

**SPECIAL NOTE:** I am sorry if this title of this report offends you. To tell the truth, it offends ME. However, I just had my **entrepreneurial world rocked** in the last 24 hours—I found myself in a place where I haven't been for many years – and I decided that it was time to shake up my readers as well. This is **IMPORTANT** material.

# “Back To The Wall Marketing”

October 19<sup>th</sup>

From the desk of Jeff Walker

“Your Back Is To The Wall”

”You’re cornered—and you’re in danger—“

“You may even feel like the well-being of your FAMILY is on the line...”

Wow... that is a pretty shocking image, isn't it?

And if you know me very well (through my newsletters or presentations or maybe we met at a seminar), this might not be what you'd expect from me...

I am that quintessential "nice guy." I talk about building relationships. I emphasize treating people well.

I mean, I don't even like violent movies.

But there is a disease out there, and I am a little worked up about it...

I'm talking about a business-killing disease... and stuff that once took me to the brink—not to mention the unbelievable strain that it put on my marriage and my new family.

Before I tell you what this “disease” is, or how I found a cure that restored not only my business, but my dignity as well, I'd like to tell you what brought these memories back for me...

**You see, I've had my world rocked in the last 18 hours.**

Yesterday afternoon, at just about 3:00 PM, Mountain time, I started a contest on my ProductLaunchFormula.com blog that I thought would really spice things up.

In that post, I said I would give away **ONE** free copy of my Product Launch Formula home-study course - to qualify you only had to post a comment that told me **WHY you needed the course and HOW you would use it.**

I said I would pick the winner based on the posts... I would pick the post that I thought gave the best reasons.

**Well... I had no idea what I had set in motion.**

This is what happened - I sat stunned, refreshing the page again and again, every time surprised to see brand new posts flying in—in fact, less than an hour after I pressed send there were already 42 replies.

And these weren't one or two liners – I am talking about 42 thoughtful, exciting, and even heart wrenching replies. In one hour.

I am sitting here less than a day later and there are 216 responses piled up—and they are still coming.

The response was overwhelming... incredible...

## **HUMBLING.**

Yes, I am humbled by the responses. The posts weren't one or two sentences... it was a huge **OUTPOURING** of wants, needs, desires, hopes... and yes, disappointments.

(In fact I copied and pasted everyone's comments into a Word document just to see how many pages they added up to and it is already over 100 typed pages.)

Lots of pure, raw emotion, fear, anger, joy, excitement... and not to get too sappy, even love.

Because of the way things work on the Internet - I don't know when you are going to be reading this. But you can probably still see all those posts here:

<http://productlaunchformula.com/blog>

As I read the entries, at first I was overwhelmed by all the energy that you put into those posts... I found myself surfing on a wave of emotion, I went from excitement, to wonder, to fear, to frustration, to passion and on and on...

Before I knew it, my imagination had transported me to a place that I hadn't been in many years...

## **And then I started to get MAD.**

Now let's be clear... I am NOT mad at the people who posted comments... no, I salute their **spirit, desire, zeal, spunkiness, and their hard work.**

No... I got MAD at the dream stealers that stood in these people's way. The people that discouraged them every step of the way. The people who sold them worthless goods and services. And the people who led them down the wrong path. I got mad at all the false promises and hopes that had stood in their way.

You see, I can vividly remember when I was in that spot. When I was starting out, just trying to find some way to provide for my family... for my wife and two young children. I remember feeling like a “deer in the headlights”, not knowing what to do next.

You see I wasn't always a successful marketer—you might be surprised to find out that I'd never even heard of a 'sales letter' before 1994. That was when I got my very first offer for an “infoproduct” via the still brand-new communication format - email.

But I'm getting ahead of myself, this story actually begins when I was 27 years old, and I'll admit it...

## **“Back Then I Had One Of Those J-O-Bs”**

What can I say? When I got out on my own it was the only way that I had ever learned to put food on the table and a roof over my family's heads.

And if you were on the outside of my life looking in, you might have thought I had it good. I'd leveraged my people skills and my focused, detail-oriented nature to help my company systematically make big financial gains.

I'd quickly risen through the corporate ranks and had a decent income. Heck, I was just two steps away from the CEO at a big multi-million dollar company.

### **AND I WAS MISERABLE.**

What I was confronted with more and more every day was this:

My bosses and co-workers didn't value results. They didn't value teamwork.

Instead my days were filled with politics, pettiness, and worries about how every move that I made “looked” – rather than doing what I wanted to do, focus on whether a strategy or plan was the best choice for the business.

