



Module 2: The Pre Pre-Launch – The Critical Details That Almost Everyone Overlooks

Video 1: Identifying Your Product and The Market's Objections

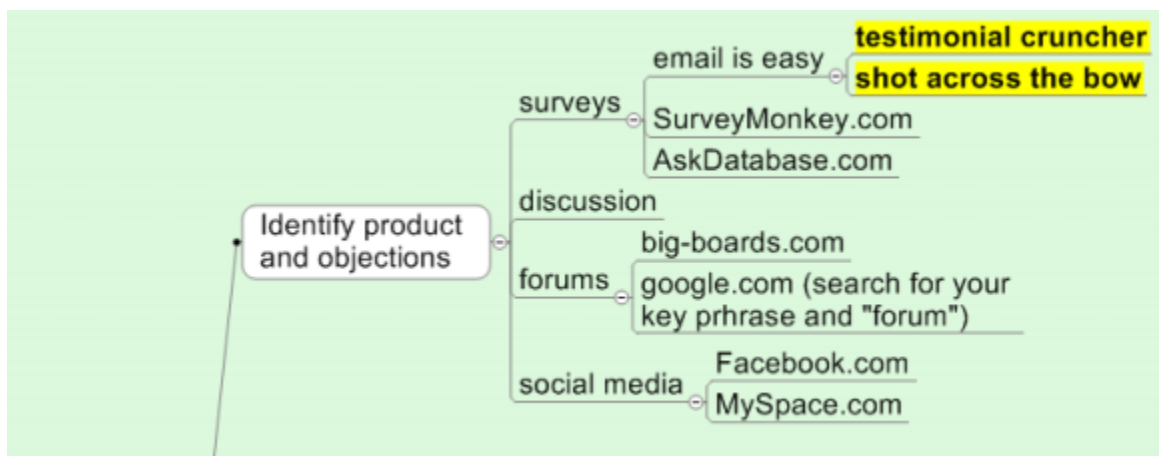


Let's get started right away with the pre-pre-launch. One of the main things you want to do in your pre-pre-launch is to complete the product. Most likely there will be some changes during your pre-launch so you may not necessarily finalize it, but you really want to nail down what your product is going to be, what the objections are in the market, and what you think those objections are going to be.

There are several important things you want to do in your pre-pre-launch, including build and/or warm up your list and build early buzz. This is even before things get going. If you're going to have a big JV launch get some pre-pre-launch buzz going to attract partners. If you're going to have an internal launch, you don't need to create buzz to attract partners, but it is still nice to start sewing the seeds for partners.

Another purpose for your pre-pre-launch is to identify your story. We worked on the story a little bit last week in Module One. Now we are going to take that homework and we are really going to work it into a story. This is the time to identify your timeline, the overall plan for your launch and your pre-launch content.

We are going to be covering a bunch of tools because some of these tools you are going to want to start getting set up now before anything else. This is the quick overview of the pre-pre-launch and now let's get to identifying the product and your objections.



This is one of the areas where a lot of people are just on the outside looking in on product launches. They don't get how really important it is to get the right product and identify the objections ahead of time. If you have a great product and a great offer, what I like to call a 'crushing offer', if it really matches what the market is looking for, and if you answer what the potential objections are, throughout the pre-launch, then you have a winner.

This is one of the classic approaches to sales. Basically, if you can take away all the objections, if you can overcome all the objections to a sale, then you have the sale made. We do that during the pre-launch, but we start it in the pre-pre-launch. The pre-pre launch is where we really start going after this.

These are the four main areas, main ways that I go about identifying and working on the product and the objections. Remember, the launch is about a conversation and this is really the pre-conversation. I create conversation through surveys and a general discussion. The discussion is a discussion with my list, through forums, and through social media.

Let's take a look at surveys. This is something that is important. There are three main ways to survey. Let's go ahead and start with e-mail. E-mail is the easiest one. That can be as simple as sending out an e-mail to your list and you ask them what they want and what they need.

Let me show you an example of that. This is just some text that I put at the bottom of a standard e-mail that I would send out to my list. It is very, very simple.

Finally, I have a question for you... if you could have a private conversation with me, what two questions would you would like to ask me?

Send me your question at jeff@xxxxxxxxxxx.com...

That's all for now, look for your next issue very soon...

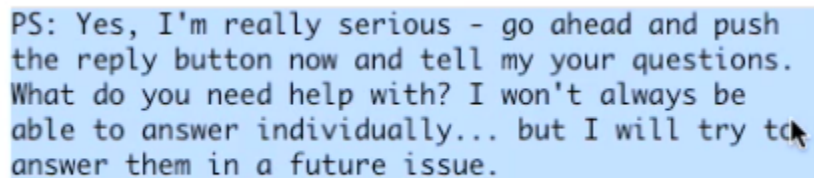
best regards,
Jeff Walker

P.S.> Please send me your questions - what two questions would you like to ask me? What do you need help with? I won't always be able to answer individually... but I will try to answer them in a future issue.

(Example) “Finally, I have a question for you. If you could have a private conversation with me, what two questions would you like to ask me? Send me your questions here and I give them my e-mail address. If they just hit the reply button in their e-mail program it will come right in to me. “That’s all for now. Look for your next issue.”

Then down here, the P.S. “Please send me your questions. What two questions would you like to ask me? What do you need help with? I won't be able to always answer your questions individually, but I will try to answer them in a future issue.”

In this case, I’m basically just fishing for general questions. If you have a more specific idea for your product, it often makes sense to give some hints here. This is just a real general question. This is a general conversation starter. I’m looking for some feedback.



PS: Yes, I'm really serious - go ahead and push the reply button now and tell my your questions. What do you need help with? I won't always be able to answer individually... but I will try to answer them in a future issue.

A lot of times, some magic text might be, “P.S. Yes, I’m really serious. Go ahead and push the reply button now and tell me your questions.” People will do what you tell them to do. When you actually say, “Go ahead and push the reply button now,” that can get a lot of response.

