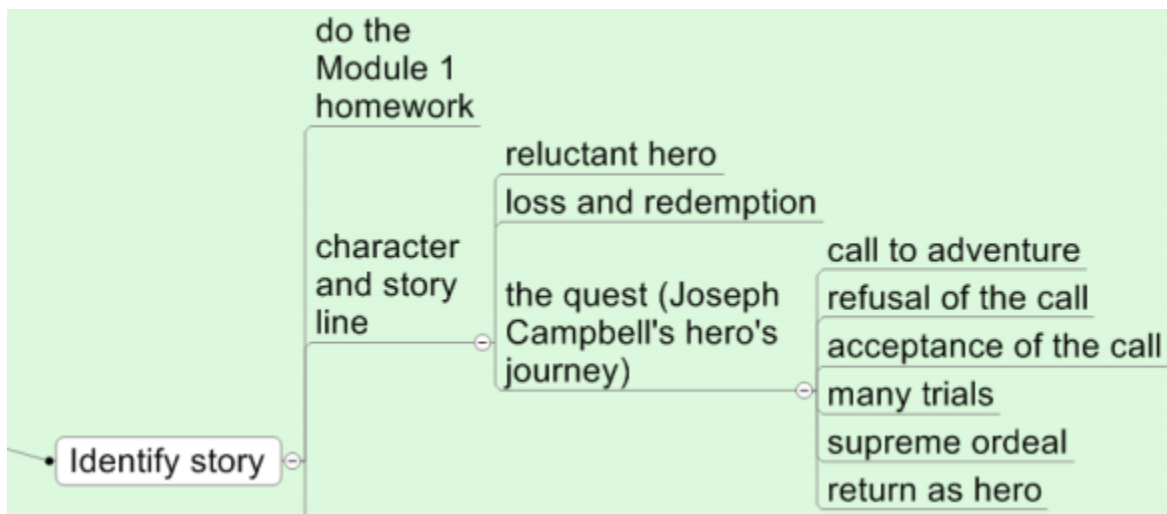


## Module 2: The Pre Pre-Launch – The Critical Details That Almost Everyone Overlooks

### Video 6: Identifying Your Launch Story (And Theme)



We are going to talk about identifying your launch story. If you are going to do a real quick launch, like the Tax Sale, you don't have to work on this that hard. If you're going to do a bigger launch, like the internal launch or a JV launch, then really nailing down a story is important. Part of that is all about your product and making it a compelling offer.

The best launches really have a good story. You really should have a good overall character and story to your business outside of just your launches. That's what we're going to work on here.

First of all, I hope you did your Module One homework. We worked extensively through Module one, helping you figure out and create an avatar for your customer and helping to put you in the mindset of that customer. Now we want to talk about character and storyline.

I'm going to show you a few storylines that have worked pretty well for me over and over. One is the idea of the reluctant hero. People love reluctant heroes. They love heroes and when they are reluctant heroes it means that they didn't really set out to be heroes. It's not like they've got some huge ego. Frankly this is very similar to the takeaway sale. There is actually some scarcity at play here.

When someone is reluctant to do something, it just drives us to want them more. We want to know more about them. We want to be with them more. I'm going to show you an example of the reluctant hero in just a second.

Then there is the loss and redemption storyline. This is a classic story where you have something, you've achieved something, then you lose it, and then you get it back again. That is a very, very compelling story that we have seen over and over again in movies. Both of these storylines you see a lot in movies, the reluctant hero and loss and redemption. I'll show you an example of that as well.

First off, I'm just going to throw this out there. Joseph Campbell was a writer and a researcher, and he did a lot of research into many the myths in the world. He analyzed a lot of them. He found a very common theme among so many of the myths throughout the entire world and throughout history.

He wrote several books. One of the books was called The Power of Myth. He boiled it down to what he called the hero's journey. I'm just going to throw this out. I'm not going to give an example for this, but basically this is a story, a plotline that we see over and over and over. It is the call to adventure and then the refusal of the call, and finally the acceptance of the call. This is the quest.

After you accept the call, there are going to be many trials and tribulations. Then there is a supreme ordeal and then you return from your quest as a hero. A classic example is Star Wars. It follows this plotline to a tee. Science fiction movies, adventure movies, Western movies, they all follow this same plotline. It's amazing; the call to adventure, the refusal, the acceptance, all kinds of trials, a big, huge, supreme ordeal, and then the return as the hero. Even if you look at

Harry Potter, it is very, very similar to this. Over and over, and over again, you see that hero's journey or the quest.

I haven't gone as far as building that entire plotline into a launch, but many themes you see in my launches reflect parts of the hero's journey. Let me show you a reluctant hero story that I used several years ago.

This is a sales letter for my original Product Launch Formula where I very much played the reluctant hero. The reluctant guru is right in the subhead. I'm not making any bones about it. (not hiding it at all) I have used the reluctant guru quite a bit, even back in my trading stuff, back as far as 2001 or 2000. I used this whole reluctant guru plotline because it works really well.

## The Reluctant Guru

I will admit it. I like to rub shoulders with the elite of the marketing world. I find it invigorating to be around the movers and shakers. To brainstorm and mastermind with them.

But I also like to keep things quiet, which is why I live way out in the Colorado mountains. Heck, the nearest highway overpass is 60 miles away.

**When I want some serious business interaction, I pick up the phone and mastermind with some of the most brilliant entrepreneurs around. Or I head out to a seminar.**

But I don't answer to anyone. I don't take clients. One friend calls me the reluctant guru. I don't want a bunch of demands on my time.

When the word about just a few of my successful launches started circulating among the online marketing guru world, I didn't mind one bit. It is nice having Kern and Reese and Yanik calling you up to talk about marketing.

In fact, my infiltration into that world was no accident. It was the ONLY reason that I even created my sixinseven.com web site. I knew I needed a calling card.