(If you've ever had a job like this then you may know exactly how it felt to be stuck in a place where you feel like you're moving in one direction and the entire world is going the opposite way.)

I was just about to turn 28, my wife had just finished grad school and my first child, Daniel, was about a year old.

Like so many young families, money was tight, but one night I told my wife that I needed to make a change.

**And shortly after that, with a new kid and no idea of what I was going to do, I walked away from that "golden opportunity" job. Forever.**

Now let me just say for the record right now that I don't know what I would have done if it wasn't for my wife Mary.

While I sat around and played Mr. Mom and contemplated how in the heck I was going to get us out of the jam that we were in - and what I was going to do with my life - Mary, pardon my French, busted her ass to feed us and to keep the lights turned on.

But days turned into weeks, and weeks into months, and before I knew it years had passed and I was still paralyzed, feeling more and more isolated by the day. I had ideas, stuff I was working on... but nothing ever materialized.

I could tell things were getting harder and harder on Mary. She was watching Daniel shoot up like a sprout (not to mention the new baby) and every day she was reminded of what she really just wanted - to stay home and be a Mom. And meanwhile, the in-laws weren't so happy with their slug-in-law... I mean son-in-law. In fact, I am sure MY parents were downright embarrassed.

And then one day Mary came home, and I could tell just from one look at her that things were NOT good.

**I stood there ashamed as my wife told me that she just couldn't bear to watch from the sidelines as our children grew up. And meanwhile, the very same things that had eaten me alive when I had a J.O.B. were unraveling her as well.**

What could I say? I had told her that things would change... but I didn't know how. I was confused, I felt cornered.

That night was rock bottom. If I had only been able to put up with that JOB, then maybe things would be OK. But it was too late... I had committed career-suicide.

My family was barely scraping by as it **was—and I no longer had marketable skills**. And any potential employer would just look at me as someone who had been sitting on my duff for four years.

And what would it mean if I had to start all over again in the corporate world? I'd already surrendered what was left of my dignity—would I also have to surrender hope?

And then one day, in April of 1994, I turned on my Gateway computer and logged on to my CompuServe account...

Now to get this next point, you've got to understand that back then you really never got emails at all, and spam basically didn't exist. In fact, I think that the sales letter that showed up that day in my "in box" was probably the first piece of unsolicited email I'd ever gotten.

(I wasn't even savvy enough to know that I should have been offended! 😊)

Not only had I never seen spam, I'd also never seen a long sales letter—this sales letter was for a \$95 course called 'Turn Your Computer Into A Money Making Machine'. And as crazy as it sounded, there was something about it that seemed almost irresistible.

**I printed out a copy of that email sales letter on my dot matrix printer—it was 12 pages in all, and then I read it and re-read it.** It was all about using direct marketing to sell information. It didn't even cover the Internet - that was too brand new back then. I was fascinated and at the same time totally at a loss for what to do.

I can't recall exactly how many times I read that letter—or how many notes I'd scribbled in the margins, or how many bullets I circled—my best answer is a LOT. This went on for two weeks – I re-read that letter almost every single day.

Right now you might be asking yourself, "Ninety-five bucks? What's the big deal? Why didn't you just charge it?"

Let me tell you about the one thread our family's life was hanging on. It was called our budget, and it was an agreement that we ate, slept and breathed by...

And our budget for miscellaneous items like this was \$400.00.

PER YEAR.

Now this part of my memory is so vivid I can almost taste it - I stayed up each night pouring over every last word of that sales letter, agonizing over my decision...

**Finally, I took that life-changing action – I “pulled the trigger” and sent off a check – the total with shipping was \$99.50.**

But I was terrified to tell Mary... wondering if she would think I was being a fool – so I didn't tell her.

**The rest is history. That course I bought provided an excellent introduction to direct marketing... and information marketing.**

And about a week later I had the guts to tell Mary how I had spent that 100 bucks.

I read that course over and over. And then I started to put it into action - I started working on building a business.

But wrestling with that decision to buy the course, and finally taking that action (after struggling with the decision for two weeks) taught me one essential lesson:

**“I Had To Learn To Do Business Like I Was Cornered And The Only Way To Come Out Was With Both Guns Blazing!”**

I don't want to be condescending here. I know you are smart. I know you work hard. And maybe you are even one of those very few who already have it figured out.

But the odds are your product is sitting there on your web site DEAD. It isn't selling. Or it is barely selling. Or it could be doing 10 times better.