You can just say, “Tell me your questions. Yes, I’m really serious. Go ahead and push the reply button now and tell me your questions. What do you need help with?” You could do this as a different P.S. I wouldn’t use these two P.S.’s one on top of the other because they are basically saying the same thing.

You could either use this one or the other. These are really powerful. I’ve been using this one a lot lately, “Go ahead and push your reply button now. I really want to know. Let me know what you’re thinking.”

That last one was asking for interaction via e-mail. We were encouraging them to write back. This one is a little more focused and this one is going to send them to a survey. I actually featured this one in Product Launch Formula Version 1.0 and it's a great little piece here.

--- start email copy ----

Subject: Traders Update: quick announcement and a favor...

Hi there,

Jeff Walker here. We will be sending your traders update in just a little bit. But first I need to ask you a favor...

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

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

<http://www...../question.htm>

thanks,
Jeff

This is for a trading course that I was publishing. Basically I just came out and said, "Quick announcement and a favor." I love that for a subject line. I put this up there because this is what they are used to getting from me. I often like to have a prefix for my e-mails so they instantly know what it's about. If they are used to getting e-mail with that prefix then they are going to open it. These are people that are paying a lot of money to get e-mail updates from me.

"Just a quick announcement and a favor." I love asking people for a favor in my e-mails because then you are relating to them. If you are

going to ask a favor it is almost like you are a friend, or you are an acquaintance, or someone they know.

“Jeff Walker here, I’ll be sending you a trader’s update in just a little bit, but first I need to ask you a favor.” This is actually what I liken to the first shot across the bow. That is the idea that this is the first message to them that there is something coming, the first inkling. The whole idea of this pre-pre-launch is to start to get the interaction going, it’s to warm them up, it’s to try to get the objections, and it is to try to get the product nailed down, but also to build curiosity and build some early anticipation.

At this point we are definitely not in a sales mode. It is great to be able to tell them and hint about stuff when you are nowhere near being in a sales mode. At this point you can’t be in a sales mode because you don’t have your product ready yet.

Here I just say, “We are really close to wrapping up our long awaited trading manual. We’ll be releasing it in early January, but before we do we have to ask you a couple of questions. Can you help us out?”

To me, it’s like when you are asking for favors and asking for things, it is part of the normal human discourse. Don’t be afraid to ask for favors, especially if you have a decent relationship with your list. You come out with something like this and it is building the relationship even though you are asking them for something. You’re not asking them to buy stuff. People are used to that being the only thing they get asked in their e-mails, to buy stuff. Here we are just asking them to do us a favor.

“You can answer the questions here and get a little more detail on the trading manual.” I did a little hook here. The hook is if you go take the survey, you can get a little more detail on this. Then I gave them the link and I like to use URLs when I can that are sort of explanatory.

In the question we’re throwing that idea out there. It’s a question and questions are all about curiosity and anticipation. It’s a subtle thing. It’s not like you are going to sell a ton of courses because you name your URL with “question.htm” but it’s just the little details.


I want to show you the survey that this URL would take them to, so I'm going to open up that survey now. This is Survey Monkey which is www.SurveyMonkey.com. I've been using this service for four, five or six years. It is not the most sophisticated thing. I just have a comfort level that it generally does what I want it to do.

There is a free version you can get. There is also a paid version which is about \$20 a month or something like that. If you click on pricing you'll get all the details. There is a free version and the free version is actually very usable. I can't even remember what the difference is with the paid version. I think you can get more people taking the survey. I have absolutely no idea. Just go check it out. There are other ones as well, but this is the one I use.

I'm going to take you inside so you can see the survey that I sent people to. Here we are inside the survey. This is the actual design form. This is not what people would see when they took it. It would look very similar, but basically, this is where you can add questions, edit questions, add questions here, and move stuff around.

Hi,

We are VERY close to finishing our long awaited Trading Manual.

We have literally been working on this for more than 4 years now... but we are finally going to wrap it up. We will be releasing it in early January. 

This course will be entirely focused on "Support and Resistance". It will include two printed manuals, eight audio CDs, and one computer based video tutorial CD... it is going to be a complete brain dump of everything that Mike and I know about "SUPPORT and RESISTANCE".

We are going to cover all the ways that we use to generate our support and resistance zones, and we are going to show you exactly how we trade those zones.

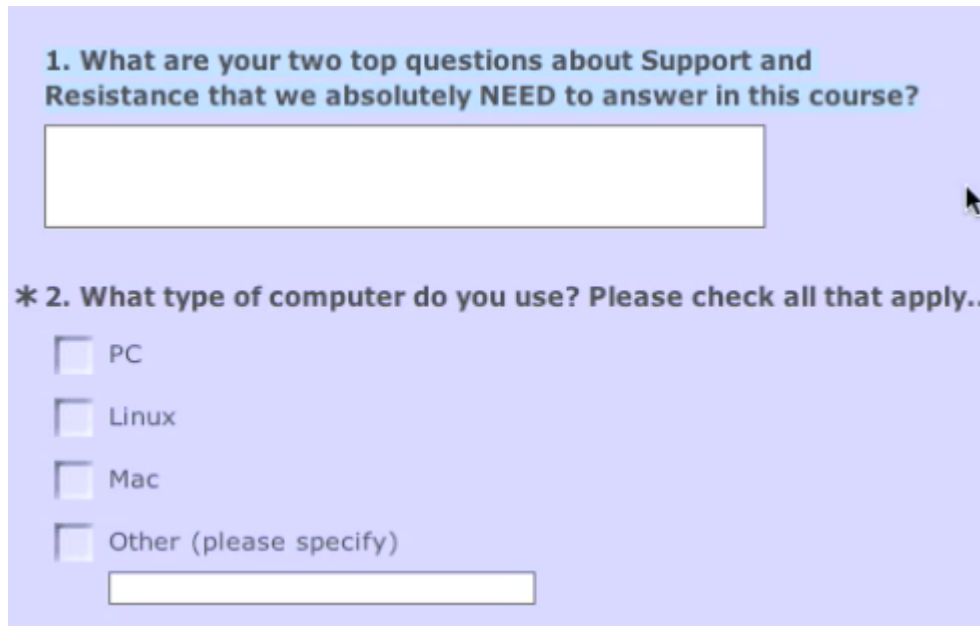
HOWEVER, we need your help. Before we finalize everything and send it off to the printer, we need to make sure we have covered everything.