**(IE, I "launched" a site just to make mastermind connections - not ALL launches are about money.)**

However, I never tried to build that site up. I never created a product for it... because I really wasn't looking to be famous.

In the sales letter, I wrote,, “I admit it. I like to rub shoulders with the elite of the marketing world, yada, yada, but I also like to keep things quiet, which is why I live out in the Colorado Mountains. Heck, the nearest highway overpass is 60 miles away. When I want some serious business interaction, I use the phone. But I don’t answer the phone. I don’t take clients.

“One friend calls me the reluctant guru. I don’t want a bunch of demands on my time. When word about a few of my successful launches started circulating among the online marketing world, I didn’t mind one bit. It is nice having Kern, Reese and Yanik calling you up to talk about marketing.”

You see, I wanted to have my cake and eat it too. I wanted to hang out with Reese and Kern, but I didn't want to create a mass following. I guess I am a RELUCTANT GURU. I mean, it is really nice to be recognized in your field, but I would rather be out riding my mountain bike or paddling my kayak down a wilderness river. Or hanging out with my family. Or playing tennis with my buddies every Friday afternoon.

I went on, “You see I wanted to have my cake and eat it, too. I wanted to hang out with Reese and Kern, but I didn’t want to create a mass following. I guess I am a reluctant guru. I mean, it’s really nice to be recognized in your field, but I’d rather be out riding my mountain bike, paddling my kayak down a wilderness river, hanging out with my family, or playing tennis with my buddies every Friday.”

Here I am just talking about the fact that I have these crazy skills that people want to hire me for, but I don’t want to be hired and I just want to sit out and have a good time.

## The Grand Plan - Smashed To Pieces

And you know what... my plan worked really well. Until August 17th, 2004.

**That is when John Reese launched Traffic Secrets and sold \$1.08 million dollars of product in a single day. And while that shocked a lot of people, it didn't shock me - John was using my launch techniques, and I know how powerful they are.**

But it was what John did next to set into play a "chain reaction" that really shook my world.

You see, a day or two after his big event, John published his "Million Dollar Day" report. And in that report John gave me a large amount of credit for his huge sales day.

Now I know John was just trying to be nice and shine the spotlight my way, but that's when things really changed in my sleepy little office. And this really wasn't a

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I continued, "The grand plan smashed to pieces. You know what? My plan worked really well until August 17<sup>th</sup>, 2004. That's when John Reese launched Traffic Secrets and sold 1.08 million dollars of product in a single day. While that shocked a lot of people, it didn't shock me. John was using my product launch techniques. I know how powerful they are.

"But it was what John did next that set into play a chain reaction that really rocked my world. You see, a day or two after the event, John published his Million Dollar Day report. In that report John gave me a large amount of credit for his huge sales day."

It was nice of John to publish it, but now, I explained, "I know John was just trying to be nice and shine the spotlight my way, but that's when things really changed in my sleepy, little office. This really wasn't a change I was looking for. The phone rang off the hook. Everyone wanted to get a hold of me. I'm embarrassed to admit it, but I didn't answer even one of those calls. I never returned a single voicemail."

Later, I explain, I am just being a nice guy. “I regret that to this day. If you were one of those people that called, then I just want to say, ‘I’m sorry.’”

This is the whole idea of the reluctant guru. I was the guru and the guru’s guru that all the big names were coming to, but I really didn’t want to come out. I didn’t want to take on a big clientele. Then further down, I tell the story. In a Joseph Campbell way of thinking, this is the call to adventure here. When John released this report, all of a sudden people started calling me. That was the call to adventure. Here was my refusal of the call when I didn’t answer any of the voicemails. I didn’t pick up the phone. I just hid out.

Then I answered the call. “A few months later my buddy Yanik Silver asked me to speak at his Underground Seminar and I said, ‘Yes.’” I think we probably lose the parallel to Joseph Campbell’s theme a little bit, but basically then I accepted and I decided to go ahead and publish. Now I am the reluctant guru.

That was basically my story where I start to explain that I’m the guru’s guru, I explained how I was exposed, how I really didn’t want to do it, and then in the end I decided I was finally going to come out with this product because these guys really egged me into doing it.

That is a little bit of the reluctant guru and a little bit of that hero’s journey.

Now I want to cover the loss and redemption story line. The following is about the sales letter I used for my Product Launch Live Workshop. In it I started off reprising a little bit of the same story that I did in the last sales letter, talking about how I started off, how John Reese did the million dollar day, which is sort of this theme that I’m repeating.

It tells a little about the event and then, how and why I became the go-to launch expert. I’ve become the guru to gurus. Basically I’m setting up for “the fall”, the loss piece. “Here’s a fact I’ve observed over and over. When you master the skill of doing product launches, you become the master of your own fate.” I’m just setting up this loss that I’m about to share with them. “You can write your destiny.”

Then I tell them how I've been in business for ten years. I had built a successful business by 2005 where I was fat, dumb and happy. Now here is the loss piece. "Then in early 2005 I got a phone call learning that my primary business had been taken from me. I have to tread lightly here due to legal agreements, but that's the sum total of it. What had been a healthy and very profitable business was gone. Poof! Nothing left."

This was the loss and redemption, where you have something and you lose it, and then you get it back. It's quite a journey to take people through when you're telling a story. I'm telling them I had a successful business and then with one phone call it was gone.

"When I answered the phone, I had a strong, viable, long-running business. When I got off the phone I didn't have a business. This may sound hard to believe, but it's true. One more thing, this was absolutely not related to any regulatory issues. It was a purely internal matter within the business. What do you think I did when I got off that fateful phone call? I laughed.

"That's right. It might be hard for you to believe, but I remember it like it was yesterday. Seriously, after I hung up the phone, I laughed." As an aside, this is very true. I was actually sitting in the same chair I'm in now, at the same desk I am now, with the same phone that's sitting a foot away from me. I can remember it like it was yesterday. This really did happen.

