going to like this. Okay, so it did all of that, Okay?

And so I I know we get lots of questions because so much of our audience is outside the states and is not English speaking. Well how about if you're Hungarian

We've already gotten so many questions just today, like will this can I do this in this language? Can I do this in this? Yeah, in Germany and he wants to sell to people and downtown of his city and is like well this you know how can I talk to them with this?

Yeah. Okay. Do okay. Do one more year.

It's just mind-banding. It's it's just it's just outrageous. It's just outrageous. We did play the whole telephone game too. Now we you know, can't we're playing with this last night and like just like right? Oh my gosh, you know what? I'm sure I'm a language. We put in it just like, spit it back out.

Like, okay, well I don't speak like the enemies. Can we see likes? We did the whole thing like it was Google Translate. We're like you translate to another language. You translate it back to see if it comes up with something like sense. Oh it totally does. Let me just pop over to the chat and see what you all are thinking.

Oh, thank you. Okay, so you see how this works, Do you see how AI can get you launched faster? I mean, I didn't come here to stand here and tell you, you just push one button and then you're going to give a millionaire, and money's going to play a computer. That's not what this is about.

But you see how this can shortcut the process. The process that real prose, use to see how you can get lunch so much faster with AI. And do you see how you can get launched fastest with launching? So, this is the deal. I'm a lot of people I've seen the comments when I know.

Yeah. How do I get launchy? And the problem is, you can't get, launchy, it's not for sale. I've been loving banging away on this tool. It's amazing, but it's not for sale, you know, if you go to the site, you'll see there's no no way to buy it right.

Launching dot AI. There's no way to buy it. There's just a login. But I would like to give it to you. I would like to give it to you. So, let me explain how this will work. So As I've shown you launchy is absolutely amazing, but you need to know the underlying strategy, the underlying formula and that's the product, lunch formula, and launching is designed to work hand.

In hand with the product launch formula. And we built them hand-in-hand handing glove to work together And that's why you can't get launchie by itself. You can only get it with the product launch formula coaching program, but when you join the form of coaching program, you get a full year of launching And so PLF is the strategy of what to do every step of the way in your launch.

I showed you some of those lessons we went over. It's it's step by step, how you go through the pre-launch. It's the exact timing in depth of what to do all the way through the pre-launch So that you can develop the expertise. So you can develop the discernment. So you can take what lunch she does and you can make it your own So you can go back to launching and say, make this piece better.

That's what you learn in product formula. That's what you experience, It's how to pick your niche, your market. How do I identify all the hidden assets that you have How to do your pre-pre-launch, how to do your pre-launch every step of the way, How to build your list. We showed you that launch.

He's got all these ideas for create your lead, magnet products for a little kid. He's a guidance to know what's a great lead, magnet, how to create that, how to put it out there, how to drive people to that, lead bag. So they join your list, how to put together your offer launching because you all the ideas for the offer, you need to discernment to know what's going to make a great offer, and that's what you'll have in the product launch.

Formula. Launch is the tool that builds so much of your of your launch for you product. Lunch formula is the training An examples that give you the discernment that give you, the judgement that take what launchie does and make it that much better, and make it just sparkle so that people are going to buy your product so that you're going to create great value in your pre-launch and it's going to lead into an offer that people just cannot wait to buy.

Other things in practise for like like strategies to put together bonuses that make I mean at the at the end of the day launchy is, it's not a bonus, they're hand in hand but at the end of the day it's sort of like a bonus and it's an amazing bonus.

Module #4 – Launch Debrief

Lesson #4.1/1 Launch Debrief Session And Learnings

In it. We had all kinds of changes all kinds of innovations. So we've been I've been doing launching this product pretty much every year since 2005. They'll watch some evolved radically over those years, but this year, we have probably more changes than I can remember in history. And they went most of them went really, really well.

And I thought I'd share some of those innovations. Some of the changes, some of the things we did that worked. Well, and also, like, what I see happening. What they mean for the industry. So normally I do this kind of debrief for my high end coaching programs and my in my mastermind groups and, you know, in those groups I'll go really deep and deep and peel back.

All the numbers. I'm going to condense this a little bit for you. Because, and the reason I'm going to do this publicly is, I've got a little bit of a chip on my shoulder because recently, right before I went into my launch, there's a prominent person in the industry who had launched, it didn't go so well, And then he ended up putting on a video that said, I don't think Launches are working so well anymore. I don't think we can take people directly into a \$2,000 offer, and go on and on in and I don't know to me that it the video fell a little self-serving and it didn't feel accurate to me. So, I've got a little chip on my shoulder about that because the, the businesses I've been tracking, and there's about 70 or 80 businesses that I'll contract pretty closely people.

In my mastermind groups, my high coaching and they have been having really good results, even mind boggling results with their lunches. Now, I will tell you, I'm not polygon of the land of milk and honey. Don't put my head in the sand. I think a lot of online businesses have been facing headwinds in the last 18 months or so.

It a lot of things have gotten harder in this industry but I've just seen some amazing launches and as I wanted to my lunch I'm like Maybe lunches are dead, but, you know, and I sort of been hearing that refrain since actually, the first time someone put out like a white paper about that, was in January of 2007. And I think like, mark 20 inside the, the rumours are, my death are greatly exaggerated. So I had confidence in my launch, but we're, we're really heads up. We were really on it. We're trying to identify what we need to do different and one of the things, this is your key point.

Lesson Number One

Number one is people want, what they want, when they want it. So, we've seen this trend in recent years of launches that used live broadcasts, really lengthy long live broadcasts, that went for three and four hours and I there was a launch a few months ago that had I think maybe six or seven or eight of those really long broadcast and frankly this is something I guess you can blame on me it was an innovation. I started doing within our launches in 2018 where we were doing Longer form live broadcast as our pre-launch content and they worked really

well then, but this is a change. I started to see in, in our show, up numbers and our live broadcasts. And I was hearing about it in our groups of my high groups that it was getting harder and harder and harder to get people to show up.

So I'm like, okay, well, let's, let's not fight that trend. Let's go back to video back to the future. You know, it's another thing I pioneered really beautiful cinematic video, back in 2014. I think it was. And so we went back to and we used video for our first, two pieces of pre-launch content, but we didn't just use any old video. What we did was we released two lessons and each lesson was almost like an entire season. It was a, it was a series of eight to ten videos and those videos were anywhere from three to seven minutes each. I mean it's Can summable And it's hard to compare your year over year because last year, our event was live.