That is where you come in... please take a few minutes to answer this super-short survey - there are only two questions we need you to answer:

Basically, this is the text they see when they come. It would look very, very similar. In fact, I can open that up. I'll click Preview here. This is what it would look like if they came in to take the survey. "We are very close to finishing our long awaited trading manual. We've literally been working on this for more than four years now, but we are finally getting ready to wrap it up. We are going to be releasing it in early January."

We are actually starting to build some of the early reluctant hero stuff. Just talking about how long we've been working on this thing actually helps build anticipation. "This course will be entirely focused on support and resistance." Then we tell them what it includes. We cover all the ways we use to generate our support and resistance zone, so this is basically building value. We are telling them what is going to be in it.

“However, we need your help before we finalize everything and send it off to the printer. We need to make sure we covered everything. What are your two top questions about support and resistance that we absolutely need to answer in the course?”



The image shows a screenshot of a survey form with a light blue background. The first question is: "1. What are your two top questions about Support and Resistance that we absolutely NEED to answer in this course?" Below the question is a large, empty white rectangular text box. The second question is: "* 2. What type of computer do you use? Please check all that apply..." Below this question are four checkboxes, each followed by a label: "PC", "Linux", "Mac", and "Other (please specify)". Below the "Other" checkbox is a smaller, empty white rectangular text box. A mouse cursor is visible on the right side of the form.

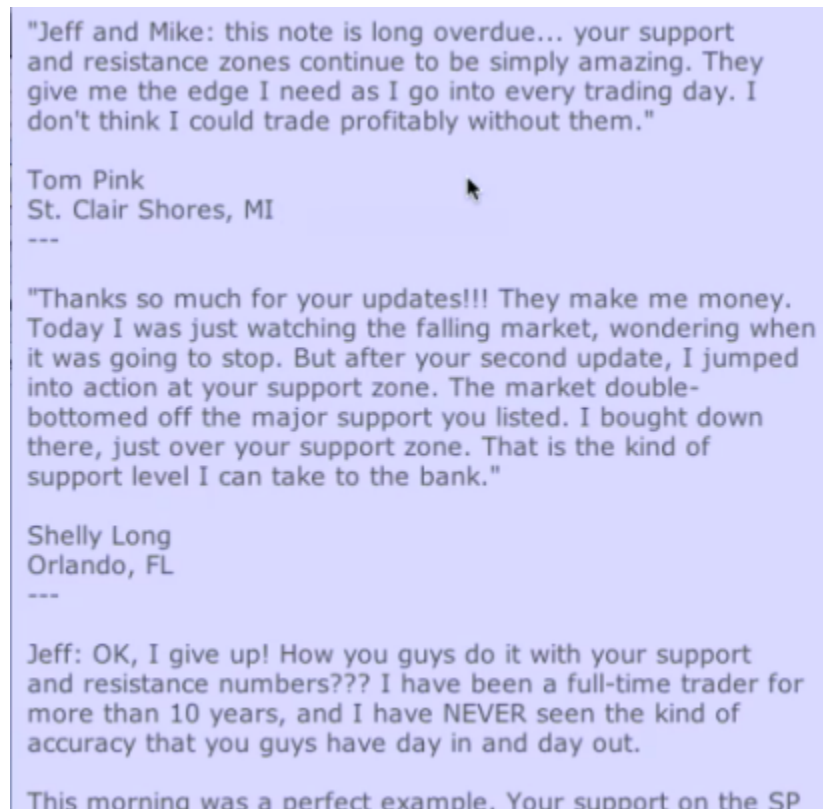
What we are going to end up doing is gathering objections here. At this point the course is mostly done, but you can always go back and add in more material as a bonus or just add another CD or print off another manual or whatever. It is pretty easy to add stuff in if you have any major holes in the course.

We didn't have any major holes in the course, so we were able to basically identify objections here. Then of course, I just wanted to know what type of computer they were going to use just to make sure the material we were creating was compatible. I'm just going to go ahead and select Mac. I'm just going to say Objection.

Someone would fill this out and then they would hit the Next button. "Thanks for your response. That's what we needed. If you want us to contact you as soon as the course is ready, leave your name and e-mail address below."

This is where the testimonial cruncher comes in. This is a very, very powerful technique. I'm going to show you a couple of ways I've used this. As soon as they enter their name and their information they see, "Okay, we've got it. Thanks. We'll be in touch." That's the end of the survey.

One more thing that is purely optional. This isn't part of the survey. "We have lots of raving fans, but since our Support and Resistance course is brand new, we don't have any testimonial letters from any of our raving fans. Perhaps you could help us out with a testimonial for the support and resistance zones that we publish every day. It doesn't have to be too involved. Here are a couple of examples."



Then I actually model some testimonials for them. If you want to get good testimonials you must show them what good testimonials are. The problem is that a lot of times people give you testimonials that are just like, "Oh boy, you guys are great," or, "Jeff, I love your course," or, "Boy, this is really great stuff," but those aren't really good testimonials.

The good testimonials are the ones that say, “Boy, Jeff, I took your stuff and I used it in my trading and I made a ton of money,” or something along that line. Here I modeled testimonials for them. I will tell you that I completely made these up. Nowhere in here did I claim that they were testimonials. I was just showing a couple of examples.

