

\$5,562,429

Launch

Case Study

Aidan Booth





**“I went to buy a jacket, but
I saw a beautiful handbag...”**



...so I bought a pair of shoes”



- \$5,562,429 in sales
- EPC = \$127.57
- 10-day launch in June 2015
- \$2,497 or 3 payments of \$997

Conv	EPC
9.04%	\$127.57
14.06%	\$8.00

“Get to a \$100,000/year run-rate in 60 days with 4 simple websites and see results in a matter of hours (no experience needed)”

Sales Data



Sales Data

VSL vs. Webinar Sales

- Webinars accounted for 55% of sales
- VSL accounted for 45% of sales

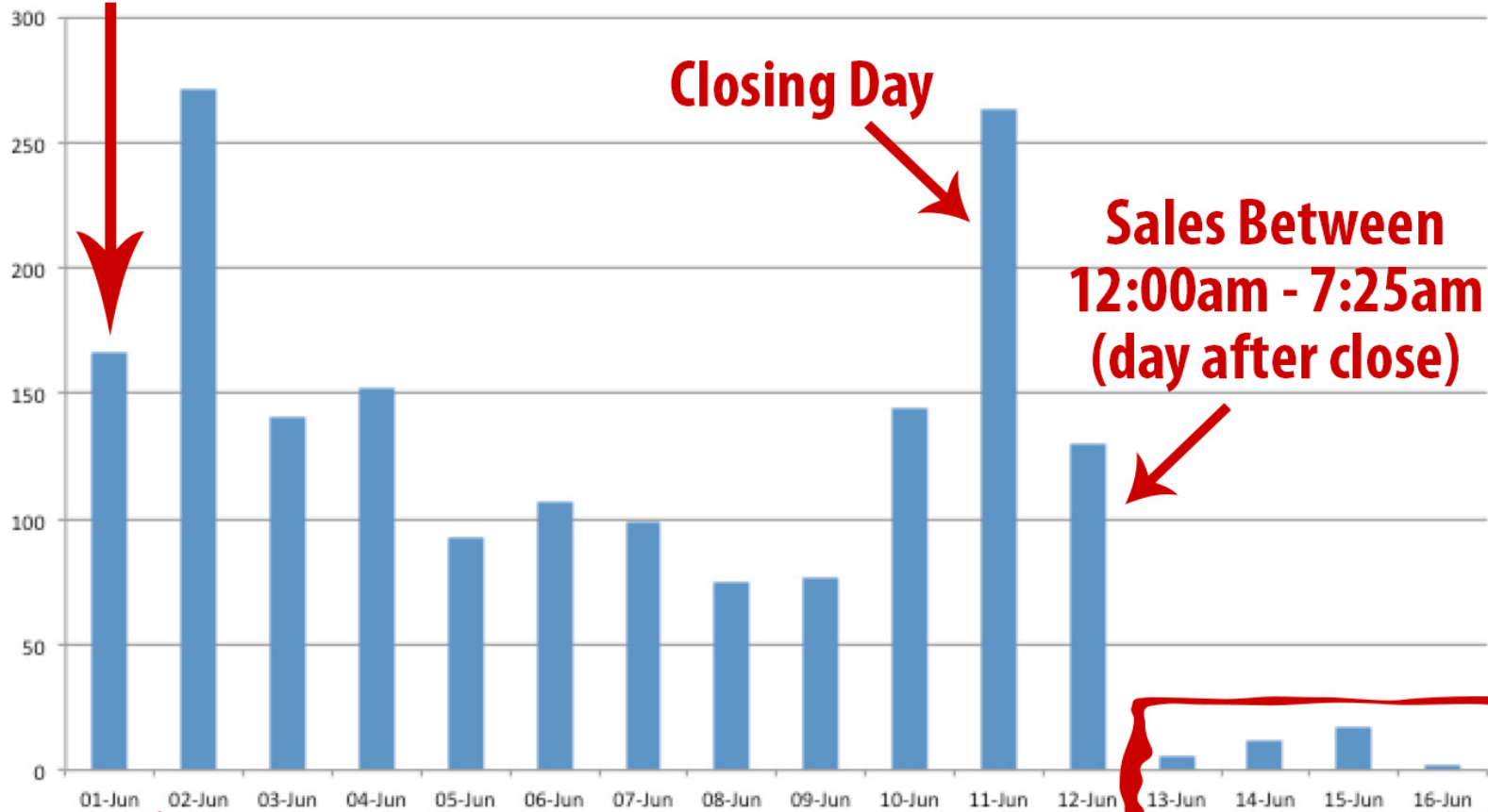
One-Time vs. Split Payment

- 47% took one-time payment option
- 53% took split payment option

Daily Sales

**Prelaunch
Webinar Sales**

Sales by Day



Launch Day

Post-Launch Sales (through support desk)

Daily Sales Takeaways

Days 4 – 8 are the toughest in a 10-day launch

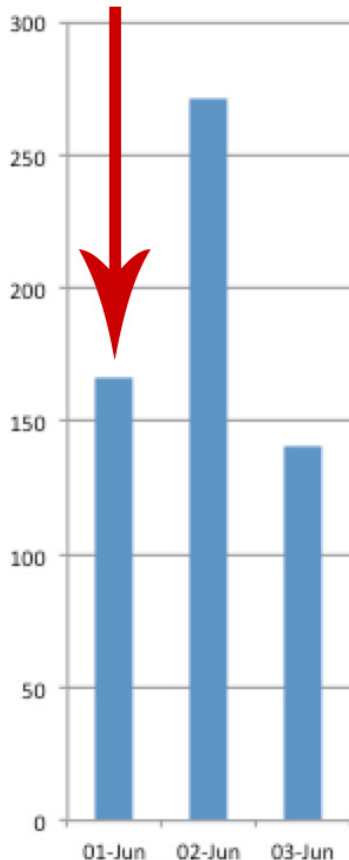
How can you help your partners close sales in those days?

- Release an amazing non-optin PDF that links to webinar registration or VSL (easy for partners to mail)
- Release a pre-filmed Q&A call
- Release an “insider look” at your site/system
- Run a mid-launch prize competition

Nail The First 48 Hours

33% of your sales happen in first 48 hours!

Prelaunch Webinar Sales



Early-Bird Conference Call