Our launch was live. So we were really comparing back to 2018. So it's a little bit of Iraqi comparison, but our consumption was at least double our, the consumption of our videos and we're measuring from people from opting in to going and watching it all the entire lesson compared to watching the first video when it was one big video back in 2018 was double or more.

And so we released lesson one, then we released lesson two. Now I'm going to go down here and look at my notes to make sure that I that I got everything. The videos were short, they were bingeable, they're easy to go back to and watch. So each lesson told about 35, 37, 38 to 39 minutes, somewhere in there, we worked really hard to make them a short as possible and we split them into those short chunks.

Now we got this idea directly from someone in our mastermind group. It was an amazing idea and it just created so much consumption, literally double or more the consumption rate. So, instead of fighting that,

let's go and do long video live long while I broadcast. We put in the work, created a video made it super consumable because people want what they want when they want it created super high engagement, okay?

Lesson Number Two

The key Number two is **we want hard after engagement**. We really-really work. First of all, we have a super consumable videos. We followed this sideways sales letter, that's the, that's what I teach in. And followed the tea, including we didn't leave out the opportunity. We covered the opportunity that that's the first thing to do in the sideways sales letter, which is the first thing we do in the product launch formula, Then we filed the problem solution path.

These are the core principles that we teach within Product Launch formula, We want for the engagement, but it wasn't just that We also had when people opted in, we invited them to **reply to our confirmation email**. And when they did that, then we said reply to this and we'll send you this special report and when we use a little fancier copy than that, but that but that created over 10,000 people emailing to us and having us email back to them.

Now we haven't dug through the numbers yet to see if our conversions were higher for those folks yet. There's a lot of data in a launch and we just closed our cart a few days ago so we don't know that. But I have a feeling we greatly increased our engagement, but we also helped our email deliverability because when someone opens your email and then replies to you and then you reply back to them the ESPs, just love to see that.

And that really helps you deliverability. We also created, what we call expansion packs. So this is additional content that unlocked if people watched an entire lesson. So again, we were incenting the consumption and people loved the expansion bags. I was also posting behind the scenes on Instagram. We invited people to join us on Instagram.

We also gave a bonus video for people who opted in for texts. So we were coming from every direction. We could, we could think of frankly, we also had a Facebook group Facebook group. It just we couldn't get distribution from Facebook to people that were in it were active but we just I we're going to be re-evaluating whether we're going to use the Facebook group every day.

I'm very close. Look at that for next year. So that was the second point was the engagement was critical. Look, I was in there personally, answering every comment that I was read every comment that came in and I responded to every comment.

Lesson Number Three

It's these little things that create engagement and that leads to key number three, which was earned them **showing up live**.

So what we did standard product launch formula at three pieces of pre-launch content. The first two or video lessons, each one was a little mini-series eight to 10 videos that we went into our third piece of pre-launch content that was a live broadcast and we earned the show up by keeping them in by Going to engaged with those first two pieces of pre-launch content.

So we as super high show up rate and our live broadcast so that combination of on-demand video for early on in the pre-launch leading into live. That was it was a magic combination. I've got that idea directly from and in one of our masterminds who's been pioneering that for the last year.

So, so we went deep on that and it was, it was, it was he, it was just super high shortly, super high energy. Another thing we experimented with was **turning off the live chat during the broadcast**. This is another innovation that came out of my mastermind. And the idea is that people love that, you know, to see all their all the comments flying by, but it's super distracting.

It is super, super distracting. And so we had experimented with this Dylan and our group had experimented with this and it seemed to be super cool. So we turn off those comments. It felt to me, we people could still leave chat comments, I could see it. The people on my team could see it.

We could respond to their questions, we could respond to their comments, they just weren't watching everyone else's comments. It felt like it created a way more engaged audience that was less distracted and I think the results speak for themselves there, the broadcast were amazing.

Lesson Number Four

We opened curtain at third broadcast and open cart. Was it was like the best opening card broadcast we've ever had. It was freaking Awesome. Okay, so key number four Was we had a **really good really amazing tested offer**. So, I have the same that you can't outlaw, you can't out launch a bad offer. And so, in other words, have a good offer.

So we had a great offer. I mean, we've been selling the products for the coaching program since 2005. It's a longest running training in this space. Period, full stop, there's nothing out there that's been on the market for so long and has been selling it like this. And and of course we've innovated over and over and over.

But we've got a great offer. We know the offer we obsess about the offer but we made it even better. We may, so we added in a big AI component that again, was something that was someone in our mastermind really pushed on us and, you know, just I mean we've been tracking this so closely.

We've been tracking AI for two years, but in the last eight, nine months, it's chat GPT it's just gotten so red hot and we've seen that within our groups. And so we leaned heavily into that. We added a big AI component to the offer and I like there's nothing I like to say that and I'll probably hit the send in the next point as well.

Is that no great launch is created in a vacuum. So the manner, I mean some people think I'm really good at this stuff. I got a pretty good track record but the reality is that when I'm going into a launch, I'm always looking to bounce off because my ideas off of people bouncy and, you know, checking on the offer, check in on the, on a plan, for the pre-launch, checking on a plan, for the open cart again.

I'm leaning deep into my mastermind groups. I'm getting all kinds of feedback. You just you can't create at this level in a vacuum. You need other people and other people that's like not your parents or your best friend or your spouse unless those people really know your market really. Really well they have to be people that understand this world and understand marketing key number next.

Lesson Number Five

The next KEY I think is KEY number five. So that's sort of what I've just talked about is that we debate and then those the idea of pre brace, which is basically running taking your work and running it by people before you bring it out to the market to get outside opinions, learnt smart.

Oh, outside of payments of people that know this industry that no launches that no marketing that hopefully know your market can at least put themselves in the place of your avatar pre briefs are they're huge. I know great launch is created a vacuum and then debris, you know always that's what I'm doing here is.

I'm doing a super condensed super quick debrief, but always look back at saying what can we have done differently and what went well that we want to do more of. So again, the show upright, we started to see that that started to slip that starting to slip a year ago and it started to accelerate in it.