I never actually used these examples in my marketing; I just used them to show them what good testimonials look like. I would never in my sales process ever, ever, ever make up a testimonial. You can get in big trouble for that and it is simply dishonest and unethical. You do not ever, ever, ever want to make up testimonials. In this case I was just modeling testimonials to show them good examples of testimonials.

The next thing they see is, “Thanks so much for your updates. They make me money. Today I was just watching a falling market, blah, blah, blah.” These are the kinds of testimonials I want so I’m showing them the kind of testimonial I want.

Let’s step back and look at the psychology here. The psychology is that they were just on the page and we asked them what their top two questions were. Then they told me their top two questions. In this tiny little process I’m building a trust relationship with them because they gave me their top two questions and they told me about their computer. Then they hit the enter button.

At that point, if they are interested in the course, I ask for their name and their e-mail address. At this point they are two steps into this process. They are in this mode. They have their fingers on the keyboard. They are in the mode of filling forms out and this is the perfect time to come back and ask them for the testimonial, right?

There is something called the Zeigarnik effect, don’t ask me to spell it. It basically describes this part of our brain that makes us want to complete tasks. I just took them through two steps of the task and now I’m on the third step. So naturally a lot of people are going to want to fill that out to complete the survey. Even though up in the top I told them, “It’s done,” they will skim through this stuff and they’ll get

down here and read where I ask them to consider giving me a testimonial.

They'll say, "Yeah, I can give Jeff one of those." Now it is important to understand that even though we have never published a home study course, we never published how to do this stuff, we have been publishing support and resistance zones in the prior years. It is a piece of trading, a piece of the market. It is within these zones where the market might turn.

We've been publishing the Zones, but we never told people how we were going to publish the Zones. Now in this product we were going to show them how.

I thought, "Okay, I don't have any testimonials about me teaching people how to find those zones, but I could probably get testimonials from people that talk about how great my zones are." It's not a perfect testimonial, but it is pretty darn close. That's what I was going after.

6. Can you give us a testimonial about our Support and Resistance zones?
If you do, it may appear on our web page, attributed to your name and city.

Enter your testimonial here:

7. Your name:










8. Your city and state (or city and country):

I said, "Can you give us a testimonial about our support and resistance zones? If you do, it may appear on our Web page attributed to your name and city." I gave them a space to put their testimonial. I gave them a place to put their name and their city.

Of course, I already had their e-mail address from the previous page in case I needed to contact them about their testimonial, or to clarify or ask any questions. But I don't want to publish their e-mail address on my Web page because that is just inviting spam for them. It would be a more powerful testimonial if we did have their e-mail address on the page, but in this day and age, it is not a good thing to be publishing people's e-mail.

This is a testimonial cruncher. The idea is to basically take them through this survey. First of all, we're getting great information. We are getting their objections here. I personally wanted to know this just so I knew what kind of software I should supply them with, and if I needed to worry about Macs or Linux. This I was interested in. I was really interested in their objections. It is very, very important to get their objections, but if you can take it to the next step and get the full out testimonial cruncher right here, then all of a sudden, what you've done is built a process to get great testimonials.

Before I go to another example, let me just show you the types of responses I got. Now I'm in the Analyze Results section. I'm going to go ahead and click "To View." It opened up a new window. You can see when I actually tested the survey, but now we are going to go through it.

SurveyMonkey – Survey Results		
 Find	19. How can I determine that S/R has been tested fully, and that price is finally ready to reverse? How can I determine if the boys are running stops before they reverse price, and if so, how far they are running the price in the "wrong" direction?	Mon, 12/20/04 3:13
 Find	20. What tells me that support should hold and provide me with a good place to go long. In other words the reward of entering a long position is greater than the risk of support not holding. Reverse this for resistance.	Sun, 12/19/04 9:54 PM
 Find	21. What part does volume play in looking at support and resistance? Do look at weekly charts first before daily charts?	Sun, 12/19/04 8:29 PM
 Find	22. Succession of importance	Sun, 12/19/04 4:01 PM
 Find	23. how do you determine them What kind of visualizations such as candlesticks are the best ways to infer that S/R may be violated?	Sun, 12/19/04 1:19 PM
 Find	24. Methodology used in tabulating Support and Resistance. Are the S & R equally applicable to all time frames weekly and daily as well as interday? Will the user be able to use your methodology to arrive at the same S & R numbers? Are the S & R numbers equally accurate for all markets or primarily the financial markets?	Sun, 12/19/04 1:02 PM
 Find	25. How can I come up with sup/res in an objective manner and how can these zones be traded (i.e. entry, exit, scale-in/out, pyramiding)	Sun, 12/19/04 11:02
 Find	26. Over time support and resistance actual strength values increase and decrease depending upon number of shares outstanding, splits and volume at the trading zones. Do you account for market appreciation/depreciation of the dollar in the forex? Do you update the support and resistance level strengths? Can you evaluate sector contribution to future market moves?	Sun, 12/19/04 6:32
 Find	27. How to determine the highs and lows for the next day using both price and time. How to determine if the next day will be a trending day or a consolidation channel.	Sun, 12/19/04 5:08

This is where I was asking them the top two questions. Basically, we can go through and see what their objections are. Here is a good one:

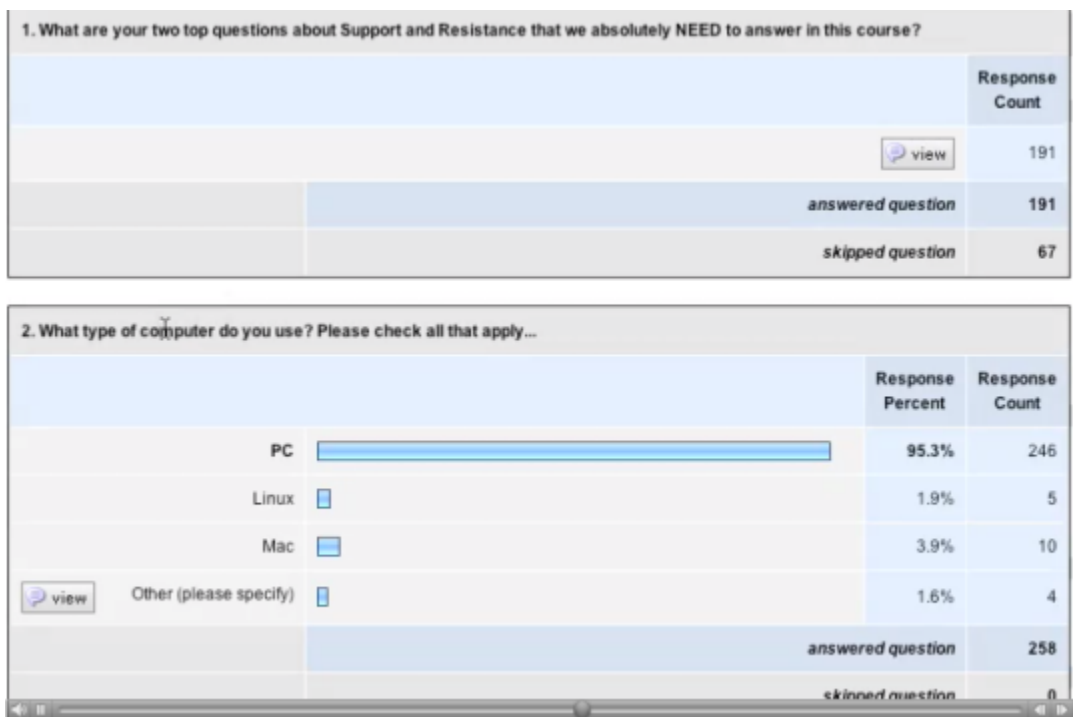
“How can I determine that support and resistance has been tested fully and that the price is finally ready to reverse? How can I determine if the boys are running stops before they...?” This is about how to use the stops, or how to use the support and resistance.

Here’s another one: “Which zones are going to hold?” Another one is they’re worried about how to actually use them, how to tell which zone works.

“What part does volume play?” Someone is really worried about volume. The methodology – people want to know the exact methodology. How zones change over time. We have all kinds of responses in here. People want to know about timeframes. “I’m new to this. What is your key indicator to determine whether to take a position?” How to calculate the zones; how to distinguish when the move has stalled.

I know that for most of you this is just Greek here; “Okay, what are those guys talking about?” But this basically gave us fantastic information. I took some of the text straight out of here and actually used it in my sales letter. The responses went on and on. It was fantastic information with lots of very detailed questions.

This tells you what people are worried about, and also if you’ve missed something in terms of your product. Then you can go and add it into your product. These are the types of results you get.










Let’s take a look at the old testimonial cruncher portion of this. Before I move on, a little bit more data here. You can see I had about 258 people come to the survey. 191 answered this first question about the top two questions. 258 answered the question about what type of computer they used, because I made that mandatory and everyone had to answer that.

If we go on to the next page, of the 258, 200 of them gave me their name and their e-mail address that said they showed further interest in this course. If we go to the third question, 55 out of the 258 actually gave me testimonials. If you think back to the first page, 191

actually gave me their two questions. Of the 191, 55 actually gave me testimonials. That is more than 25% that actually followed through and gave a testimonial.



I will tell you that one survey was created for my clients. It wasn't created for prospects. I actually split out the survey so I sent prospects to one survey and clients to another survey, because I wanted to keep the data separate. So 55 of these people actually filled this out and gave a testimonial.

 Find	1. I think your accuracy is very good. I think I need a tutorial so I can make the best use of your information. This new publication could be just what I need..	Sun, 12/26/04 3:10 PM
 Find	2. AWESOME information! It's like they have a "crystal ball"	Tue, 12/21/04 1:37 PM
 Find	3. I continue to be happy that you remain accurate in your support and resistance positions. I use your service after the fact in the delayed mode and it aids me in looking at the big picture towards future moves. I have been using your delayed service on and off for over three years.	Sun, 12/19/04 6:38
 Find	4. bbbbb	Sat, 12/18/04 6:59 PM
 Find	5. I do not have the experience as yet to rate, or evaluate the "the good, the bad, and the ugly."	Sat, 12/18/04 2:18 PM
 Find	6. your support and resistance lines are amazing. They are like a roadmap to the future.	Sat, 12/18/04 1:25 PM
 Find	7. YOU HAVE TAUGHT ME MORE THAN ANYBODY EVER COULD. MY WHOLE OUTLOOK ON INVESTING HAS CHANGED.	Sat, 12/18/04 12:52 PM

Let's go take a look at the testimonials. This one is a lousy testimonial. "I think your accuracy is very good." That is just not a good testimonial. The fact is you are not going to get all good testimonials. You're looking for six, or eight or ten.

Here we go, "Awesome information. It's like having a crystal ball." That is a very good testimonial. It's not perfect, but it is very good. I'll tell you what, it's been a long time since I wrote that sales letter, but I'm willing to bet that I put the words 'crystal ball' in the sales letter. That is good sales copy.

Here's another good one: "You've taught me more than anybody ever could. My whole outlook on investing has changed." That's pretty good. It's still not a great testimonial.

-  Find 16. I am truly amazed at the (almost) pinpoint accuracy you have in your forecast of daily SUP and RES levels. No one gets it right 100% of the time, but you're consistently closer than anyone I have ever seen, and frequently exactly on the mark. David Culpepper Saratoga Springs, New York Fri, 12/17/04 9:03
-  Find 17. I have been a full-time trader for more than 4 years, and I have NEVER seen the kind of accuracy that you guys have day in and day out. how do you guys do it?? Fri, 12/17/04 8:20

Here we go, this looks pretty good. "I'm truly amazed at the almost pinpoint accuracy you have in your forecast of daily support and resistance level. No one gets it right 100% of the time but you are consistently closer than anyone I have ever seen, and frequently exactly on the mark. I have been a fulltime trader for more than four years. I've never seen the kind of accuracy that you have day in and day out. How do you guys do it?" That's a good testimonial.