And if you haven't released your product, well let's just say it isn't dead yet... but it soon will be.

I am talking about doing marketing and business like **it really matters**. I am talking about grasping an "opportunity" and squeezing it hard, and not letting go.

What I am talking about is taking your business, your product, your idea... and **REALLY** treating it like your life depended on it.

Not being afraid to **REALLY GO FOR IT**.

Not being afraid to reach out and TOUCH your market... like THEIR life depended on it.

I have been to a lot of seminars. Everyone I meet has a product, or an idea for a product. Well, I have news for you...

**MOST OF THEM WILL BE DEAD ON ARRIVAL WHEN IT COMES TO LAUNCH DAY.**

The rest of them are **ALREADY DEAD**... limping along in moribund businesses.

## **I Know... This Is HARSH...**

But that is why you need to market like your BACK IS TO THE WALL.

Instead, most people are walking around in a DAZE, just hoping their product will somehow start leaping off the virtual shelves.

**IT AIN'T GONNA HAPPEN.**

That is why I am trying to shake you by the throat here. Look around you... there are a lot of people who are pretending to have success. But the truth is they aren't there yet.

That's OK... no shame in still being "on your way".

**But you AREN'T on your way if you keep doing the same old thing.** If you think that your product is going to magically take off. If you think that the next person you approach to promote your product is going to turn things around for you.

Think about your back being to the wall...

Tired of feeling cornered?

Isn't it time to do something different?

## **No More Mr. Nice Guy**

People think I am a nice guy. I am mild mannered, it's hard to get me mad. I say "thank you" to folks. I treat waiters nicely. I hold doors open for people.

But let me tell you this - **I am dead serious about business**. And behind that Mr. Nice Guy persona, I am extremely INTENSE.

When I come out with a product, it is a battle. An all out war. **I see it as a force of wills... me and the product vs. the market**. Me vs. the world.

Sure, I am trying to bring light to the world with a superior product. Sure, I care about doing the best for my clients.

But this is the deal... **when it comes to whether my product will sink or swim, it is a battle**. A force of wills. And I don't play that game to lose.

YOUR BACK'S AGAINST THE WALL.

I want you to be there with me. I want to show you how to fight for your product, your business... like your life depended on it.

## Don't Take My Word For It

Now that might all sound like a bunch of hype-filled tripe... if it weren't for the fact that I have been living and breathing this stuff very successfully for almost 10 years.

But instead of me talking about how great I am, I want to show you what a friend of mine said about me... and he said this WITHOUT my knowledge.

But before I show you this let me say one thing... **if you pull the "Jeff Walker Encyclopedia Of Direct Marketing" down from the wall and look up the word "strategy", there is a picture of one man – John Reese**.

Lots of people know John as the guy who sold more than a million dollars of his Traffic Secrets course in a single day. He almost seems like a super-hero... some super-marketing-crazed hero.

Well, let me tell you this about John... hanging around John is like hanging out with your best friend – if your best friend might just-so-happen to seemingly pause in the middle of making a sandwich and spit out a marketing strategy that makes you millions.

In any case, after his "Million Dollar Day", John put out a PDF report telling about his launch and how he did it... this is what John wrote starting on Page 14 of that report:

I am now an ANTICIPATION JUNKIE. I really feel it's one of the most powerful elements in all of marketing. And I owe it all to...

...my good friend, Jeff Walker.

Jeff taught me earlier this year that I need to turn things into "events." In other words, I need to turn my marketing into a timeframe that my prospects and customers will look forward to in the future. It's one thing to just send someone a marketing message of some kind, but if they are EXPECTING that message and it relates to an event of some kind... BOOOOOOM!

I am forever grateful to Jeff Walker for teaching me this principle and making me tattoo it on my brain. I can't tell you how much money it has made me. Well, sure I can. It made me one million dollars just yesterday.

If you observed the entire marketing campaign for "Traffic Secrets" you will notice that I mentioned the product was "coming soon" several times in my newsletters and on my blog, then I finally announced the actual date, August 17<sup>th</sup>, 2004 for the release.

This process built up incredible anticipation.

Jeff is a marketing genius that has MANY amazing strategies that he has developed over the years. He used some simple, yet powerful methods to recently do \$100,000 in one week – and he'll teach you exactly how he did it.

Check out Jeff's site at <http://www.sixinseven.com> to learn more.

And, No, that's no affiliate link. I don't make a dime if you go to his site and end up buying something from him. He doesn't even know I am mentioning him in this thing.