And I know it wasn't just for us. I know I could just like I said a tracking those New businesses. I know those folks are seen it as well, So we were, okay. We got to do something different. How can we, how, what can we do different Now that we it's no longer like back in the pandemic.

Anyone could get people to show up on a zoom, It's gotten a little bit harder. It's got a lot harder. So what, what can we do? How can we change that? And, you know, let's see. So we stayed nimble, We actually modified our plan going through in our open cart, we had a second live broadcast with a whole different hook, a whole different angle.

So people weren't big open at first one. Then they're going to come in on a second one. And then we did a closing broadcast with this is a big innovation. We used to close And at midnight Pacific time. So that's like 1 am here for me in Colorado. Well, we looked at this and like, really, what is the **peak of intimacy is when you're on a live broadcast?**

And we wanted to line up that the, that peak of intimacy, with the clothes. So, we actually closed cart and a live broadcast, and instead of doing it at one am Colorado time or three am eastern time. **We closed at 10 pm Eastern time, and we had just a phenomenal close again.**

Another idea that came directly out of my mastermind. So, that's a quick deep brief of, this is a fantastic launch. One of our absolute best launches, maybe this decade. And it went really, really well for us. Lots of innovations, lots of things that worked. Some things that, didn't that sure about that Facebook group.

And I know everyone's going to copy all of this. Just like they copied me and 2020 when we made so many shifts in 2019 or 2018 when I went to live broadcast on 2015, when we went to fancy video. And that's okay because we've gone through evolution after evolution and it's just part of the game.

I know, back in 2010, when I started my first high-end mastermind, I wasn't created so much to make money. I was created to have a team around me, a team that was going to help me selfishly. That was going to selfishly help me stay ahead of the market. And what's that?

And that's meant is, you know, that was just the first group I created. And, and it's man, I've just created these groups that are absolutely freaking amazing. That allow me a bit of a crystal ball to see what's coming because there's all these, like I said, 70 or 80 other businesses and

they're all working really hard and they're all innovating and we're all just sharing our best, our best practises, what's working and what's not working.

So, yeah, I'm really good at the launches and this is another one, however, what I say, 17 multimedia, launches in a row. I'm good at launches, but I'm also really great at forming awesome. Groups of people around me and we just all move forward faster and better together. So one of the things, so like, I am actually never like had a sales process or or a lunch for these groups.

It's all just been word of mouth. But I what I'm going to do right now is I'm going to open up but you have a few spots available and if you're interested, it's, there's a fairly extensive selection process but I'll put a link down below. You can go ahead and click that link.

If you're, you know, if you, if you're established, you've got a serious business and you want to move forward quickly, you might not want to take a look at the link down below and hope you enjoyed the debris, and let's go get it this week.

FAQ

What if I don't have an email list?

The real answer is that whether you're doing launches or not, you need to have a list if you're going to have a business. It's the one thing that every business needs. It's also the ultimate security and leverage point in your business.

And I personally believe that the best way to actually GET a list is with a launch. If you're starting from zero with no list at all, then you would use my "Seed Launch®" to get your list started... and then you're off to the races.

If you've already got a small list, then an "Internal Launch" is the way to go. It will make you sales and it will also build your list through word-of-mouth traffic – when you follow my launch process, then you'll be creating the type of Prelaunch material that people will share. And when they share your content, it will grow your list.

Finally, there's the "JV Launch" – which will grow your list faster than ANY other list-building strategy in existence. This is an advanced strategy, and it probably won't be the first launch you do, but I've added tens of thousands of people to my list in a single week when I've used this strategy.

(One more thing: I'm such a huge believer in list-building that I've included an entire List Building course as a free bonus for anyone who registers for Product Launch Formula®. It's called "Launching Your List™" and it's all about building a list of people who want to buy what you're offering.)

For some real examples of people starting out with no list, check out the case studies below. We've got some great examples including Anne LaFollette, Amanda and Jonathan Teixeira, Michael Walker, Dylan Frost, and many more.

How do I know this will work for my niche/market/industry?

When I first started teaching Product Launch Formula® in 2005, I had no idea that it would be used in so many markets... in fact, it's been used in lots of markets that I had never even heard of before.

It's been used in markets like horse ballet (dressage), dog agility training, tennis instruction, guitar instruction, piano, singing, teaching youth soccer, baseball, getting more dates, finding a husband, youth ministry, yoga, meditation, raw food, health food, cooking with herbs, healing with herbs, alkaline water, weight loss, knitting, crochet, yarn, business coaching, blogging, reading echocardiograms, real estate, real estate investing, outdoor adventure, film documentaries, how to write love letters, how to write books, how to publish books, test preparation, professional certifications, personal training, copywriting, how to increase sales in small retail stores, tax prep, productivity courses, personal development, tapping (EFT), mixed martial arts, becoming a business analyst, digital scrapbooking, marching band accessories, cat and dog first aid, stock trading, futures trading, crypto trading, SAP programming, empowering women in Africa, carving wooden dolls, Photoshop tutorials, newsletter subscriptions, designing power circuits, loan officers, online dating, putting on workshops and retreats, diagnosing and treating autism, fetal alcohol syndrome, selling masterminds, learning Spanish, learning English, art work (i.e., paintings, sculptures, etc.), treating and living with cancer, making corsets, dentistry, handwriting analysis, how to draw, how to paint, massage therapist training, yacht rentals, etc., etc., etc....

And that just scratches the surface!

PLF has also been used around the world in so many languages that I've lost count... at my PLF Live® event, we usually have people from 35 to 40 different countries.

We have PLF Owners who sell physical products, courses, membership sites, books, and art, and... even some who have brick & mortar businesses. In fact, I'd be surprised to find a niche or market PLF does NOT work for. The bottom line is, if you're selling something online, PLF can work for you.

Finally, you should check out the case studies we shared – you'll get a feeling for the incredible breadth of businesses, markets, products, and services that our PLF Owners are having success in.

Do I need to have my own product or service?

At the end of the day, you're going to want to have your own product or service – though you can absolutely start off by selling other people's products as an affiliate.

In Product Launch Formula®, I'll show you how to sell as an affiliate. It's a great way to get started or make some additional revenue. But remember, in the long run, you need to think about creating your own products. That's where you get control over your business.

The good news is that with the Seed Launch®, it's SUPER easy to create your own product – and you can actually launch and get paid before you ever create your product.