You can see how this works very, very well. Again, you're only looking for a few good testimonials, but this is a great way to get them. Of course, we had hundreds and hundreds of others that came in from our prospect list because our prospects could actually see these numbers as well.

This is how, even though the product was brand new, and we'd never taught this whole idea of how to find support and resistance, we'd actually used a similar product where we had published support and resistance. I hope this isn't shading things too closely for you, but if you can't get testimonials about your product, you can often get testimonials about you. That is the bottom line.

The best testimonials are about your product, about how people actually used your product, and that they did really well with your product. Often times if it is a new product you can't get that, so the next best thing is to do a little mini-launch and get some clients. Teach them and help them achieve success, and then be able to show their success.

If you can't do that either, then the next best thing is get testimonials about yourself. If you can't get them about your product, get them about yourself.

Now I want to show you another example, in a different market, of how I did something very, very similar.

I want to show you something very similar that I did in a different market with a different list. This time it was for the launch of Product Launch Formula 2.0. This is an e-mail that I sent to my Product Launch Formula Version 1.0 owners.

OK, it's time for the final-final uber-bonus for
PLF 1.0... and it's the:

-- PLF Owner's Inner Sanctum --

IMPORTANT: in order to qualify for this bonus,
you need to fill out a very short survey. Here's
the link to the survey:

<http://>

OK, here's the TWO PART bonus:

PART ONE: I'm going to invite you to look
"over-my-shoulder" during this launch. I will be
doing at least one teleseminar during my
prelaunch, to explain my strategy in real time.

In other words, you are going to get to peak
inside a major Internet marketing launch.

I'm actually hoping to do more than one

I had all these people who had Product Launch Formula 1.0. I kept my relationship up with them over the years by giving them lots of really cool extra bonuses. Now it was time to start moving them towards Product Launch Formula 2.0.

The subject line is, "PLF: Extra Bonus #32." Again, I've told you that I like to use prefixes, not all the time, but basically I use this just for my PLF owners. That way, when they see that thing come in, they know it's from me and they know it is intended just for my owners. Generally, I'm giving them something cool like another extra bonus.

It starts off, "It's time for the final Uber Bonus for PLF 1.0 and it's the Product Launch Formula Owners' Inner Sanctum." Right here I am basically saying, "It's the final, final bonus." It plays on the fact that I've given them lots of bonuses over the years. Remember, one of the things we do is warm our list. We warm our list when we are coming up on a launch.

So how do I warm the list? I warm the list by giving them another bonus and by reminding them that I've given them bonuses over the years. I'm going to give them the PLF Owners' Inner Sanctum. I go right for the jugular right off the bat. "In order to qualify for this bonus, you need to fill out a very short survey. Here is the link to the survey."

Sometimes I'll do this in an e-mail where I'll actually give them the link right at the top if I can give them a real short reason why, and a good reason to go click on the link. With my Product Launch Formula owners list, where I have a strong relationship with them, especially this list, I feel like I can go with this strategy of giving them a link right at the top.

Of course, that is nice because if you are going to write 300, 400, or 500 words of text and then a link, then you really have to nail it with that text. I think I'm pretty good at writing these e-mails, and I'm up for that. Sometimes I'll even write 600 or 700 words before I give them a link. If I can get away with telling the story or giving a reason why, quickly, in a few words and then giving a link, then I like to do that.

I generally have two theories or two approaches to e-mail. One is to get a link at the top, another link part of the way in, and then another link in the P.S. That's one way. The other way is to take them down 300 or 400 words and then give them a link. Usually I'll do a link, another 30 words, link, and then I'll do a link down at the bottom. That's the general recipe that I use. I like to get a link and a P.S. I like to get two links in the body. If I can work it out, I give them a quick reason why and then hit them with a link. . I like that model.

This is your "application" for the "PLF Owners Inner Sanctum".

It's not much of an "application" because everyone will be approved by me if you meet these two simple qualifications:

1. You are a PLF Owner.
2. You fill out this application completely.

That's it... and remember, as part of the Inner Sanctum you will get to participate in AT LEAST one teleseminar where I give you the insider's "behind-the-scenes" look at how I am rolling out PLF 2.0.

This is your first ever chance at a peak behind the curtain of a major "Jeff Walker" launch.

So fill out this entire survey (it's short) and join the inner sanctum.

ONE MORE THING: to be in the PLF Inner Sanctum, you must agree to keep this material confidential until AFTER I launch PLF 2.0. I'm going to be sharing some stuff that is rather sensitive... and I don't want it out in the public until after the launch. So if you can't agree to keep this stuff under your hat, please don't apply for the Inner Sanctum.

best regards,
Jeff

Anyway, I tell them, "To qualify for the bonus you have to take the survey." It tells them right up front what they have to do to get the bonus. In other words, I'm giving them incentive to go take the survey. Here I tell them a little bit more about the bonus, then I lead them down and give them another call to action there.

Let's take a look at this survey that I put together. This is what the survey looks like. The title of the survey is "Application PLF Inner Sanctum." In it, I basically tell them what they get for taking part of this survey. Then I ask them for their name and for their e-mail address, It's very, very simple. I give them a description of the bonus..

The image shows a screenshot of a survey interface with a light blue background. It contains three question blocks, each with a text input field and control buttons. The first question is: "* What are the most important things I need to cover in PLF 2.0?". Below it is an empty text input field. The second question is: "* I am considering releasing PLF 2.0 as an 'online course' or 'mentoring program'... what should I include in that type of course? What would be most impactful for you?". Below it is an empty text input field. The third question is: "* As I mentioned earlier, as a member of the 'PLF Owner's Inner Sanctum' you're going to get a crazy deal on this... but what do you think I should charge the general public for this type of mentoring program?". Below it is an empty text input field. Between the question blocks are two sets of buttons: "Add Question Here" and "Split Page Here". Below each question block is a set of buttons: "Edit Question", "Move", "Copy", and "Delete". A mouse cursor is visible over the first question's input field.

