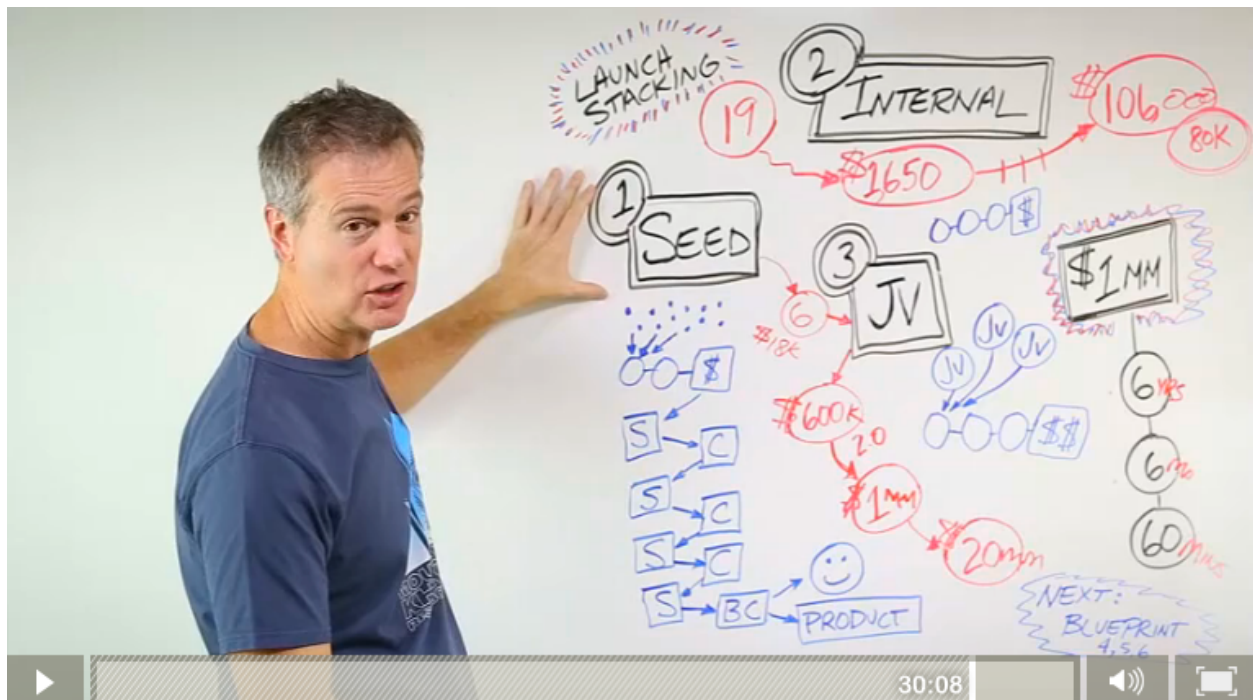


A Launch Strategy Goes Sideways

Now we're going to look at the launch structure most people use today. It's been in use for a long time, and in fact, was based on Jeff Walker's idea that when you get to a sales page, you should not feel like you're about to be sold something.

So his innovation was to break the sales page up into 4 videos, which pretty much guaranteed that it didn't look like you were being sold anything.

So let's go over the critical parts now. As far as the content is concerned, the details are on pages 91 - 95 of Jeff Walker's book, *Launch*, available at Amazon for about ten bucks. I took the course and I think the book does a great job of explaining it.



Jeff Walker became known for a new kind of launch that didn't look like anything was being sold.

OK. So basically you're going to divide your pre-launch content into three parts, corresponding to three videos.

In part one you talk about the opportunity; the thing they will now be able to do that until now was impossible. You also talk about who it's for.

In video two you talk about the transformation...how they will go about becoming this new person or having this new experience.

And in video three you cover the ownership experience... what your new life will be like once this has become a reality for you.

I think today you'd have to be a spectacular copywriter to make these kinds of videos work, as the structure holding them together is so fragile.

That's why I've taught you the EBM style instead. It's based on solid and proven principles handed down by the geniuses of the advertising world, not to mention the rigors of logic leaned on by trial attorneys.

But whichever way you decide to go with your content, your technology will be the same.

You'll release videos on a certain schedule, with emails in between keeping everyone in the loop and up to date with where they are in the sequence.

So let's look at that schedule now. This launch runs usually for about 2 weeks and is based on running webinars on the weekends. These webinars are literally what determine the day of the week the launch begins.

So if you aren't doing webinars, you can start any old day.

Thursday you'll release PLC 1.

Friday is an email reminder.

Saturday you send to the un-opens from Thursday.

Sunday another email.

Monday you release PLC 2. Yes, we've gone 3 days with nothing but email in between.

Tuesday is email.

Wednesday is promotion to the people who did not open on Monday.

Thursday we release PLC 3.

Friday we promote webinar 1.

Saturday we host webinar 1.

Sunday we repeat host webinar 1.

Monday we open the cart.

Tuesday we promote webinar 2.

Wednesday we host webinar 2.

Thursday we close the cart.

That's the standard launch and the standard sequence.

In a future video, we'll look at the design of the launch page. For now, let's move on to my favorite kind of launch.