We've got lots of great examples of Seed Launches in the case studies. Be sure to check out the ones with Jeff Noble, Kat and Jason O'Neill, Amanda and Jonathan Teixeira, Sylvie Peltier, and Max Guidi.

And one more thing... I feel so strongly about having your own offer that I created an entire course on creating your own products. And you get it for free as a bonus when you register for Product Launch Formula.

What if I'm just starting out and I have no idea what kind of business I want to start?

I get this... I truly get it. Because when I first learned about having an online business it sounded amazing... but I couldn't figure out what I could possibly sell.

I lay in bed every night tossing and turning... trying to figure it out. And the crazy thing is that the answer was right in front of me the entire time! Over the years I've learned I'm not the only one that's happened to. There are many PLF Owners who started in the exact same situation. They knew they wanted an online business, but they weren't sure exactly what they wanted to do.

So one of the first exercises in Product Launch Formula® is focused on helping you figure out what you're good at... and then finding out if there is a niche market that can support a business based on your passion. If you already know your market and product, you can skip that lesson... but if you're not sure, then PLF will help you get super clear on the kind of business that aligns with your passions and interests.

What if I normally work with clients on a one-on-one basis?

If you normally work with one client at a time, PLF is going to be a game-changer for you.

Let me start by saying – one-on-one client work is great, and because you're already successful one-on-one, you've proven you've got something useful that people want to buy.

The only problem is you can't scale without working more hours, and that's a recipe for burnout. PLF shows you how to take what you do with your individual clients and use it to impact more people without working yourself to death.

I bet your clients have a lot of things in common. And that means that a lot of the work you are already doing can be repurposed into a course or program that lets you help more people in less time... instant leverage. PLF will show you how to do it and launch it into the world in a big way.

What if I'm not very technical?

Great news – I'm not technical either!

Right now you're reading these words on your browser on your phone or tablet or computer... but at some time in the past, you didn't know how to use those things either. Your browser is just a software tool that you learned how to use.

Well, the good news is that there are simple software tools you'll use to build your online business.

I know lots of people get intimidated by the technical aspects of an online business... but here's the thing – you don't need a big fancy website. You can get started with a single web page – and there are some amazing tools that allow you to create that page in a matter of minutes.

Don't get me wrong – you'll have to learn stuff to get your business going. But it's all 100% "figure out able"... and because of the great tools that are now available, it's so much simpler than it's ever been.

And since I'm dedicated to removing every obstacle out of your way, I have a special bonus in my PLF Coaching Program called "Your Tech Stack Quick Start". So the whole idea of a "tech stack" is simple... it's just a fancy name for the software tools that you use in your online business. And this bonus is my team showing you how to pick the tech for your business, and getting it set up. So if you're just starting out and you're intimidated by the "technology question"... we've got you taken care of.

Finally, check out the case studies below... you'll find out that many of the people featured didn't have tech skills – including Anne LaFollette, Max Guidi, and Kami McBride.

Does this work for selling in-person workshops?

Absolutely. Many of my students have used PLF to do just that... before the world changed and we started self-isolating. In fact, workshops are one of the best, most natural fits for PLF... and as a result, many of my students are shifting to use the program for filling virtual and hybrid events as well. From what I'm seeing, it's working amazingly well... because people are really hungry for quality content, whether it's in person or virtual.

In fact, the very first time I coached someone through a launch, it was for a live, in-person, 3-day workshop... and it sold out in minutes. And at its core, Product Launch Formula® is about turning your marketing into an event – and when you're selling a workshop, you've already got an event!

What kind of products does PLF work for?

PLF is responsible for over \$1 billion in sales for information products, membership sites, online services, offline services, physical products sold from brick-and-mortar stores, and physical products sold from e-commerce stores. Essentially, PLF has worked in pretty much EVERY market that it's been seriously applied to... the exceptions would be emergency-type markets and services like locksmiths, plumbers, bail bondsmen, etc.

When should I use the Seed Launch®?

The Seed Launch is ideal for two scenarios...

The first is if you're just starting out and you don't have a list (or you have a very small one) and/or you don't have a product. The Seed Launch is ideal in this scenario because it helps you build your first small list... and it also builds your product for you. In fact, you'll actually sell your product before you even create it. I know that sounds crazy, but it's worked time after time. (You should definitely watch the case study with Erik Solbakken to hear how he used the Seed Launch.)

The second scenario is if you already have a business... but would like to create an additional offer for a new product. In that case, the Seed Launch is the easiest way to create a new product and make a bunch of sales before you put in the work of creating the product.

Finally, for lots of examples, be sure to check out the case studies below. Many of them feature Seed Launches, including Jeff Noble, Kat and Jason O'Neill, Amanda and Jonathan Teixeira, Sylvie Peltier, Nicholas Wilton, Eric Goll, Max Guidi, Erik Solbakken, Renee Fink, and Gabriela Pereira.

What's a JV Launch?

A JV Launch is a "Joint Venture" or affiliate launch, where other people tell their list or followers about your launch. There are other people who have already put in the work of building a list or a following in your market... and many times they'll be willing to send an email about your launch in exchange for a percentage of the sales that you make to their clients.

The way this works is they mail their list about your Prelaunch Content. Then the people they send over to your launch will opt into your list. If they end up buying your product or service, your shopping cart software will track that sale back to the JV or affiliate that sent them to you. And then you'll pay a commission to that affiliate.

There's no such thing as a "normal" commission... you get to set what it is depending on your business and your market. It might be 10% of the sale, or it might be 60%.

What matters is this: this is a super-fast way to build your business because you're leveraging other people's followings. This is how I went from launches that were in the \$100,000 range and grew into the multi-million dollar range.

Note that the JV Launch is an advanced strategy, and it probably shouldn't be your first launch.

What if I normally work with people live and/or in person?

If you make a living by giving workshops or seminars (or you're on the road making speeches), then PLF is your ticket to time and money freedom.

I've had PLF Owners who were traveling more than half the year, burning the candle at both ends and desperate for a change.

Product Launch Formula® allowed them to scale their business in a way that has them traveling less and running the majority of their business online. And they still have the option to work with people in person, while commanding much higher fees.

PLF can give you the freedom to pick and choose which in-person events work best for you, your schedule, and your goals... so you can spend more time working ON your business than IN it.