Let me click over to the next page. Page two – “Remember there are no wrong answers. Everyone will get in the Inner Sanctum if they complete all the answers.” So here’s the first question: “What are the most important things we need to cover in PLF 2.0?”

Remember, these are Product Launch Formula owners. This isn't perfect information. These are people that already know me. They have already been through the first course, so they are not the ideal prospect. I mean, I am selling to the general world out there. I'm also selling to these guys, but the general prospect world, that haven't been exposed to me, my teachings or my material, they are going to probably have different questions and different areas of need than my original Product Launch Formula owners. Still this is good data. It is going to tell me where the market is, and what people are thinking.

“What are the most important things I need to cover in 2.0? What should I include in the course?” I'm asking more questions here because these are people that I have a relationship with, plus they have an incentive to go through this. I told them they were going to get in the Inner Sanctum if they complete this survey.

“As I mentioned earlier, as a member of the PLF...” Okay, here, look at this. “As I mentioned earlier, as a member of the PLF Owners Inner Sanctum, you are going to get a crazy deal on this, but, what do you think I should charge the general public for this type of mentoring program?”

In general, I don't like to survey on price because I don't think you tend to get very good results. But I have these people running through this survey anyway. I knew they would take the survey. So I figure I may as well throw this question in there. Plus I have told them, “You're going to get an upgrade offer.” I did give a very nice upgrade offer, in the end, to the people who were already Product Launch Formula owners.

I said,, “You're going to get a great upgrade offer, but what do you think I should charge the rest of the people?” I got some great data back from there.

* Have you done a product launch yet? If so, can you give details... what type of product, what type of niche, price point for your product, your sales results?

Add Question Here Split Page Here

Edit Question Move Copy Delete

* What has been your experience learning from me (Jeff Walker)? How has it helped you and enhanced your business?

Add Question Here Split Page Here

Edit Question Move Copy Delete

* Please tell me your overall impression of the Product Launch Formula course...

The image shows a screenshot of a survey form with a light blue background. It contains three questions, each followed by a text input field. Between the questions are two sets of buttons: 'Add Question Here' and 'Split Page Here'. Below each question is a set of buttons: 'Edit Question', 'Move', 'Copy', and 'Delete'. A mouse cursor is visible over the second question's input field.

“Just a few more questions. You’re inside the Inner Sanctum. Have you done a product launch yet?” What am I doing here? I’m fishing for more testimonials. “Give me the details of your product launch.”

“What’s been your experience learning from me?” Again, I’m fishing for testimonials. “Please tell me your overall impression,” I’m looking for more testimonials, with this question.

“What’s been your experience with my follow-up?” Here I’m going for testimonials, but also, I’m getting them to reflect back on my follow-up which was frankly better than anyone in the history of Internet marketing. I gave them all kinds of great bonuses.

Basically, I walked them through this process.. “Do you agree to keep the pearls I share as part of the Inner Sanctum confidential?” It’s building up. First of all, I didn’t want them going out and blogging about what was coming. If I was going to let them look over my shoulder and see some of my plans for Product Launch Formula 2.0, I didn’t want that getting out and everyone blogging about it and e-mailing about it. I wanted to keep it in-house.

This also creates a feeling of community. If we have to keep this thing close and tight, and I don’t want you sharing this with other people, then it is like we’re creating a little family, the “inner sanctum,” right? That sense of community also helps build your launch.

Then I asked them if I could use their material in my marketing. I got some great, great testimonials. The interesting thing is I ended up never using any of these testimonials because I had so many fantastic case studies. I had great video case studies, so I just didn’t need these testimonials. I ended up not using them, but it just never hurts to gather testimonials. There could have been a time in my launch, where I might have thought, “Oh boy, I need to publish something.” Then I could have put together 30, or 40 or 50 testimonials, and I got tons of great testimonials from this.

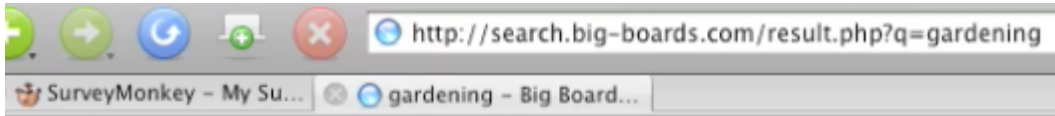
Also, I had a lot of people who did great launches and I could have gone to them and actually done case studies with them. Case studies are better than testimonials.

That basically covers how to do a survey. You saw how I did it via e-mail. You saw testimonial cruncher, the initial shot across the bow, this idea that something's coming. You saw how I put out that first e-mail, "We're finally getting ready to do this." Then this last one that I did just for Product Launch Formula Version 1.0 owners. I asked them to keep it confidential. Now they know something's coming so they're not going to let it slip, the idea that PLF 2.0 is coming, that it's going to be out in the market.

I showed you how we used Survey Monkey. It is very, very easy to use. www.AskDatabase.com is another one. For some reason I haven't used it very often. It does have some really nice capabilities though. Some of the things it does better than Survey Monkey, so you might want to take a look at that one. They probably have a free trial.

Okay, we covered ways to identify the product and objections. We started with discussion. By that I mean your ongoing discussion with your market. I talked about that in the Strategy portion. You always want to be encouraging discussion. You want people to write back to you via e-mail, or making comments in your blogs.

Another area we talked about is in forums. You can find forums for your topic or your niche. If you go to www.Big-Boards.com and just do a search. If it is growing big tomatoes, you can probably just search on gardening in there. Let's pull that up really quickly.