- Cash-in evening before launch (run 2 early-bird webinars, leads come from prelaunch = 9% of total launch sales)
- Extra bonuses for first “100 action takers” (or for first 24 hours only)
- Scarcity... “could close at any moment”
- Launch day = 15% of total sales

NOTE: 33% includes sales day before launch

Nail The Last 48 Hours

31% of your sales happen in last 48 hours!



Get Partners to Mail

- “Everyone who does 3 sales or more gets an Apple watch”
- Remind partners that it’s the EASIEST time to cash in
- Generic webinar that anyone can mail to

NOTE: 31% includes sales on day after close

Prelaunch



One Key Objective

- The only focus we have in prelaunch is to advance the sale

How we do it:

1. Funnel all leads into a early-bird webinar (affiliate ID's are cookied, benefits affiliates who mail)
2. Build buzz & good will
 - Awesome content / tools
 - Prizes (to subscribers)
 - The more you give, the more you'll be perceived to have!

Early-Bird Prelaunch Webinar

183 sales = \$456,951.00

[100k Factory - Webinar Special](#)



[Affiliate Details Page](#) | [Buy Buttons](#) | [Edit](#) | [Add an Affiliate Contest](#) | [Detailed Sales](#) | [Reviews](#)

183

\$2,497.00

\$456,951.00

- We held two early-bird webinars
- 7pm ET and 9pm ET the night before launch
- Had 800+ people on each one
- Converted at over 11%