"Here's the reason I laughed. I knew I had the skills and knowledge to create something bigger, better, more perfectly suited to my goals and lifestyle. I knew I could do it fast."

Now if you were mixing in the hero's journey piece, you'd go on and on about your trials and tribulations and how hard it was to get back, but for me that really wasn't part of the story. The next part of my story was that I took my techniques and I used them for myself. It was sort of like, "Physician heal thy self." If you can really do it, then go out and do it. So that is what I did.

I'm tell them that I had some emotional trauma, but I never worried what I would do because I had the Product Launch Formula. "It didn't take long. You probably know all about Product Launch Formula. You probably have an inkling that it has done pretty well. Just how well might shock you. I went from zero to a seven figure business in just a few months. As they say, the proof is in the pudding. Product Launch Formula is just one spoke of a business that allowed me to make a million dollars in the first 12 months.

"The business didn't exist until October 21<sup>st</sup>, 2005. I didn't start working on it until the summer of 2005. At that point, I didn't have a product. I didn't have a list. I had very little name recognition in the internet marketing world." Basically, this is a little bit of the loss and redemption.

Earlier, I explained that I had a successful business, I lost it, and then I turned around and hit a homerun. People love to see someone who was down for a bit, turn around and come back, and come back strong. That's the loss and redemption story.

This might seem a little theoretical and not very concrete. Let's take a look at how to create your story. This is actually much, much easier than you would think. If you thought that stuff was too deep and esoteric, then I think you are going to like this next part.

I've just boiled this down to some very simple steps. If you go back and take a look at the homework you did in Module One, this is the way you create your story. Start off saying, "I'm a lot like you," or, "I think you are a lot like me," or, "I think we're a lot alike." Then you name the frustration. You should have written down the frustrations in the Module One homework. Then you talk about your aspiration or your dream.

Next, talk about how you found the solution to this frustration that was going to let you achieve this aspiration. Then you tell them how you decided to share the solution.

Again, this probably sounds theoretical as well, but what I'm going to do is take a look at some of the hot seats. I'm going to show you how



to use this formula, this very, very simple formula, to create your stories.

Here we go. Here is one of the case studies. This is the survey that Neal filled out.

I'm a lot like you

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Aspiration or dream: Travel the world and visit exotic, glamorous places. Get away from their rut. Travel safely and securely without the risk. New life experience.

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Common frustration: Stuck in a rut, life is boring, feel like there are no prospects for them where they are right now and want to get away for a while. To do something exciting and different before they have to get serious about life; marriage, kids, mortgage, etc

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How you found the solution: Online course will give people who know nothing about the cruise line industry the opportunity to become qualified, which will help them get a job on a cruise ship quicker and easier and help them to get a job that enables them to get paid to travel the world and enjoy new and exciting life experiences.

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And you decided to share the solution: First online course of it's kind in the world not taught by any other school or college. Recognized qualification, will get a real certificate on completion: instant impact with their resume/job application/interviews. Will have a thorough understanding of the cruise line industry before they board the ship.

neil - cruise ship jobs

His niche is providing information tools and resources and support for people who want to get jobs on cruise ships. He is basically selling an 18-module online course that teaches people how to get a job and work on a cruise ships. The course is delivered online. Students can learn at their own pace. Yada, yada, yada...

It looks like a very extensive course. His prospects are in their early 20's to early 30's, both male and female. They have a pretty decent income. They like travel, adventure, and meeting new friends. They don't like commitment and they don't want to be tied down to a career or a house. They finished school or college, but they aren't sure what they want to do with their lives. They probably have a dead end job. They want some excitement and they want to get away from the rut. They want to get out of their hometown. They feel like they need to get away while they are still young with no tie-downs.

This is a great description. Neal did a fantastic job. What do they really want? They want to have an amazing life experience that they can look back on with fond memories, traveling to glamorous destinations, meeting new people and having fun.

The hot points are that they are stuck in a rut, life is boring, feel like they don't have any real prospects, they want to do something exciting before they get serious about marriage, kids, and a mortgage.

Their top fears and frustrations are that they're worried about having regrets when they're older. Their top wants and desires are to travel the world and visit exotic, glamorous places.

So that gives us lots of great information. Let's go back to our mind map. Let's fill in the blanks on this one. A lot of times you start with a common frustration and sometimes you start with the aspiration or dream. You can swap those around.

That's their aspiration. The frustration would be that they are in a rut. They are stuck in a rut. Life is boring. There are no prospects.

Then you talk about how you found the solution. The solution of course is how you found the cruise line industry and how you found work in the cruise line industry. Of course you've decided to share.

Let's just walk right through how you can share the solution that you found. "You know, I think I'm a lot like you. When I got out of college, I really had this sense of adventure. I wanted to travel the world and visit exotic, glamorous places. I just did not want to get stuck in a rut.

I did not want to be another person with a corporate job with a mortgage and a spouse and 2.1 kids. I was really after some new life experiences. But, as I got out of college it seemed like every path I looked down just led me right into that same old rut, that same boring path that everyone seemed to be taking.

“I just decided that was not for me. I just kept on looking around trying to find some way I could actually support myself and make a living while I was traveling, something where I could avoid the corporate world where I’d just get stuck in a rut. After searching and searching, I actually found the one industry that had it all going on.

“The cruise line industry basically has openings all the time where they are looking for skilled people. They pay you well and you get to see the world. The only problem I had was, ‘How do you break in to that industry?’ It is competitive. I’m not the only one, you’re not the only one, looking for this type of a position where you can travel and still make good money.

“So the one thing I’ve always been has a researcher. I’ve been able to research stuff and dig deep down into a subject and find solutions. I decided to take those skills and put them to use in looking at the cruise line industry. What I found was that if you knew the right tricks, if you knew how to put it together, you could almost turn it into a formula and get the job that you wanted on a cruise ship.