So...

Now that was incredibly gracious of John to write... in his moment in the spotlight, he took the time to deflect some of that spotlight towards me.

I downloaded that PDF report just like anyone else, and I was shocked to open it up and see John giving me all that credit.

**This is all I have to say... JR, you are solid gold.**

Now the crazy thing is that Reese is not the only one who has said really nice things about me. Frank Kern is another freak of nature when it comes to marketing.

Just a couple of days ago as I write this, Frank put together a promotion and made \$370,000.00 in just a few minutes. That is just plain nuts.

And the day after that promotion, Frank sent this note out to his list:

**--- Begin Frank's Note ---**

O.K. - yesterday was nuts.

I sold out my \$10,000.00 per person Serializer class in MINUTES.

I turned the site on to test it at 8:40 AM.

It was sold out by 9:05.

I'm pretty sure that was the fastest product launch in our history.

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I CAN'T REALLY TAKE CREDIT FOR "PULLING THIS OFF"  
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Sure, I'd love to say I sold it out because I'm a marketing genius or whatever.

But the fact is, I sold it out because I copycatted some strategies I learned from Jeff Walker.

He's the un-disputed MASTER of sellout launches.

He's the guy that taught me. He's the guy that taught John Reese. He's the guy that taught Yanik. He's the guy that taught Jason Potash.

He's also the guy who'll just flat out GIVE YOU some of his best info if you want it.

Details here:  
<http://productlaunchformula.com/>

You can get all kinds of stuff from his site.

One cool thing is a teleseminar where Jeff had his most successful students (me, Reese, Yanik, Jason Potash, Jim Edwards) explain how we pulled off massive product launches.

It was a killer call... and you can get the recording AND the transcripts.

<http://productlaunchformula.com/>

(it's over 60-pages and it's explains why I'm now

"afraid" of Paris Hilton.)

Here it is:

<http://productlaunchformula.com/>

One more thing... to get the recording and the transcripts, you have to opt-in to Jeff Walker's Power Launch list.

He'll be promoting a home study course on product launches that he's releasing on Friday.

It's a good idea to STAY on Jeff's list. Even if you could care less about his course.

Why?

Because you'll get a million dollar education just by WATCHING what he does.

Here's the site again:  
<http://productlaunchformula.com/launchformula>

Talk soon,  
Frank

P.S. I have not seen the course.

BUT I'VE FOLLOWED JEFF'S ADVICE TO BRING IN OVER \$1.3 MILLION DOLLARS SINCE JANUARY.

So I'm a raving fan.

Jeff is a personal friend of mine. He is a smart guy. And his stuff works. I know from personal experience. In fact, it put a whole lot of money in my pocket yesterday when I "launched" my Serializer Method Class.

I used some strategies Jeff taught me, and I'm pretty sure yesterday's launch was the fastest sellout EVER in the history of our industry.

Anyway - go here and you can get the goods from Jeff.

**--- End Frank's Note ---**

Now maybe you don't know who John Reese and Frank Kern are (or Yanik Silver... some other time I will show you the nice things that Yanik said about me). In any case, let me say this:

They are some of the most successful Internet marketing entrepreneurs there are. They have put together promotions and product launches in the last couple of years that have been worth at least \$4 million.

And they also happen to be good, honest men that any of you would be happy to call a friend. Lord knows I am happy to call them friends.

Of course, I hesitate to tell you about them, because then you might think that these launch techniques only work if you are selling "Internet Marketing" stuff.

Nothing could be further from the truth. In fact, a couple of years ago my biggest question was this:

## **These Techniques Work Great In Other Niches, Will They Work In Internet Marketing?**

You see, I developed these launch techniques in niche markets other than Internet marketing. I knew it worked in those markets... actually, "worked" is an understatement. Let's just say these techniques CRUSHED the market and OBLITERATED the competition.

**But I didn't know if it would work in the Internet marketing world until I shared them with John Reese.**

And all he did was sell something like \$450,000.00 worth of workshop seats to a tiny list of a few thousand folks... in a few days. Without any affiliate partners.

Well... I guess I had my answer. :-)

Now here is YOUR ANSWER: These techniques will work in your market as long as they meet one criteria...

**YOU HAVE TO BE SELLING TO HUMANS.**

You see... my Formula is based on psychological triggers that are built into every one of us.

EVERY ONE of us has an inborn instinct that makes us seek food when we are hungry. That is present in EVERY SINGLE ONE OF US.