For examples of business owners who successfully transitioned from in-person to online services, check out the case studies with Elisha Celeste, Tanya Targett, Zach Tolan, and Bill O'Hanlon.

What if my business doesn't teach people how to make money?

The great majority of our PLF Owners have businesses outside the "make money online" niches. We have successful students in almost every niche and market available... even stuff you might think can't be taught online like tennis and dog agility training. PLF Owners have taught just about everything under the sun... from learning guitar to weight loss to drawing and painting, to treating autism, and so much more.

Here's a PARTIAL list of some markets that PLF has been used in:

Horse ballet (dressage), dog agility training, tennis instruction, guitar instruction, piano, singing, teaching youth soccer, baseball, getting more dates, finding a husband, youth ministry, yoga, meditation, raw food, health food, cooking with herbs, healing with herbs, alkaline water, weight loss, knitting, crochet, yarn, business coaching, blogging, reading echocardiograms, real estate, real estate investing, outdoor adventure, film documentaries, how to write love letters, how to write books, how to publish books, how to increase sales in small retail stores, test preparation, professional certifications, personal training, copywriting, tax prep, productivity courses, personal development, tapping (EFT), mixed martial arts, becoming a business analyst, digital scrapbooking, marching band accessories, cat and dog first aid, stock trading, futures trading, crypto trading, SAP programming, empowering women in Africa, carving wooden dolls, Photoshop tutorials, newsletter subscriptions, designing power circuits, loan officers, online dating, putting on workshops and retreats, diagnosing and treating autism, fetal alcohol syndrome, selling masterminds, learning Spanish, learning English, art work (i.e., paintings, sculptures, etc.), treating and living with cancer, making corsets, dentistry, handwriting analysis, how to draw, how to paint, massage therapist training, yacht rentals...

What if my product is not high-priced?

Many PLF Owners have great success with products that are not high-priced. In fact, I can think of one PLF Owner who has a multi-million dollar business, and his primary product is a membership site that sells for \$12 per month.

The thing is, all markets and niches are different. Some support very high prices, many do not. The good news is that the markets that don't generally have high prices tend to be much bigger markets – so even though you're making less money per transaction, there are a lot more people for you to sell to.

So the real question isn't about the price of your products, but more about the overall size of your business.

Another thing to consider is that with a properly executed launch using Product Launch Formula®, you'll have the positioning to be at the top of the market in your pricing.

So relative to other people IN YOUR MARKET, you can be one of the premium providers – in other words, you’re the Cadillac option. And that makes all the “math” work better in your business – it increases your profit margins, increases your income, and allows you to spend more money to attract more clients.

What if I have a brick-and-mortar business?

Most of my clients have online businesses... but I’ve got a significant number of clients that have used PLF for their brick-and-mortar businesses. In fact, one of my first clients was a loan officer.

Of course, if you want to use PLF in your brick-and-mortar business, you’ll need to adapt the strategies somewhat. But the fact is, they definitely still work. And the reality is that all businesses need to have some level of a digital presence – and PLF is the gold standard in the online marketing world.

Will this work in any other language besides English?

PLF has been successfully implemented in more languages and countries than we can keep track of. We have PLF Owners on every continent in the world except Antarctica (although we’re working on that!).

There are sometimes slight differences in the copy you use (there are some places where they think Americans are a little too loud and hype-filled)... but the strategies work around the world. They’re based on the underlying psychology of all humans – and fundamentally, despite the cultural differences, we have the same hardwiring in the way our brains work.

I’ve tried other courses. How do I know PLF will be any different?

I know there’s a lot of courses out there on online marketing and building a digital business. Some of them are quite good.

But there are simply NO courses out there with the proven track record of Product Launch Formula®.

There are NO OTHER courses that have been published and continually updated since 2005... like Product Launch Formula has.

To my knowledge, there are no other courses with over a BILLION dollars in results by clients.

In fact, here’s a big difference – almost all of those other courses were launched using Product Launch Formula. Almost all of those other course creators learned from me

and from PLF how to create and launch THEIR businesses. Take a look at what they're doing to market THEIR courses, and you'll see that they're mostly using PLF.

Here's the thing – I cannot guarantee you will find success with PLF. However, I've received hundreds of testimonials from our customers and routinely host live events with over 1,000 attendees from over 40 countries around the world.

Almost every major thought leader, expert, and guru in the online space has used PLF to launch their products and grow their businesses... and hundreds more everyday entrepreneur-heroes have used PLF to change their lives (and their customers' lives) for the better.

There's a reason PLF has been around for so long, when other "make money online" courses come and go... even through recessions and dot-com bubble bursts, PLF just works.

So while I can't promise you success, I know that if you stick with it and work through the program, the odds are with you.

What about book launches? Can PLF help me sell my book?

Yes. PLF has been the cornerstone strategy for hundreds of book launches.

The strategy for book launches is slightly different than a typical PLF launch, but it's still based on the same core principles of every successful launch.

And as part of PLF, you get an entire "Book Launch" bonus module, detailing how to apply PLF to book launches – the same approach I followed when launching the updated and expanded edition of my #1 New York Times bestselling book, *Launch*, last year!

I've been following Jeff and PLF for over a decade... when is he going to come up with something new?

I've always been a fan of using things that work... and PLF just works. I know it's fashionable to keep moving on to new things, but it would be crazy to stop using a strategy that just keeps working. In fact, I would argue that PLF has been the single most successful strategy in online marketing over the last 15+ years.

That being said, PLF hasn't been standing still – in fact, the latest version is almost completely remade from the one before that. There are new tweaks and tactics built into the course every time a new version is released – making each edition of the program easier to use and implement than it's ever been.

The proven big-picture PLF strategy remains largely unchanged – and it keeps working, but the tactics and tools are always evolving... as you're seeing in real time with this edition of the Launch Masterclass™.

Can this work with MLM/network marketing?

I know that Product Launch Formula® has been used for MLM/network marketing... but it's not something we provide any specific training or support for.

Can PLF help me sell physical products?

Many PLF Owners have successfully used PLF to launch a physical product.

As a farmer, Blaine Hitzfield wasn't sure if PLF would work for his family's business. But his wild-caught fish launch brought in \$38,000 in 7 days – double the amount the farm would normally make on seafood in an entire year. He thought it was a fluke... until he did a launch for his grass-fed and pasture-raised beef... and the numbers were just as crazy.