“You could be working on a cruise ship for a cruise line traveling the world, getting paid well, and having a wild adventure instead of sitting back at your desk in corporate America, bored to tears, hanging on for your next vacation.

“What I decided to do after I had gotten experience in the cruise industry was to sit down and come up with a formula. I decided to create this course so I could actually show other people. Frankly, like I said, I think we are a lot alike. I had this huge passion to travel. I know there are lots of other people that have that passion to travel. I just thought that if I could share this with them, then I could help them find their passion.

“What I did was I sat down and created, what turned out to be, the first online course of its kind in the world that is not taught by some school or college. This is real world stuff. This isn't like ivory tower college stuff where they just give you a bunch of theory. This is real world nuts and bolts that is actually going to help you land a job on a cruise ship.

“You get recognized qualification. You are going to get a real certificate of completion that you can send in with your resume or application. This has instant impact on your goal or quest to get a job on a cruise ship. Take this certificate and put it on your resume or job application, and it is going to open doors for you. You are basically going to walk out of this with a thorough understanding of the cruise line industry before you even get on a ship. That is why they are going to want to hire you.”

That's the basic story. As you can see, all I did was take what Neal had written. I put it in a sequence and tied it together.

Let's do another one. This is an interesting one from Steven. His market is electronics for bicyclists and motorcyclists; GPS, electronic training devices etc....

Stephen - cycling electronics

I'm a lot like you

Aspiration or dream: Will lives for the weekend when he can get on the open road and ride his bike. But he's a competitive racer and he wants to be in the best possible physical condition. This is a strategy for more than just winning bike races, because when we wins a race, or at least places well in the finish, its proof that he's not over the hill at 48. He also takes pride in being in better physical shape than many men 20 years younger. Winning also makes him more confident in his work and his family life because it makes him feel good about himself.

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Common frustration: Also, when things break or don't work the way they're supposed to, especially when they're brand new, is a big pet peeve also. He's also frustrated by unexpected hassles and delays in getting what he wants. Will also is afraid that his life is getting so busy that he eventually won't have enough time to train for his events. Electronics supposed to make things easier are too complex.

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How you found the solution: teenagers

And you decided to share the solution: It's going to teach them things about themselves, that they can actually make big improvements in their training and endurance by better understanding what their strengths and weaknesses are. They're going to learn that they can perform a lot better than they thought they ever could. From a service standpoint, they're going to be highly informed about the product before they even receive it and they're going to get unbelievably great customer service every step of the way.

Who is his prospect? He actually gave his prospect a name, so that is really cool. That's a great start. Will is a youthful 48 year old, intelligent, well-educated, and has a good job as a stock broker. He is in good physical shape because he loves bicycle racing, he's married, and has four kids in high school. He is very busy and his life can be stressful.

What does he really want? He lives for the weekend. He's a weekend warrior when he can get on the open road and ride his bike. He's a competitive racer and wants to be in the best possible physical condition.

This is the strategy for more than just winning bike races, because when he wins a race or at least places well in the finish, it is proof that he's not over the hill. This guy wants to be in good physical shape. He takes pride in being in good physical shape. He's in better

shape than people who are 20 years younger. Winning makes him more confident.

The hot points are people who don't follow through on commitments; don't do what they say. When things break or don't work the way they are supposed to, especially when they are brand new, it's a big pet peeve.

Okay, that's good.

The top fear would be getting out of shape and falling apart physically as, much of Will's sense of well being comes from being in great physical condition. Will is also afraid that his life is getting so busy that he eventually won't have time to train for these events.

That's good.

His top wants or desires are that he wants to be happy. He wants to feel good about himself. He wants to be in the best possible shape so he can win races, or at least know he's done well. He wants his wife and kids to be happy. He wants his equipment to work.

What things does your product do or give your prospect? It's going to teach them things about themselves so they can actually make big improvements in their training and endurance by better understanding what their strengths and weaknesses are.

Let's do some cut and paste here. We're going to take what they really want and we'll paste it into the aspirations or dreams. The common frustration, we'll paste that in. I think a real key in this one is going to be that this guy doesn't have much time. Will doesn't have much time, and he wants to improve his performance. He doesn't want to get out of shape, but his life is getting so busy that he's worried about this.

If these electronics can actually help him train in a more efficient manner, that's great. If they are so complicated that he can't use them, then that is not good.

“Electronics are supposed to make things easier. They are not supposed to be too complicated” Steven said that he is going to basically reduce the price for a limited time during the launch and include lots of information based bonuses to tell people how great it is and help people understand how to use it, even before they buy it.

A lot of electronic things are so darn complicated. If you’ve ever played with a GPS, it can be so complicated that it is hard to use. I think the key in this sale is to make it seem easy. The key is have it turn into Will being able to do more training more efficiently with these devices, but he’s not going to be able to do that unless he gets some good training.

Let’s see how you found the solution. Let’s go ahead and paste this in. This isn’t the most powerful piece. That’s not all that great, but we’re going to work with it as we go. Let’s see what we’ve got Here is the solution.

“I think we’re a lot alike. I’ve always been something of an athlete myself. As I got out of college, I kept on competing in different things. Not too long ago I started cycling competitively. I’ll tell you what, I can’t wait for the weekends when I can get out and just tear it up, on my bike. I have this great life. I have a wife. I have kids in high school and I have a challenging job.

“I do okay with the job, but the thing that I really love is staying active and staying in great shape. It’s fun. I get out on these rides and sometimes I’m whipping these guys’ butts that are 20 years younger than me. It’s awesome. Really, it is important for me to stay in shape. It is important to me looking forward, as I get older to stay in shape.