Differentiate & Intrigue



Differentiate & Intrigue

Trinity Cody – *prelaunch video filmed in Steve's plane*

Email Subject Line: **“HUGE Announcement... (made at 200 mph, 7500ft above North Carolina)”**

100k Factory – *prelaunch & launch filmed in luxury yacht in The Bahamas*

Email Subject Line: **“HUGE Announcement... (with swimming pigs, lizards and a yacht)”**

Sales Video Structure



1. Huge Promise Up Front

- “discover how a test student reaches \$700/day in under 10 days with a brand new site”
- “instant goldmine, start earning tomorrow”
- “no experience, no special skills, anywhere in the world”

2. Connect + Common Enemy

- Failed before? It's not your fault. I've failed too...
- Scapegoat → “flawed business model”

This is the setup for step 3...

3. Opportunity + Solution

- “tap into the \$100,000,000 business model”

Make it realistic:

- “instead of earning \$100,000,000, what if you could earn \$2,000 from each website?”
- Sounds achievable...



4. Why Different

- “no waiting, income in days”
- “zero obstacles, no barriers to entry”
- “competition is a non-issue”
- “better structured support system”
- “no inventory, no content creation”
- “not a loophole”
- “proven model”
- “it’s easy!”
- “traffic in seconds”



5. Proof

- On camera student testimonials
- 7x proof screenshots
 - 6 showing the money in different ways (bank account, different commission screenshots, etc)
 - 1 showing the traffic
 - Make is completely irrefutable

Paint the picture... make it make sense!

6. Fast & Easy

What makes it fast and easy (and how will that benefit the prospect)?

- Proprietary Automation Software
- Research
- Traffic is fast
- Rigorously tested

7. Benefits

Freedom!

- “financial freedom”
- “geographic freedom”
- “time freedom”

Tie back to reality... *“if you’re lucky you might get two of these freedoms”*

8. The Offer & The Value

Product super powers!

- Example: 100k Factory had “super powers”
 - Unique System
 - Magic Software #1
 - Magic Software #2
 - Live ‘Follow Along’ Case Study
 - Support
- Make listener feel that regardless of their own ability, the “product super powers” will get them over the line...

8. The Offer & The Value

- Show accumulating dollar value on the screen
- Show what your time is worth
- Build the offer up as much as you can

Objective: If the offer cost 10x as much, it'd still be a good deal and people would buy.

State total combined value of components

9. Logical Justification

Show why it's a no-brainer from a logical standpoint...

- Fast, so...
- Easy, so...
- Proven, so...
- Special Software, so...
- Scalable, so...

10. Scarcity

- Spaces are limited... but why?
- System is too secret to reveal to too many people?
- Our personal time invested?
- Limitations of software?
- We don't re-open our programs, and why that is.

11. Remove the Risk

- Money back guarantee
- Triple guarantee
 - Can push conversions through the roof!
 - Unsatisfied for any reason? Then get your money back.
 - Followed the steps and it didn't work? The get double your money back + equivalent value donation to charity

Make it a COMPLETE no-brainer

12. Call To Action

- Click the button below the video
- Do it now... clock is ticking.

13. Warning

Explain the cost of missing out...

- Financial loss (you won't earn the money)
- Time loss (things will take you longer)

→ Rare zero-risk opportunity

→ Final call to action

Cart Closed Page



The 'Contact Us' Page

**DOORS ARE NOW
CLOSED**

**THE REGISTRATION PERIOD FOR
100K FACTORY HAS ENDED.**

If you had trouble paying, or checking out, please
contact support ASAP.

EMAIL US

support@100kfactory.com

The 'Waiting List' Page



The Doors Are CLOSED.