**Well, there are other triggers that are hidden in each of our brains. And my Formula takes those triggers, and it uses the Internet to turn those triggers inside out and upside down.**

I can show you how to hit those triggers over and over. And build it into a crescendo so that your prospect is almost "foaming at the mouth" over your product.

## **What About Affiliate Sites?**

If you have an affiliate site, where you market OTHER PEOPLE'S stuff, then there is one ETERNAL TRUTH about your site.

**You have a lot of competition. And that competition is selling the EXACT SAME THING you are.**

That makes for a difficult business environment, right off the bat.

You NEED to do something to set yourself apart. You NEED to stand out from the crowd. You NEED a reason for people to sit up and take notice.

You NEED to use the Product Launch Formula... or else you will just be another "me too" site.

**David Frey used my formula to set himself apart.** He sold a product that was already in the market. A product that was already being sold by other people.

He put together a simple promotion... a launch. It lasted four days. The money came FLOODING into his business. Well over \$60,000 in those four days.

And this is the thing - since David set himself apart with the Formula, he actually created a STRONGER business than he had before.

**He made an extra \$67k in sales AND he ended up with a stronger relationship and a much bigger list.**

All because he took just a little extra time and applied the Formula.

# What About Adsense?

Many people are making a bunch of money with Google Adsense these days. It can be easy money right now.

**Well, here is a secret that almost no one knows... I have personally made a small fortune with Adsense.**

My best month ever was more than \$35,000.00.

Google Fed Exed that check to me. When Mary brought it into our small town bank, they asked if we owned part of Google. ☺

Like I said... it can be easy money.

HOWEVER, you need to KNOW THIS:

That money can go away as quickly as it comes. I have PERSONALLY had a site PLUMMET from many hundreds of dollars A DAY in Adsense income all the way to nearly zero.

Make no mistake... your income WILL come and go with Adsense.

**If you are relying solely on Adsense income, you don't have a business, you have a lottery ticket. Your business is built on a bed of sand. And YOUR BACK IS AGAINST THE WALL.**

That is INSANITY mixed with a good dose of delusion.

Sorry to be harsh here... I speak from hard-won experience.

**HOWEVER, if you use your traffic to build a LIST of subscribers, you are now creating a business... an ASSET.**

And once you start creating that asset, you are well on your way to using the power of the FORMULA.

You are ready to EXTRACT maximum profit out of your business. The only thing you need to do is THROW THE SWITCH... and engage the Product Launch Formula.

# What If I Don't Have A Product? What If I Am Just Starting Out?

This is where I go back to John Reese and a key insight he shared with me:

**Business success is based on momentum**

Get out your marketing notebook and write that down.

I tell you... in the “Jeff Walker Encyclopedia Of Direct Marketing”, if you look up the word “strategy”, you will see a picture of John Reese. The guy is brilliant, he has the ability to pierce right through to the heart of any marketing question.

Well, maybe not ANY marketing question... but I have personally never seen him stumped.

In any case, John has nailed it here:

**Success is based on momentum.**

You can't just trickle your product out. You need to quickly build momentum. You need to get noticed. You need this to sell product, and you need this to attract promotional partners.

And if you are like most folks, you can't go and buy a Superbowl ad.

I didn't have any money for advertising when I started out. And buying ads is a VERY difficult, VERY expensive way to try to make a splash. Not to mention very risky.

And here is something else... the splash you make through a well-orchestrated launch is a LOT more effective than you would get through any type of advertising.

So let me prove that you can use the Product Launch Formula to start a business. I am talking about ABSOLUTE unequivocal proof.

Are you ready?

## What Are You Reading At This Very Instant?

Stop and think about what you are doing right now. This report you are reading is PROOF that these techniques work... and they can work even if you are in a brand new market.

I have never sold a marketing product before. I didn't have a marketing business. I only had a miniscule list of readers.

Yet, through a very effective launch I am able to put this report in the hands of thousands of people.

Including you!!

**Somehow I squeezed into your overly full, overly busy life.**

I was also able to put up a blog and get more than 497 comments in a week or two.

I have just created a BUSINESS right in front of your eyes. Not a product, but a BUSINESS.

GET THIS - the Product Launch Formula can create a BUSINESS for you... even in a brand new market.

## Others Have Done This

I am not the first person to do this. Last January Frank Kern launched his Underachiever product (along with his partner Ed Dale). They sold 700 some units at \$1497 in a day or something absurd like that.