“I’ll tell you what though, lately with the job and the family, it is getting harder and harder to train, and to find the time to train. I love to train. I love to be on my bike, but it’s getting harder and harder to find that time. I look at this electronics revolution that I see everywhere. We all have computers and cell phones and BlackBerries.

“I started to wonder if I took some of that technology and applied it to my training, could I make my training more efficient, so that I wasn’t spending as much time on my bike. I’m training more effectively and

getting the same results. So what I did was I started to look at GPS and these heart rate monitors. I could see that this was a great way to train and that I could be a lot more efficient in my training.

“But I was always frustrated because these electronics were so unbelievably complex that I had to sit down with a manual that is over two inches thick. I’d sit there and have to pour through that manual. By the time I’d figure one thing out, I’d forgotten everything else. I just don’t know why they can’t make these things a little bit easier to use.”

That’s it. Now we’ve basically given the aspiration and the common frustration. And now I just got a brainstorm from here. Who always helps you figure out your problems? It’s always the teenagers. I know that’s the way it works in my house. My kids show me how to use things. Whenever we get one of these super complicated things, my kids are showing me how to use it.

A common frustration was that I’m worried about not having enough time to train. Electronics are supposed to make my life simpler, but they actually make things more complex. The solution I would go for here would be my teenagers. It is sort of along the lines that we just finished talking about how these things are so complicated and I can’t understand why.

“What I decided to do, the last time I got one of those GPS units, or one of those heart rate monitors, is that I did what I always seem to do at my house. I hand it over to one of my teenagers and I let him play with it for an hour. Sure enough, he had the whole entire thing wired and figured out. The funny thing is, he was able to sit down and explain all the different modes and exactly how it worked.

“So I gave him another device and he did the exact same thing. After I spent a little bit of time and he showed me how to do this, it all started to make sense. I started to get fantastic results out of it. I cut 30% off my training time because I was able to train at my target heart rate and get better results out of it.

“What I decided to do is take that three inch manual and turn it from this geek speak and actually sit down, write, and put together a guide showing exactly how to use this without getting all those super



crazy, esoteric screens. I took away the pain of all those things you don't need to know and narrowed it down to the things that are going to get you the quickest results, the fastest, and make you the most efficient in your training.

"This is what I decided to do. I actually went to the manufacturer and I was able to work out a deal where I can actually offer you this product for less money than it should cost," because you are going to launch with a discount. "I've actually put together this great deal. I've also taken the guide I've written and through the miracle of the internet I can get this to you immediately through a download, a digital download, a PDF document that you can print out on your own computer.

"I'm going to give this to you as part of our one week special when we launch this thing. You are not only going to get \$75 off this GPS heart rate monitor, but you are also going to get my guide that shows you in ten minutes how to learn 90% of the functions and take you from absolute utter confusion looking at this thing, to being able to actually work all the functions that you need"

I think that is the story I would go with. You tap into their aspirations and their dreams. Then you talk about the common frustrations. A) You don't have enough time. B) Even if you could get the tools that could help you become more efficient and save time, they are still too difficult to learn to use.

Magically, you've found a solution. Now you've put together the entire solution so they can get a great break on the price, plus they have this information so that they can use it quickly, easily, and efficiently.

This next one is a good one. The niche or market is prospective students for culinary schools.

I'm a lot like you

Aspiration or dream: They want to work in a kitchen, creating beautiful presentations for others to enjoy. They want to be involved in the romance they feel is part of the chef's world. Fine dining, interesting people, beautiful surroundings.

Common frustration: They feel stuck where they are...they want to be in the center of the food industry, they watch the food shows and yearn to somehow be involved. They worry about the money it will take, their friends and family tell them it's silly to be a chef. Unsure if they're good enough...unsure if they will graduate, not sure which school is right for them, will they get a job, are they reaching too high? Should they spend all that money for school?

How you found the solution: It's a love story between two people who found each other late in life (early 40's) after individual relationships that fell apart, who then learned of a shared passion for cooking, travel, New York, and who bailed out of Arthur Andersen together just months before Enron hit, to chase a shared dream of becoming chefs. They took 2.5 years out of their lives to suddenly not have to work anymore after 20 years of working (you aren't working if you love what you do). they would call me in the middle of the day at my office and tell me they are at a Greenwich Village cafe enjoying coffee and scones and I would hate them.

And you decided to share the solution: Experience...they will walk vicariously through the entire process of deciding to attend a culinary school, choosing and applying to a school, attending a school, graduating, going to France, dealing with coworkers in a kitchen (large egos), making friends in the industry, meeting great sous chefs, a story about Princess Grace of Monaco and the Shaw of Iran on the celebrations of the 1,000th birthday of Iran, what it's like to live and work in Manhattan (Mecca for a would-be chef) and why they should or shouldn't be chefs. It will also make them seriously ask themselves - why do I really want to be a chef. They may decide it's not for them after going through this product - which is OK - because there are definitely drop outs in culinary schools.

Taylor - Culinary School

It's an information product that is basically CDs, transcripts, and a directory. It looks like it is going to show people about going to culinary school. Prospects are young male or females. It could actually be any age who plans on going to culinary school. Basically, they are wondering if it is right for them. They are not sure which schools best and what the costs are. They aren't sure about the work opportunities afterwards and they are not sure if this is the answer to their dreams. But they know that they want to work in restaurants as chefs. They want to own their own restaurant.

So what are their hot points? Now this is some juicy stuff. They are unsure if they are good enough, unsure if they'll graduate, not sure which school is right for them, and they are not sure if they will get a

job. Are they reaching too high? Should they spend all that money for school? I don't know much about culinary school, but it sounds like it is expensive. I can imagine it is expensive.

What are their top fears and frustrations? They feel stuck where they are. They want to be in the center of the food industry. They watch the food shows and yearn to somehow be involved. They worry about the money it will take. Their friends and their family tell them it's silly to be a chef. They want to work in a kitchen. They want to create beautiful presentations for others. They want to be involved in the romance that they feel is part of the chef's world; fine dining, interesting people, and beautiful surroundings.