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Home : **Gardening** (5)

 Home @ Our Little Universe
Home and **gardening** forums
<http://home.ourlittleuniverse.com/>
info - stats

forums matches

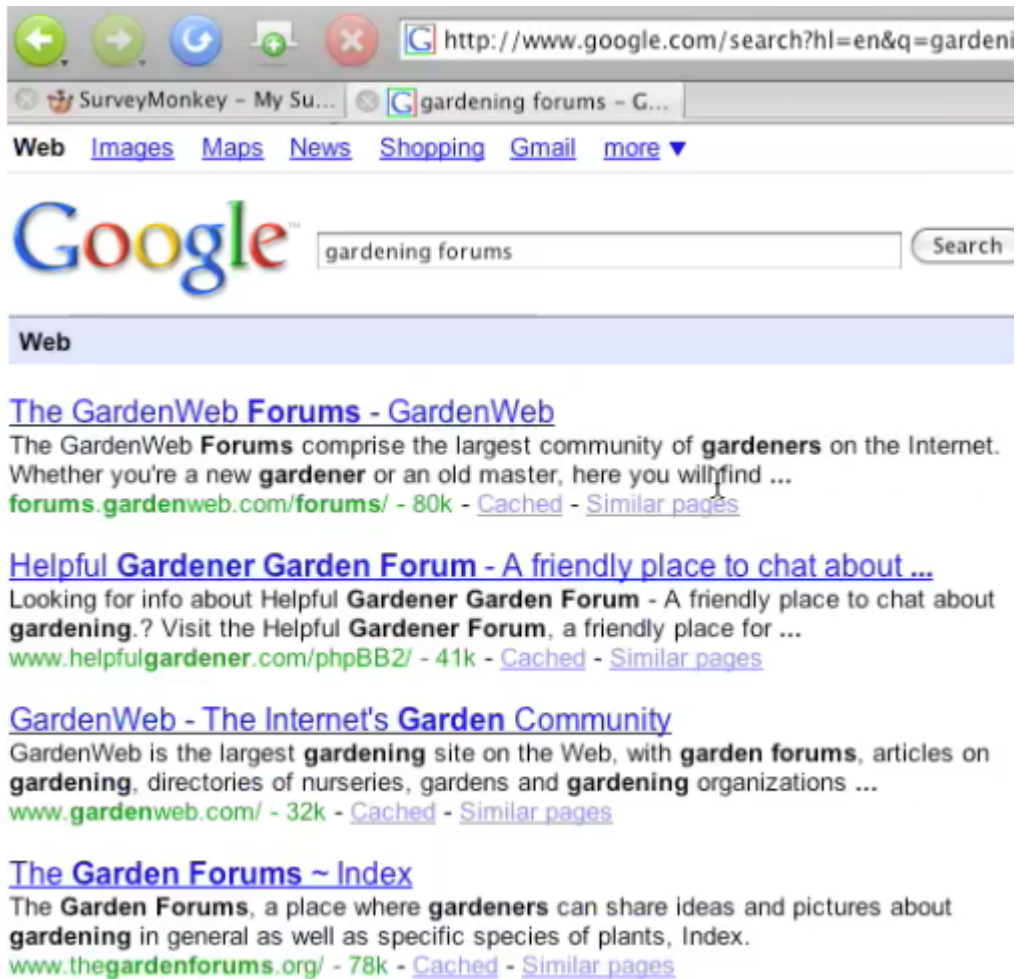
from Do it
Gard

from Hip F
Gard

from Boart

Here we go. It is www.Big-Boards.com, so if we're going to search 'growing big tomatoes' there is probably not anything under 'growing tomatoes,' I'm betting. There we go, there's not really anything there. We do have 'marijuana growing,' but how about if we just say 'gardening.' There we go. We have a winner. You can find a gardening forum there.

How about if we said 'guitar' if we were all about learning guitar? There are a whole bunch of them for 'guitar.'



The other way you can do it is if you go to Google and you type in 'gardening forums.' There are a whole bunch of listings there. So Google is better than www.Big-Boards.com in this case. Let's Google 'guitar forums.'

Topic Title	Replies	Views	User
Can i buy single guitar strings?	7	66	heyman321
Need p90 recommendations.	7	68	77in82
Name this Charvel	7	123	dreamevil
need help figuring out a song	10	99	mrmooz
Strap Locks	20	171	yamahasoldier
Back from town with my new axes	7	66	floydfan
floyd rose??	11	87	jdevo01
Post Your Gear Thread!!!!	166	5,733	TheBends

The way you use forums is to go into the forum and search. You can go in and if you're doing a course on acoustic guitar, you can go in and surf around and see what types of questions people are asking or what types of issues they are having. This is great market research. It is really easy to waste time in the forums, but it is a great way to do research.

You can see the number of views. You can see what the hot points are for people if you look at which posts are getting the most views. The hot points are probably 'sticky' so they stay up there all the time and they have tons of views. If you go further down on the page you can see people are interested in guitar pickups. I'm sure there is a way you could page through all that information.

There is usually a lot more information on electric guitars. In this forum you can also start to see that people are interested in posting their gear for sale. That has a lot of views. I'll keep on checking out the forum. . Here's a post for sale, for a strat (electric guitar) probably with modifications; also the double neck guitars are getting a lot of views.

You can start to see not only what topics are hot; everyone wants to know about the best guitar here. It has 342 views. Not only can you see what the hot topics are, but also what are the words in the hot topics that get people's attention. That's a good way to see and also copy what gets people's attention in your market, your niche.

It is a sort of clandestine way of figuring out and getting in touch with your market quickly. So forums can be great for market intelligence. You can even go in there and create your own threads if you don't see anything. You could go to that gardening forum and put in a thread that says, "I'm creating a product about growing big tomatoes. What do I really need to cover?"

You can leave out the section about the product and start a new thread and ask, "What are your top concerns and questions about growing tomatoes?" Now you have started a new thread. This is great market research.

Social media is another great place for gathering market research. I'm going to talk a little bit more about social media in the Early Buzz section so I don't want to get into it too much now, but that's just another place where you can do market intelligence.