Well, Frank essentially didn't have a business OR a real list in that market.

**But he put together a launch using my techniques. BINGO... he had a business.**

And as I mentioned above, two days ago Frank went back to the list that his January launch created, and he did another launch for a different product.

BOOM... \$370k in NINE MINUTES.

**Do you get that? He didn't have a business - so he used the Product Launch Formula to create a business. Then nine months later he used the Formula AGAIN to make another quick \$370,000.00.**

That's a key thing people often miss...

## **Attract Great JV Partners With “The Formula!”**

OK, so I just created a business with my launch.

But you might think that is just because I have GREAT partners who are promoting my business. Well... you would be 100% correct. I would be NOWHERE without my partners. I would be at GROUND ZERO.

But that would miss this KEY POINT.

**If it wasn't for the Formula, I wouldn't have any partners!!!**

If they didn't know I was going to turn my launch into a huge event, and that I would put together a HUGELY successful launch... then they wouldn't have gotten onboard.

Instead, they knew that I had the Formula, so they wanted to be part of my promotion.

**CAN YOU IMAGINE WHAT IT IS LIKE TO HAVE PEOPLE BEGGING TO PROMOTE YOUR OFFER?**

That is what is happening to me right now. I am getting three to five requests a day from people who want to promote my business.

They are actually creating SALES PITCHES for me... trying to convince me to let them SELL MY PRODUCT.

**UNDERSTAND THIS: two weeks ago I had no business. I applied the Formula and I now have people COMPETING for the chance to promote my business.**

That is POWER.

That is what happens when you market with your BACK AGAINST THE WALL. When you use the Product Launch Formula.

# Once You Learn This “Formula” You Can Use It An Unlimited Number Of Times...

Frank Kern just did it... went back to the same well, with the same Formula. The result - spectacular success.

I personally did this OVER and OVER in the stock investing and stock trading markets.

**I continually re-launched the same product, two or three times a year. This was a product I sold EVERY DAY OF THE YEAR. But every now and then I would do a re-launch. And it worked every single time.**

Then I took the techniques and applied them to different markets. They worked just as well.

This is the deal... learn the Product Launch Formula and you can use it and use it, and use it yet again. In whatever market you want to dominate.

Stay in your current market, or go play in a different market. Once you learn the Formula, you can use it in any market you want.

## “The Product Launch Formula”



This is the Product Launch Formula in all its glory. And yes, I am rather proud of it.

Every element is designed to work together to market your promotion with "Back To The Wall" intensity.

Here is something you don't know about me: **I am obsessive when I develop products.** They take me forever to complete, because I like to get them perfect.

I am not really proud of that... being a perfectionist is a bad trait for a product developer. It makes it tough to finish things.

It means that I work for a very long time without getting paid. **I have worked on this non-stop since April.** Often 12... 14... sometimes even 20 hours a day in the last few months.

It was insane.

I don't know why I torture myself like this. I am just thankful that Mary and the kids put up with me being absent so much as I worked on this thing.

Here is another thing you might not know about me: **I am really good at organizing information in a sequence that is extremely understandable. And I hate it when things are left out.**

(If you doubt that last statement, just look how I put together a launch sequence.)

The bottom line is that this package is a **COMPREHENSIVE A-to-Z guide to my ENTIRE method.**

You can use it to launch products. To re-launch products. To sell affiliate products. To build lists. To re-warm lists. To sell services. To sell hard goods. To bring in donations.

Whatever. **Any product, any market.**

# How Product Launch Formula Works For You...



These nine screen-capture video CDs make up a huge core of the program.

On these disks I walk you through all **the tools, triggers, techniques, and sequences I use in my launches.**

I show you stuff like how to:

- ✓ Make your clients rabidly anticipate your next product.
- ✓ Get your clients and prospects behind your product before it even exists.
- ✓ Come up with new product ideas... products that your market is hungry for.
- ✓ Learn what your prospects' objections are... long before you create a sales letter.
- ✓ Gather testimonials, even before you have a product.
- ✓ Take an existing product that you sell EVERY day... and build up huge anticipation.
- ✓ "Launch" a product that is NOT EVEN YOURS - such as an affiliate or joint venture product.

- ✓ Attract Joint Venture partners, even if you are in a small niche market.
- ✓ Sequence your offer that has buyers lined up, credit cards in hand... waiting for you to let them buy from you.
- ✓ "Warm" a cold list and turn them into responsive buyers.
- ✓ Get Joint Venture partners and affiliates absolutely RABID to promote your offer.
- ✓ Quickly "launch" an affiliate program.
- ✓ Market a product that you have RESALE rights to... and instantly set yourself apart from everyone else who has those rights.