What things does your product do or give your prospect? Experience; they will vicariously walk through the entire process of deciding to attend school, choosing and applying to school, attending school, graduating, going to France, dealing with co-workers in the kitchen, making friends in the industry, meeting great chefs, and what it's like to be among the high and the mighty and live in the fancy places. They will experience vicariously why or why they shouldn't be chefs.

Basically, what this product is going to do is a lot. It tells them about the whole process of going to school, but not only going to school, but about actually working in the industry. It gives them a lot of insight about whether they might want to do that or not. This could potentially save someone, again I don't know what culinary schools tuitions are, but this could cost them tens of thousands of dollars. It could save them that kind of money if they decide it is not for them, or save them from going to the wrong school. There's a lot of juice here.

Given your story and the rest of your homework, what do you think your launch story should be so far? This is where Taylor made a mistake here. It's a love story between two people who found each other late in life.

Taylor's story is the story of the creators of the product. Remember the story should be about the prospect. You can work this in, but the idea is that they're doing this so they can open up their pastry web

site. Your story can be worked in, but that's not the main hook of the story going forward or the main hook that we want to come out with.

Let's do our little cut and paste thing here. Aspirations or dreams? Are you guys starting to see how easy this is? We just cut and paste. You guys already did the hard work coming up with the frustration and their hot points. We're going to throw these in as well.

We can use some of their story here. Then they can decide to share the solution. I'm going to cut and paste this whole thing. We won't use all of it for the solution but, I think we have it all set to go.

This is by the couple. I think we'll start with, "I think we're a lot like you. You are probably in the same spot we were in several years ago. We always wanted to work in a kitchen and create beautiful presentations for others to enjoy. We wanted to be involved in that romantic chef's world of fine dining, interesting people, and beautiful surroundings. We always felt this call to the kitchen and the idea of being chefs was a dream of ours for years.

"We always felt stuck. We always looked at the food industry. We watched the food shows. We looked at these restaurants. We'd read these menus and would just yearn to somehow be involved. We knew that the route really was going to a culinary school, applying, going through the process, getting into one of these culinary schools, going through and getting the training.

"We were worried about the money it would take. I mean, these schools aren't cheap. We were worried about making a wrong decision. Of course, our friends and our family told us it was silly to even think about going to culinary school and becoming a chef. To tell you the truth, we weren't sure if we were good enough. We weren't sure if we were good enough to graduate. We didn't know what school to go to or how to go about picking a school.

"We didn't know what kinds of jobs we could actually get coming out of culinary school. It's almost embarrassing to admit it, but we were just wondering if we were reaching too high. Should we spend all that money for school? I'll tell you what we did. Late in life, in our early 40s, after both of us were coming off of bad relationships that fell

apart, we learned of a shared passion we had for cooking, travel, New York City...” We probably don’t need to put Enron in here, (lol).

“We just decided it was time to chase our shared dreams of becoming chefs. We took two and a half years out of our lives. Suddenly, we weren’t working any more. I’ll tell you what, if you’re doing stuff you love, you are not working. We went to culinary school. We picked a school. It worked out well for us.

“I’ll tell you what, we would call our friends in the middle of the day in Greenwich Village Café where we’re enjoying coffee and scones. We’re living a life we couldn’t have dreamed of a few years ago. But this is the deal. There was a lot of pain to get to this point.

“We have now met so many people that have gone through this path. They have either picked the wrong culinary school or didn’t know what they were getting into. They didn’t know how to set themselves up so when they got out of school they were set up to get the kind of job they were looking for, in the type of restaurant they were looking for.

“What we have decided to do is share some of the experience from those two and a half years that we took out of our lives. We’ve put together a full end-to-end home study course that is going to walk you vicariously through the process. We are going to help you decide what culinary school to go to.

“We are going to show you how to go about picking the school, applying to the school, what you need to know when you are attending the school and graduating from the school. We’ll take you to France to study with great chefs. We’ll show you how to deal with co-workers and kitchens, how to make friends in the industry. That is really what is going to accelerate your path through the industry.

“We are going to take you through our path. It’s been a wild ride. We’ve met some great chefs. We’ve got stories about Princess Grace of Monaco and the Shah of Iran. Yada, yada, yada.”

Basically you can sort of build a story. You can see where we’re going. It’s the same old formula. You share your aspiration. You

share the common frustration. We actually did work in the story of this couple, and then we went right in to deciding to share the solution because it was a hard-won experience on our part, and we are ready to share the experience with you.

The next one is a good one. This is the craft market, with a specific focus on people who want to make money with their crafts. People who want to know how to start a craft business.

I'm a lot like you

Aspiration or dream: \* To be able to make a living doing something they love (crafting) \* Becoming the next Martha Stewart \* Working from their homes to spend more time with the family \* Fame and fortune Are interested in starting a craft business, but many are looking for a part-time enterprise or are just now exploring the possibility \* Spend as little time as possible on the business side of the business - they just want to sell their crafts \*

Common frustration: \* They will spend a ton of money to start up a business and they will fail \* Nobody will want the crafts that they are making \* There is too much competition for their types of crafts \* Rules and regulations for starting and running a legal business \* Pricing for profitability Figuring out a way to sell on the Internet so it's not all craft shows or trying to get into shops \* \* Marketing and selling are a foreign language \* There is so much competition out there that it's tough to stand out in the crowd \* Getting enough customers and prospects to keep the revenue flowing \*

How you found the solution:

And you decided to share the solution: "I know I've been a bit absent over the past six months, but now I want to re-launch the site with your input... Tell me what you want to know about starting your own craft business and I'm going to craft the site and materials to your wants and needs."