One of my first-ever students is a man named John Gallagher, and he used PLF to launch a board game. He'd tried to launch without PLF and sold only 12 copies of his game. After he joined PLF... well, let's just say he sold a LOT more games – in fact, he's sold over 100,000 games. And that was just the start of his success – he's now gone on to create a multimillion-dollar business teaching people about edible and medicinal herbs.

Shelley Brander used PLF to revive a flagging brick-and-mortar knitting store and launch a profitable physical product offer for that business.

This is just the tip of the iceberg... the bottom line is PLF works in just about every niche it's seriously applied to.

Can PLF work for B2B?

Most people don't think about this... but PLF is actually a B2B product being sold to a B2B market. My primary market is business owners, and I've been using PLF to sell PLF for more than 15 years.

Now when some people say B2B... they're talking about big corporate sales. And yes, PLF has been used there as well. It's not the primary market that I'm serving, but PLF has been used for things like selling big six- and seven-figure CRM systems to large corporations.

Of course, if you're going to do something like that, you'll have to adapt the formula somewhat. People don't click an order button and fill in a credit card for a six-figure purchase.

But the reality is that if PLF can give you an edge in those types of sales, then closing even one more sale (or getting one more appointment) would make the investment in PLF a no-brainer.

What if I'm an artist, musician, or performer?

I've had a surprising amount of artists, musicians, and other creative folks successfully use PLF, including Sandra Angelo, who calls herself the "Fairy Art Mother".

And be sure to check out the case studies with Mary Gilkerson, Debbie Arambula, and Nicholas Wilton. They're all artists doing great things with PLF... and you can find their case studies on this page.

I actually lay out something I call "The Alternate Path" in the Prelaunch module of PLF that specifically relates to how to structure your launch if you're launching a creative project.

Does PLF give training or guidance on writing copy?

PLF is not a copywriting course... but the good news is that when you follow the formula, you don't need to be a genius copywriter.

PLF gives you a formula where you will naturally create great copy – usually just by speaking it. The reality is that most of us are better at speaking than we are at writing, and PLF taps into that. When you follow PLF, you don't need to be a great copywriter or a gifted salesperson.

It's the formula that makes the sale – and when you share your Prelaunch Content following the formula that we give you in PLF, and you follow the examples and

templates that we give you, you're going to do great. You're going to write compelling copy.

We also give you lots of tested swipe copy and examples to work from. Many of these are plug-and-play, and you'll be able to use them in your launch (and they all come from proven launches that have made lots of sales).

The main thing to focus on right now is thinking about how to help and be of service to your audience – and making sure your copy addresses that. When you are focusing on providing value, making sales becomes a heck of a lot easier.

What if I don't want to be on video? Can I still use PLF?

The awesome thing about PLF is that you don't have to use video if it makes you uncomfortable. I've personally done tons of launches where I used nothing more than email.

You can also use PDFs, blogs, podcasts, or screen-capture videos for your Prelaunch Content.

Bottom line, you can absolutely use PLF without ever showing your face on camera... and LOTS of my PLF Owners do so.

What if I hate selling... or if I'm really bad at it?

Welcome to the club!

Really, very few people are "naturals" when it comes to selling.

I am DEFINITELY not a born salesperson. I was scared of selling.

A big part of the reason PLF exists is because I was terrified of selling my first product... and kept giving away more and more valuable content so I wouldn't have to ask people to buy from me.

Amazingly enough, my fear of selling ended up being the thing that helped me create the Product Launch Formula®. Funny enough, PLF is the best sales tool online.

If you're worried about turning into a sleazy, slimy salesperson – you can relax. Yes, this program will help you sell more of your products and services, but it'll show you how to do it in a super-cool, super-friendly, non-sleazy, and non-salesy way.

And that's important... because at the end of the day, sales are the lifeblood of your business. You NEED to sell if you want to have a business... and if you want to help

more people. PLF will help you sell in a way that provides a ton of value and makes your audience feel happy to do business with you.

Will I make back my investment?

If your entire goal is to “get rich quick” without having to put in any work, then this program probably isn’t for you.

The truth is... I legally cannot guarantee you will make back your investment on your first launch (or at all). That’s the law.

And really, there are far too many factors at play for me to make any kind of guarantee like that. Personally, I made only \$1,650 from my first launch. But that was perfect for me... because even more important than the money was that it proved to me that I could make it online. I realized that if I could do it once, I could do it again... and do it even better. That’s what I focused on... making each launch bigger and better than the last.

And I’ve now done over a dozen million-dollar launches. I’m not saying this will happen the same way for you, it’s just how it worked for me (and I was a struggling stay-at-home Dad when I started).

Bottom line, if you have a good product, a good offer, if you work the system, and if you continue to improve, then I know you can build an incredible business.

What if I need help? Is coaching included with this program?

One of the best parts about PLF is the coaching and support you get within the program.

I wanted to give you your best possible chance of success, so I brought on an incredible staff of world-class coaches to help get you launched. You’ll be able to join Coaching Calls every other week for a full year. That’s multiple opportunities each month to get your questions answered and to share ideas and feedback with the PLF Community in real time. Not only are the coaches dedicated to helping you on these calls... they’re also helping out and answering questions in the PLF portal and in the PLF Owners Alumni Group on Facebook.

Is there 1-on-1 coaching?

You can get your individual questions answered in our group Coaching Calls, but the calls are not 1-on-1.

What we’ve found is that the group calls actually provide more value than 1-on-1, because you get the value of hearing the questions and answers of other PLF students.

You can also get your individual questions answered in the PLF portal and in the PLF Owners Alumni Group on Facebook.

At the end of the day, this question is really about the support you're going to get... and if you look at the results that our PLF Owners have gotten in nearly any market you can think of, and in dozens of countries around the world... well, the level of support is clearly there.

Can you tell me a little more about the PLF Owners Community?

If I have any superpower, it's building a community. And the PLF Community is one of the most supportive, engaged, and active communities I've ever had the privilege to be part of.

We've got the PLF Owner portal, where you can ask questions and get answers about all the training videos.

Then there are the Coaching Calls every other week where you can ask questions of my coaches... and you can hear the questions of other PLF Owners – that way you can get answers to questions you didn't even know you had.