This is all **BACK TO THE WALL** stuff. I know your business matters to you... why isn't anyone else taking it seriously?

## “EVERYTHING IS ON THOSE DISKS!”

Here is something that makes me mad...

You buy a product from some guru. And it has about 90% of the secrets. But it is that last 10% that make the difference between success and failure.

You don't get that 10%... the product is worthless.

I am not talking about the “good guys” – folks like my buddies... Reese, Kern, Yanik, Jim Edwards, JP (Jason Potash), Jeff Johnson – these guys and some others will spill all the beans. They know that the more they give, the more they get.

But there are SOME folks out there that don't quite play fair. I don't expect anyone to give up their secrets for free... **but if you are paying them, then they should give up the goods!**

In any case... **I didn't hold anything back.** NOTHING. You get it all.

I walk you through six different launch campaigns... and I show you EVERYTHING. I even show you my mistakes and the things I would have done differently.

I walk through it email by email. Blog post by blog post. I show you what I tried to accomplish with each email. **I even point out individual sentences in the email and tell you exactly what triggers those sentences were hitting... and why.**

**This is a complete PRODUCT LAUNCH BRAINDUMP.**

## **It's Not All About "Jeff Walker"**

**I will let you in on a little secret...** once you become known as an expert in something, well it is like you are a snowball rolling down the hill.

Because then people will come to you and share their experiences and discoveries. **And as you help people, you will constantly learn and develop even more.**

I have become pretty widely known as the "Product Launch Expert". In fact, at Yanik's Underground seminar I stood up on stage and told people they could hire me to help launch their product...

**For \$15,000.00 plus 10% of the product launch sales!**

And here is the kicker... I had more people wanting to hire me than I could possibly take. Including some of THE BIGGEST NAMES in the Internet Marketing world.

It was a long way from sweating over spending \$99.50 on an infoproduct. ☺

In any case... this all means that all of a sudden **the SMARTEST and BRIGHTEST entrepreneurs are coming to me for help.**

Naturally, they share their ideas. Sometimes those ideas are brand-new and BRILLIANT.

And all of a sudden I go from being an expert with 10% more knowledge than anyone to an expert with 1000% more knowledge than anyone.

**Well, in the Product Launch Formula I wanted to tap into that power of the "Master Mind" for you** so I interviewed five amazing marketers who had used these launch techniques with wildly successful results...



**If you heard my Social Proof call, you know that I can pull amazing actionable ideas and tactics during an interview.**

Well, in these audio CDs I grabbed on and didn't let go until these experts gave up their **last ounce of knowledge and experience** on launching and re-launching products, services, and websites.

I held their feet to the fire until both of our voices were cracking and worn out. It was almost I put them back in a time where THEIR back was too the wall. 😊

**John Reese** (3 CDs) - a million dollars in one day... what else can I say? Since I know the background of John's launches so well, I was able to **pry stuff out of John** that he has NEVER shared before.

**Jim Edwards** (2 CDs) - multiple wildly successful launches, including an **entirely NEW model for launching products**.

**Jason Potash** (2 CDs) – he recently sold out 490 copies of his high-priced Article Announcer... in a single day. Jason shared some amazing insights **into getting Joint Venture partners on board** and working with them to maximize results.

**David Frey** (1 CD) - he watched a one hour video of me presenting my Product Launch Formula, and he used the techniques to **launch a promotion for a joint venture product**. LISTEN UP HERE: this was NOT David's product. It was NOT new to the market. It was sold EVERY day by other people. David put together a "launch" and sold more than \$60,000 of product in four days.

**“Don't Try This At Home”**

These audios are amazing when you listen to them individually. However, I recently had an experience that was downright transformational.

As a final “quality control” check I sat down and listened to the interviews with John Reese, Jason Potash, and Jim Edwards straight through – all in one day. **We are talking about somewhere in the vicinity of seven hours of audio.**

(I didn’t have the David Frey audios complete at the time or it would have REALLY been a marathon session... that would add another two or three hours.)

Even though this was my THIRD time through the recordings I took **a huge pile of notes**... here is a photo of my actual notes from listening to those interviews:



That is a lot of notes. HOWEVER, what was really **amazing** was what happened next.

My mind went into MASSIVE overdrive – brainstorming on everything I had just heard. When I woke the next morning, I had idea after idea after idea running through my head.