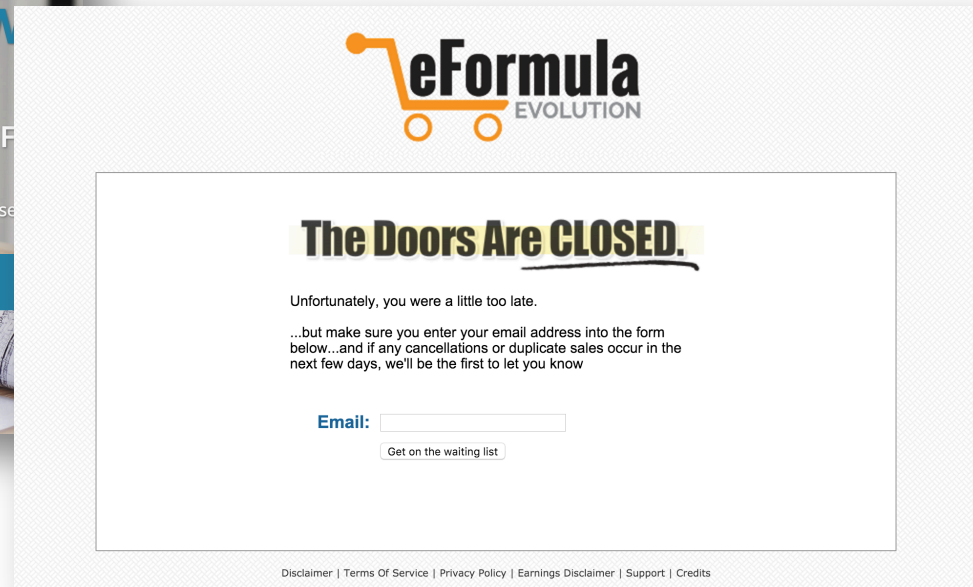
Unfortunately, you were a little too late.

...but make sure you enter your email address into the form below...and if any cancellations or duplicate sales occur in the next few days, we'll be the first to let you know

Email:

[Get on the waiting list](#)

Which 'Cart Closed' method works better?



Something Else?

Post-Launch



Refund Mitigation

A Sale Saved Is As Good As A Sale Made!

- Incentivized Support Manager
 - 10% or less
 - **10% to 15% → \$20,000**
 - 15% to 20%
 - 20% or more
- All about customer satisfaction...
- Monitor response time
- Create & constantly update FAQ file

Refund Mitigation

- Drip feeding content
- Strategically timed release of software
- Protection plan
 - 30 Day, 60 Day (split payment points)
 - 90 Day, 120 Day (these are two refund barriers)
 - Always something exciting in the pipeline!

Google AdSense Questions

+ ADSENSE KEEPS REJECTING MY APPLICATION. WHAT SHOULD I DO?

+ WHAT IS PAGE RPM?

+ COOKIE POLICY IN THE EU



Countdown Planning



12 Week Countdown Plan

[illegible]

- List every task
- Assign due dates
- Assign owner
- Divide tasks into weekly chunks
- Add tasks to weekly planning sheet
- If you fall behind, adjust the plan!

Other Tips



Other Tips

- Build 3 customer Avatars
 - “Jim is 43 years old, lives in Las Vegas, biggest fear is _____, etc”
- Have one key idea and NAIL it...
 - “4 website, \$2k each, \$100k/yr run-rate in 60 days”
- Give lots of reasons to mail!

7 P's to a Perfect Product Launch

1. Product Super Powers
2. Positioning
3. Pages
4. Prelaunch
5. Partners
6. Profit Maximiers
7. Platform

The logo features the text "100K" in large blue letters with a white swoosh and gold dollar signs. Below it, "FACTORY" is written in dark grey with gear icons. At the bottom, "ULTRA EDITION" is on a black banner with white stars.

100K

FACTORY

★ ULTRA EDITION ★

Shameless promotion... 😊

- ★ **Commissions of \$1248 Per Sale** ★
- ★ **Top Launch Week Prize of \$50,000** ★
- ★ **Top Prelaunch Prize of \$20,000** ★
- ★ **Total JV Prize Pool of \$180,000** ★
- ★ **Up To \$200 EPC's** ★

www.100kfactory.com/jv

Questions?

Download Slides Here:

www.aidanbooth.com/mayhem2016