Finally, we've got the **PLF Community Hub** – our exclusive online space where you can interact with all our other PLF Owners (and I mean past and present... so you're rubbing shoulders with the giants of the PLF world).

What do I actually get when I join PLF?

You get the full PLF training program and portal that takes you through all the strategies and tactics that have driven over a BILLION dollars in launches by our students.

PLF includes eight modules that walk you through creating your first launch... and then growing your launches from there. You get targeted timelines, checklists, and action guides to help keep you on track, module by module.

You also get to see complete launch videos and scripts from launches in various markets, with full breakdowns by me. In other words, we took some of the launches by our students, and (with their permission) I went through them to analyze what they did well and what they could have improved. If you love to learn by example, this is pure gold.

Plus you get my "\$7 Million Launch Sample File" – this is the email copy from \$7 million in launches that I've done, plus additional copy from some of our PLF Owners' launches. You can use this copy as a starting point, so you're not facing a blank page when you sit down to plan your launch.

And if you love to learn by example, the **Case Study & Launch Examples Library** bonus is pure gold. You'll have access to dozens of in-depth case studies from PLF Owners selling all kinds of products in different niches.

There's also additional training on how to go beyond just a launch or separate launches, to building your entire business (and a life you love) with your launches.

Then you get our PLF portal and Community... where you can ask questions and get answers and support from my team and fellow community members.

And you get the audio files of them too (if you would rather listen to the trainings instead of watching the videos – great while you're driving or taking a walk).

You also get 12 months of live Coaching Calls with my in-house team of coaches.

Then there's our amazing Facebook PLF Owners Alumni group. There's pure gold in this group, and it's where you can really tap into the community and interact with all our other PLF Owners (and I mean past and present... so you're rubbing shoulders with the giants of the PLF world – people who have done six and seven-figure launches).

Plus you get these extra bonuses:

- BONUS: my complete "Launching Your List™" video training course – shows you how to grow an email list of people hungry for what you offer (REVISED AND UPDATED FOR 2022).
- BONUS: the full-blown "Product Creation Code" video training course that shows you how to create an online training program that people will pay you for (REVISED AND UPDATED FOR 2022).
- BONUS: "Your Tech Stack Quick Start" – this is my team training you on picking out the technology for your launch, and getting it set up. If you're just starting out and you're intimidated by the "technology question"... we've got you taken care of.
- BONUS: "Winning Book Launches" – if you're an author, this one is all about how to launch your book. My PLF Owners have launched hundreds of books... and most of the successful book launches are based on the strategies I cover in this bonus section.
- BONUS: "Advanced Launch Multipliers" – This bonus will give you the scoop on some of the more specialized launch techniques, including Live Launches, Quick Launches, Evergreen Launches, and more. Even though these are sophisticated strategies, you'll be surprised at how simple they can be once you've gotten a little experience.
- BONUS: "Launch Partnership" – This mini-course teaches you the lucrative business of helping other people with their launches... either as a Joint Venture partner, consultant, launch manager, or even as a full business partner.

Plus these BRAND NEW bonuses:

- BONUS: Two AI Coaching Calls — Stay on top of the latest developments in AI technology and gain valuable insights that will help you leverage AI to your fullest advantage.
- BONUS: Jeff's Essential Prompt Library — With these prompts at your fingertips, you'll be able to get your next launch planned fast... and the one after that, and the one after that.
- From avatar research to brainstorming your offer to drafting your PLCs, you'll never have to worry about running out of ideas or getting stuck in the launch-planning process.

How long does it take to go through PLF?

The full PLF program is 8 weeks long – we release a new module each week over those 8 weeks. We've found this is the process that helps you get launched as quickly as possible... and helps prevent overwhelm.

However... in this latest version of PLF, you have the opportunity to take advantage of the all-new Accelerated Path. If you finish a module early, you can gain immediate access to the next one, so you can make faster progress through the program.

Whichever path you take, we find some of our most successful students continually revisit the course every time they go through a launch.

How long will it take to get access to the PLF portal?

You will have immediate access to the PLF portal after you register. You will find your login credentials displayed on the thank you page (where you'll also see my welcome video).

We'll also send an email with your login info. If you don't receive login instructions via email within 10 minutes of ordering, be sure to contact our customer service team at support@productlaunchformula.com.

How soon can I start once I have access?

As soon as you order PLF, you'll get immediate access to the Intro to PLF section, as well as several of your bonuses.

You'll be able to access two of my powerhouse courses – Launching Your List™ and Product Creation Code – right away. These are especially great if you're new in business or just getting your business online.

Worried about getting all your tech stuff together? The Tech Stack Quick Start will help you there.

And if you're eager to dive in and work, then you'll want to check out the Case Study & Examples Library and Lead Magnet Crowdsourcing Call recording. They're sure to give you tons of ideas as you get ready to jump into Module 1... and you'll have access to that module on September 4.

What if I get busy and fall behind?

Life can get pretty crazy. There are a lot of disruptions and complications in many people's lives at the moment... and we all fall behind sometimes – even during the best of times.

If you get busy or need to take a break, we'll send you some gentle reminders to help get you back on track. And if you're really far behind, you can always pick back up where you left off... whenever you want.

The modules are released over the course of 8 weeks, but you have an entire twelve months of Coaching Calls... so even if you fall behind, you'll have more than enough time to catch back up.

Plus, you have access to your version of the program for at least two years. (And in reality, it will probably be longer than that – but since all software systems eventually break down, we can't guarantee it will be forever.)

How much does PLF cost?

Your investment in PLF is \$1997.

We also offer a six-pay plan, which is six payments of \$397 each, spread 30 days apart. If you choose the six-pay option, you can always upgrade to full-pay anytime in the first month if you change your mind.

When looking at any type of investment, the big question is what type of return that investment will bring you. Of course, everyone's returns will vary dramatically – and yours will as well.

But a single launch could give you a tremendous return on your investment. It could literally make you many times more than you spend on your registration.

And the true measure of the return on your investment isn't just that first launch – it's what your second, third, and fourth launches make. And even beyond that, it's the ongoing value of the business that your launch creates for you.

I have PLF Owners who wouldn't let me buy back their copy (and the experience, knowledge, and training they've gotten) for literally a hundred times what they spent.

