

## The “All Roads Lead To Rome” Launch Model

In the previous lesson, we learned that the original idea of a video launch was that when you get to a sales page, you should not feel like you’re about to be sold something.

That’s why the sales page was broken up into 4 videos.

Nowadays, however, everyone assumes a launch page is leading to a sale, and one with a big price tag; most often at least two thousand dollars or more.

There is some value in this. No one expects the program will be cheap, so there’s no sticker shock.

I think it still works as well as it does because of its look and feel; in other words there is no salesy type information you can see, but because it also no longer performs the primary function it was first created for, namely, preventing people from putting their guard up, too many people just aren’t following launches anymore, and thousands of marketers are leaving tens of millions of dollars on the table.

Something had to change.

So let’s look at an alternative model; one based on the original intent of a video launch, helping us let our guard down.

It’s called All Roads Lead to Rome.

Right now there are two options for doing this, though there will be many more as we progress down this road. Both options work beautifully with the content carousel, and the second option builds your list as it makes sales.



*How about that? All roads really DO lead to Rome!*

Let's begin with option one.

Option 1 works with the content carousel and it's really intended for current subscribers.

Now, from a launch or sales perspective, current subscribers are considered warm traffic. That will become important in just a moment.

Video 1 appears to be just another piece of content on the blog with a new topic. But it's different because it uses the EBM model and it offers a link to sign up for the next video.

However, video 1 also appears on social media, like in Facebook or twitter.

Video 2 appears on schedule on the blog and is on same topic with same opt-in offer at end. It continues the EBM format.

Video 3 appears on schedule on same topic with same opt-in offer at end.

All pre-cart videos are shown on your blog. It's only the last video that appears on the sales page.

In this type of launch, the Cart is open for 3 days because it's usually a subscriber or a new subscriber special.

It can be a discount or it can be a bonus or it can be in advance of a price increase.

If you want, at the point where the cart opens, you can place all three pre-sales videos on a single page to give access two people who want to review those videos before buying.

But until that point, there is never a page that looks like a video launch. You are either on a landing page, the thank you page or the blog.

Option 2 works just like option 1 except it starts with an opt-in page delivering a pdf instead of the regular content video.

This might seem like a simple thing but it's actually a very powerful strategy and here's why.

Remember I said that this launch is designed primarily for people already on your list; in other words warm traffic.

However, when you start the launch on a landing page with the lead magnet that is relevant, you are building your list at the same time with cold traffic that you are transforming into warm traffic, thus making them prime candidates to participate in the launch of your product or service.

And the thing is, you can have this going every day of the week; sending traffic to that Lead magnet via Facebook ads, YouTube videos, tweets, Pinterest posts, articles, guest posts, webinars and affiliates.

How it actually works is that the thank you page where the Lead Magnet is delivered is where you start with video 1, which also appears on the blog for your current subscribers.

Once the new subscriber has joined by opting in, the sequence is the same.

So at the most we only have to set up three new pages: a landing page, a thank you page and the sales page. Everything else takes place on the blog.

It's a simple system that can make you a lot of money and build a lot of goodwill. Start building it now and the truth is you can literally have thousands of dollars coming in by the end of the week.

And speaking of building, in the next video we'll start building those pages.