Chuck - crafts

Here is their offer. I'm looking to re-launch my craft business site and to warm up the list. Currently I have over 18,000 names on the list

and they are not very responsive. I want to re-engage the list and get them ready for a bigger launch in the near future. I'm going to offer my current product set at a steep discount.

That's great. They are thinking strategically. That is really cool, so come out with an offer at a deep discount; get the list buzzing, get them engaged, and then come back with a big launch.

Who is your prospect? Our prospect is predominantly female, ranging in age from 18 to 50. They have been interested in crafts for a very long time. It could be any type of craft. They find a lot of their information on the internet, but they are timid about creating web sites and communicating via e-mail. They are interested in starting a craft business, but these are not business savvy people. So, many people are looking for part-time and are currently just exploring the possibility..

They don't know a lot about marketing or how to increase sales of their product. They are not sure which crafts will get the maximum sales. They are a bit leery about security on the internet and they don't like spam. They like a good story. Our list is not particularly responsive at this point And I need to warm up the list.

What does the prospect really want? Our prospect wants good solid information about starting and running a successful business, doing something they really love. But they are not business people, they are craft people. They know how to do crafts. They don't know how to make money.

They don't know how to set up a business. They want to spend as little time as possible on the business side of the business. They just want to sell their stuff. In fact, they probably just want to make their crafts and get money. They would just as soon not sell at all. If they could just create the craft and stick them on a shelf and get paid, that would be the ideal, I imagine. They are fairly naïve about business. They really want someone to hold their hand.

Okay, this is a great description. Marketing and selling are a foreign language. These are their hot points. They just don't know how to market or sell. They think there is so much competition out there that

it is tough to stand out from the crowd. They are concerned about getting enough prospects and customers to keep the revenue flowing; about pricing and remaining competitive so they can be profitable; about figuring out a way to sell online, so they don't have to keep on going to craft shows or trying to get into shops. They are concerned about basic how-to-create a web site stuff.

Their top fears and frustration is that they'll spend a ton of money to start up a business and they will fail. So this is what they are worried about. They are worried that they are going to go and spend a lot of money and they'll fail; that nobody really wants the stuff they are making, that there is too much competition, and they are worried about rules and regulations for starting and running a business. They are also worried about pricing.

Their top wants and desires are to make a living doing something they love; becoming the next Martha Stewart; working from their homes to spend more time with their family; and fame and fortune.

What are the things your product does? It gives them good solid marketing advice. It gets them to think about their business in terms of revenue and expenses. And you need more expected benefits. This is good text for re-engaging, re-energizing, reconnecting with the list.

I know I've been absent over the last six months. It's probably good to give a reason why. Why have you been absent? Why haven't you been publishing? But now I want to re-launch the site with your input. Tell me what you want to know about starting your own craft business, blah, blah, blah. Basically, I think you need to get them excited.

Okay, it's time for the old cut and paste here. What are their aspirations? What are their wants and desires?. We're going to grab a little bit more from here and include it as well. What are their common frustrations? This isn't very much aspiration, but I'm going to put it up there as well. What are their common frustrations? I think this is probably going to be a big one. They don't know how to market. There is too much competition. There are lots of good frustrations in there.



How do you find the solution? I didn't see anything in here about how you found the solution, so we're going to have to go with that on the fly. How you decided to share the solution. This is a bit thin as well. We're just going to have to wing those final two. I think there are enough frustrations here where we might be okay.

I think this is something like, "Boy, if you're a craft person like me, then I think we are probably a lot alike. I've gone from craft to craft to craft. I've enjoyed pretty much all different types of crafts and I've done just about all of them throughout my life. In fact, a lot of times my family and my neighbors, they accuse me that I'm going to become like the next Martha Stewart or something.

"To tell you the truth, the ability to do this and actually maybe make some money so I can stay home with my family, spend more time with my family and more time on my crafts, well that would be wonderful." There's your aspiration.

"But to tell you the truth, I'm not a business person at all. I don't have a ton of money to sink into starting up a business. Who knows, I don't even know if it's going to be successful. I don't want to spend all my life savings on this. Even though my friends and my family love my stuff, I'm not sure if people are really going to want to pay for my crafts. There is so much competition. There are so many talented people out there. Then there are all the legalities. I don't know anything about putting a business together or how to price my stuff or how to market the stuff.

"Marketing and selling – that is a completely foreign language to me. I'm not a sales person. I'm a craft person like you. How do I stand out from the crowd? How do I put a web site together? One thing I know is I don't want to be traveling ten, twelve, fifteen, twenty weeks a year going to these craft shows. Sure I like a craft show as much as the next person, but I don't want to spend all my time on the road. I'd love to have a web site where I could just sell my stuff. I would do this in a heartbeat because I just love my crafts so much, if I knew that I could be successful and I knew I could get enough customers and prospects to keep the revenue flowing."

So that is a pretty easy one to do on aspirations, the connections, and the common frustrations. The tricky part with this one is going to be switching into the solution. I think it would work best if it was a third party. In fact, if Chuck, the publisher, is the solution provider, you might even want to have the part I spoke about, the aspirations and the frustrations, come from a third party, maybe one of your current students.

They could say, "One day I was out surfing around the web and I came across Chuck's web site. I instantly knew that Chuck was one of us, because I could see that he loved crafts just as much as us. The big difference with Chuck is that he actually has this business background and he knows all about business.

"He knows about creating a legal business and how to start and run your business. He knows about how to get your pricing right, how to build web sites, and how to get people to come to your web sites. So I invested in his program. I had no clue about business, but all of a sudden, I have been able to put up a business. I have my own web site and I'm making sales."

I think that is one of the shifts. This way you are using a third party as the person who is doing the connecting. They found you as the solution. This is a little different from the ones we've done before. At this point you can shift into the idea that because you've been absent, you can give the reason why you've been absent.