I grabbed my journal and quickly started writing down notes. And this just kept going for the next 24 hours.

**It amazed me that even after the third listen through these recordings I was still having breakthrough ideas and distinctions.**

And remember... I was the one who did the interviews!!

Just think how much YOU are going to get out of these recordings?!?!

## I Am Giving You The NITTY-GRITTY Examples

You also get two big fat workbooks - over 500 pages between them. With all kinds of real world examples, swipe files, mind-maps, checklists, and action plans.



There are details behind every launch that you HAVE to get right. Things that nobody tells you about. Things that can stop you in your tracks (like what if your payment processor shuts you down on launch day?).

These manuals give you the nitty-gritty details that you NEED to make sure your launch comes off successfully.

If you have your BACK AGAINST THE WALL... well, I can't leave you hanging, can I?

No... I've got your back.

Here are some of the things I cover in the workbooks:

- ✓ How to work with merchant account providers so you don't get cut off at the knees in the middle of your launch.
- ✓ How to plan your product launch so it really gets you what you want.
- ✓ How to take an inventory of ALL of your potential assets.
- ✓ Planning your joint venture launch.
- ✓ How to get your orders fulfilled.
- ✓ Checklists to make sure you didn't forget anything.
- ✓ Timelines and flowcharts for various types of launches.
- ✓ Massive SWIPE FILES from my past launches.
- ✓ Key exhibits that were discussed in the audio interviews.

## **So How Much Is It Going To Cost?**

If you saw my "Price Video", you know a little bit about what I am thinking about how I would price this course.

**This is the deal... John Reese made more than \$1.08 million in a day. Kern did \$370,000 in a few minutes. Yanik did \$193k in a day.**

David Frey netted \$30k+ in four days with someone else's product. Vish, a newbie from Bombay India, just did \$70k selling some training product for some software that I don't understand.

**Product Launch Formula is going to make some people a fortune. More important to me - it is going to change lives drastically for the better.**

A couple of days ago, in my Price Video I said it would be priced at \$1997.00. Secretly, my plan was to make it \$2497.00 eventually... but I was holding that back.

**HOWEVER, I am going to initially offer it for \$997.00.**

The reason is simple: I AM ACTING LIKE MY BACK'S TO THE WALL.

I want to launch this product with a huge bang... I want to get you to act. I want to change your life. I don't want you to sit around for two weeks like I did before I spent \$99 on that first infoproduct.

That delayed my success two weeks. I don't want you to delay your success.

So I am acting like MY BACK IS TO A WALL and I am offering an insane value.

## LET ME SAY THIS...

When I started this letter I told you I was worked up about all the posts on my blog. Those posts are great energy, and I am so thankful for what people have written. It is stunning, humbling.

And it has shaken some of my core feelings about this product. So I don't know what I am going to do with the price. All bets are off. **The only thing I know is that for the first week after I launch it, the price will be \$997.00.**

After that, I don't know how I will price it.

All I know is that I want to bring maximum value to my readers' lives. To the people who posted on my blog, and to the people who read it but didn't post (maybe some of them were too embarrassed).

I don't know what that means for the future price. Maybe I will keep it at \$997, maybe it means pricing it higher than I had ever considered. Whatever brings the most value – and a low price almost never creates value.

In fact, since I don't know when you are reading this (it could be a year or more after I am writing it), I have no idea what the price is as you read this report. It might be \$2,997 by now... who knows. Maybe it will still be at \$997.

**The bottom line is this... if your product is just limping along, or your web site is just limping along - your business is DEAD.**

If you are about to release a product... most likely, it will SOON BE DEAD.

I wrote this overly long report for one reason... I want you to get real - HOPE is not a good marketing plan. You need to market like your BACK IS TO THE WALL.

THAT IS THE BOTTOM LINE.

[If you are ready to take a good hard look at what Product Launch Formula can do for your business, then click here.](#)

I am sorry if I offended you with this report... I am just sick of seeing people struggle. I needed to send a wakeup call.

That's it. Next time you see me at a seminar, I will be back to being a nice, polite guy. Come up and say hi – tell me about how you are marketing like you back is against the wall.

best regards,

Jeff

[ProductLaunchFormula.com](http://ProductLaunchFormula.com)

P.S. I poured my heart and soul into this report. I also poured my heart and soul into Product Launch Formula. Take a look at it, I think it might change your life. Here is the link: <http://productlaunchformula.com>

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