Here's another way to think about it... compared to an MBA, you'll get an actionable system that you can put to work within weeks, all at a fraction of the cost. (Not to mention that you won't get a money-back guarantee for the tuition you'll pay for an MBA!)

I'm not sure I can afford it right now. Is there a payment plan available for PLF?

I understand that choosing to invest in yourself can be a difficult decision... and for some, it might be especially scary right now.

The thing that a lot of people don't realize is that starting your own business is really the only true form of job security. It's how you stop depending on others for a paycheck. It's how you control your income regardless of what's going on in the job market... or the world.

I think that's a pretty good thing to invest in. So I've decided to make it as easy as I can for you – even if you can't pay for the full program right now.

You can get access to PLF today with a down payment of \$397. We call this our six-pay plan, and after that down payment, you'd have another five payments of \$397 each. You'll have 14 days to try out the program and see if it's right for you. And if for any reason you do not want to continue, we will give you a full refund.

Will I get lifetime access if I invest in PLF today?

You'll have portal access to your version of the program for at least two years. In reality, it will probably be longer than that, but since all software systems eventually break down, we can't guarantee it will be forever.

Plus, you can always upgrade to the latest and newest version – and get a whole new year of live Coaching Calls – for a very low maintenance fee.

What's new with this version of PLF?

First off, you'll get access to our latest portal (updated only last year), with new and refreshed lessons focused on key launch activities, such as writing Prelaunch Content and Open Cart emails, creating a Seed Launch Prelaunch Sequence, and creating a seed product.

This portal is focused on one thing – getting you launched FASTER.

People love the **interactive Launch Path** feature – your direct shortcut to the most relevant-for-you content...

And now you can make even faster progress following the all-new **Accelerated Path**, which gives you immediate access to your next module, so you don't have to wait.

Plus you'll also get all these fully-updated bonuses:

My complete "Launching Your List™" video training course. The list-building techniques I'm sharing in this edition are the most current they've ever been.

The full-blown "Product Creation Code" video training course, completely redone to meet today's content standards! You will love it!

"Your Tech Stack Quick Start" – This is my team training you on picking out the right technology for your launch and getting it set up.

The full Case Study & Launch Examples Library – Wait until you watch the new case studies we've just recorded this year... super inspiring. Also included are complete videos and scripts from launches in various markets... along with my analysis of what they did well and what they could have improved.

Then there's my **"\$7 Million Launch Sample File"** – this is copy from \$7 million in launches that I've done, plus additional copy from some of our PLF Owners' launches. You can use this "sample copy" as a starting point for your launches. Never sit down to a blank page!

"Advanced Launch Multipliers" – This bonus will give you the scoop on some of the more specialized launch techniques, including Live Launches, Quick Launches, Evergreen Launches, and more. Even though these are sophisticated strategies, you'll be surprised at how simple they can be once you've got a little experience.

"Launch Partnership" – This mini-course teaches you the lucrative business of helping other people with their launches... either as a Joint Venture partner, consultant, launch manager, or even as a full business partner.

BONUS: "Winning Book Launches" – If you're an author, this one is all about how to launch your book.

And of course, you'll also get **an entire year of Coaching Calls every two weeks**. That's a lot more often than in the past when we'd have them once a month. So it's like you're getting more than double the access to my coaching team – and more than double the opportunity to share ideas and feedback with the PLF Community.

What's NOT new is Product Launch Formula® itself – because it's based on strategies that tap deeply into how the human brain works. That's why PLF has been the most impactful training course for online marketing since it was released way back in 2005.

Significantly, there is NO OTHER online business training program that's been on the market and continuously updated for that entire time. And there's no other program that has had the success record of PLF.

And that's probably why over 2,000 of our PLF Owners upgraded to the latest version last year.

What do I do if my order isn't going through?

Email support@productlaunchformula.com and explain the issue. They are total superstars and can help you get it taken care of.

I have an old version of Product Launch Formula® – can I get an upgrade?

Yes! We always take care of our PLF Owners... and we've got an amazing upgrade special for you. Send an email to support@productlaunchformula.com, and my customer support team will get you taken care of.

Is it a bad idea to start with an Evergreen Launch?

The Evergreen Launch is an advanced strategy, and it's generally not a launch that we advise starting out with. There are always exceptions, but you should make sure your launch is working first in real-time before you attempt making it Evergreen.

Can I start with a JV or affiliate launch?

The JV or affiliate launch is an advanced strategy, and it probably should NOT be your first launch.

I have had PLF Owners start with a JV Launch, but it's more complex, and there's more work that needs to be done. You should probably test out your offer and Prelaunch Content with an Internal Launch first.

What if PLF is not for me? Do you offer a refund?

Yes, we do. You have a full 14 days from the date the first module opens to "test drive" PLF before you decide if you'd like to keep it. If for any reason you don't think it's right for you, then you get a full refund – just send an email to my support team: support@productlaunchformula.com.

How can I possibly sell something I haven't created yet?

Not only is it possible... I highly recommend it.

The Seed Launch® is a great way to sell your product first, and then create it. You get your prospects to tell you what they want you to create, and then work directly with you to create a beta version of your product.

If this seems illogical or immoral or just plain crazy... well, it isn't. In fact, it happens all the time. For instance, you pay for a college class before it's actually delivered. Same thing for a newspaper or magazine subscription. And it's the same with a play or a concert. There are examples almost everywhere you look.

And then there's this – I see so many people who spend all kinds of time THINKING about creating a product... but they never get around to it. How much more motivated would you be to create that product when you've actually got the money in hand from launching it?

And the great thing is that the Seed Launch makes product creation super easy – in fact, it's almost automatic.

Can I purchase PLF and start in six or eight weeks?

Absolutely. We find that people tend to get the best results when they go through the course as part of our class with everyone else. But it's designed so you can go through it at your own pace. If you want to start in eight weeks, then all the material will be there for you.

You'll have access to your version of the program for at least two years. In reality, it will probably be longer than that, but since all software systems eventually break down, we can't guarantee it will be forever.

Plus, you can always upgrade to the latest and newest version – and get an additional year of Coaching Calls – for a very low maintenance fee.

Any results on these pages are not typical. You are not guaranteed any specific results or income... as every person, industry, personality, and offer are unique and different. This isn't about getting rich quick – we believe in hard work and showing up and serving your market... and putting your head down and getting to work.