You haven't published for six months because you had some issues with your family or you did some traveling or you got involved in other things that you lost your focus like all of us do from time to time, or whatever. Now to make up for it you decided to do this incredibly silly deal and allow people to get stuff at half off or some amazing savings, because you realize that you have been able to make an impact on so many people. You are really sorry that you lost this focus because now you're not making an impact.

Now you want to get it rolling again. You thought the best way to do that, to get people excited, was to give a great big discount. This is an easy one in terms of hitting the aspirations, their dreams, their

common frustrations, because Chuck, you've obviously got a good feel for your market.

Now the switch.., I'm not sure if you sell it under your name or under a pseudonym. but if it is under a pseudonym, then it is a little easier to make the switch.

It could be like, "I've had these aspirations. I had these frustrations. Then I decided enough is enough and I went off and I found someone that taught me all the secrets to business," or, "I found someone who became my mentor and showed me how to put up web sites," or, "I just got sick of this. I've always been a big researcher so I spent six months researching stuff and I came up with all these solutions. From working with a whole bunch of people, we kept on refining it. It has gotten better and better."

So those are a couple of different ways you could go. Now we are moving on to Ed. His market is Medical Interns. Let's give this a shot.

Ed - medical interns

I'm a lot like you

Aspiration or dream: To look good... on "rounds", when doing presentations, on exams, and in emergencies - To continue to be successful - To be the best of his internship class - the best presentations, the best evaluations, and the fastest at making the right decisions - To finally reach the world's expectations of what "being a doctor" means to his wealth... he wants to lead the lifestyle that is expected of high-income earners - He has been successful all of his life - the top in everything - but now, for the first time, finds himself in real danger of failure.

Common frustration: Fear of failure, fear of causing harm, and fear of being alone on call - these are by far the top 3 fears. being humiliated in front of peers, and looking bad.

Frustrations include: - the amount of work necessary outside of work - preparing for presentations - calls in the middle of the night - others' perceptions of their income level

How you found the solution:

And you decided to share the solution: I know that this is really going to help people. My own story is a great example of down-and-out to wildly successful. And there were two times that I almost left training - and these products/services are built around what got me out of those situations. I have been giving talks on the subject for several years and only last year started informally polling people about the very questions asked above - fears, wants, frustrations, etc. I know I'm on to something.

“You know, I think I’m a lot like you. I was in the same place you are not too long ago. I had gone through school. I had spent my entire life going to school it seemed like. I would run up these large debts, but I’d always done really, really well at everything I tried. Unfortunately law school was long and expensive, so I have these huge debts. I was an intern with basically no money. For the first time in my life, this was a challenge that really wasn’t very well defined. I was sort of thrown to the wolves.

“I had to figure out a lot of things, because, to be honest, I had a tremendous fear of failure. All through school it was real clear what I had to do to be successful. But now that I became an intern, all of a sudden, now I had to worry about all kinds of things like presentations, paperwork, and doing better than my peers.

“Some of these guys, I think they’d like nothing more than to see me humiliated in front of them, the staff, and everyone. All of a sudden,

I'm out there, on call, all alone, what do I do? The Hippocratic Oath states that I'm not supposed to hurt anyone, I'm not supposed to cause any harm, and I definitely don't want to cause harm. Where do I start?

"I was basically where you are now. I had all these fears. I had great success in my scholastic career and med school, but then, all of a sudden, I was making hardly any money with a crushing debt burden and I really had to perform. It was all pretty murky. I didn't know exactly what or how to perform to do my best."

At this point now, you have to explain to them, Ed, how you figured this out, how you found the solution. I don't know how you found it, but obviously you did. So now tell them your story about how you found the solution.

Then go into, "I found the solution through years of study, through finding this mentor, through studying 12 other successful people, and distilling down what they had done. I found the solution by making every mistake in the book." You were so stubborn and hardheaded; you just fought your way through it. You figured a few things out. However you found the solution.

Then I think we can move this stuff, because this isn't how you found the solution. This is more why you decided to share the solution. We're going to move that around. Then, go through the fears, and frustrations, then go through the aspirations and finally figuring it out, by hook or by crook, or whatever your story was, then switch into why you decided to share the solution.

The solution is simply, "After fighting through this and getting this hard-won knowledge, I sat back and realized that there is a much greater need among the interns out there to have this information. It is one thing for me to have tremendous luck or figure out the solution. and to write down all these notes, to go from down and out and just about to quit two different times to being, frankly, very successful.

"It is one thing for me to do it, but really the reason I got into medicine was to help people. I thought, sure I can help people with their health, but I should also help people with their knowledge. I should

share this information that I have. What I decided to do is I've put together this course." At that point you just start spelling out all your benefits. It is that simple.

This is a really easy story right here. You basically had a very similar aspiration. You had similar experiences. You had common frustrations. Actually, you are going to have to put in your story of how you found the solution. Then after you found the solution, you decided to share it just because that's what you've been trained to do which is to help people. That is about it for this one right here.

Okay, so there are five examples for you. You've seen how it was basically almost a cut and paste process.. If you did the homework from Module One, then you can see it is basically almost a fill in the blank process to create your story. Obviously there is some rounding off of the rough edges.

There is some tweaking and working with it, but it is just not that hard. Go back, if you haven't done it yet, go back to Module One and do that homework. If you have done it, then take that homework and cut and paste and you can start to create your story. That is what I want you to do right now.

Take that homework from Module One and just drop it in.. Start off with the 'I'm a lot like you', or, 'We're a lot alike,' and then drop in your aspirations and your dreams. These two can switch. Sometimes you can put the common frustration first and the aspiration or the dreams second. Most of the time this is the way it goes, so drop in your aspirations and dreams, common frustrations, how you found the solution and then why and how you decided to share the solution.

You are going to be so far ahead of the game here if you do this. So, I want you to work on your story based on the homework you did in Module One.

