

Inner Circle Issue 3

Hi everyone, John here. Welcome to another Inner Circle Mastermind session.

I'm actually going to do a two part webinar, I'm going to cover what I've been doing with the Easy Video Suite launch and obviously the launch is still currently ongoing. I'm going to talk a little bit about what we've been doing and hopefully I'm going to give you some good tips here. After the launch I'm going to do another webinar which will be in about two weeks time and obviously cover everything else we've done since this webinar tonight. Hopefully I'm going to share some good stuff with you guys and give you some ideas for future promotions, maybe products you're promoting in the future and things like that.

Before we get started I just want to mention a little feature I have added to The Inner Circle. You may recall when we first started The Inner Circle members area that to get a consultation you had to basically email me and set it up, and it was a little bit awkward. So what I've done I've set up some software where you can now book an appointment. So you can come in here, just click the 'book an appointment' button you can see at the bottom of the screen, that will take you to another page where you can actually pick a slot and obviously you can do that up to once a month. Now at the moment I've only got slots arranged for Tuesdays and Thursdays, but I have got plans to open up some more days and also some more times, because at the moment they are a little bit early for people in the US and obviously I want to try and accommodate people all over the world. What I'm going to try and do is offer a few where it's late nights for me, maybe just an hour or two here and there, and I might even try, I'm not promising this, but I might try and get some weekend slots in aswell so I can accommodate everyone. I know how frustrating it must be if you want to book a call and you can't do it on the days I'm allowing at the moment. So I'm going to be looking into that, but feel free to go in and have a look. That's in the 'talk to John' section in the members area.

So that's one update. What I have got planned aswell I'm going to add some more features to the members area, I'm actually going to add a feedback page aswell where I can get feedback from you guys. That should happen pretty soon, the plan is that you sort of tell me what you want me to talk about, tell me things you might want to see on the site, what you want me to do and I'll obviously do my best to make that happen. I just thought I'd quickly mention that before we get into the main part of the webinar.

As I'm going I'll do my best to keep my eye on the questions, and as I'm going if something comes up, just type it in the question box and I'll do my best to answer that. As always once we are done I'll open up for q&a anyway.

So obviously unless you've been hiding under a rock for the last week or so, you'll know that Easy Video Suite launched yesterday. Josh Bartlett's brand new video creation product. Obviously Josh created Easy Video Player one and two, and they were a massive, massive

success. Now one of the reasons I got behind this product, you'll notice I've promoted this in a big way, is because it's an absolutely fantastic product. I was lucky enough to know Omar Martin who got access to the product because he knows Josh very well, and we got access to Easy Video Suite long before most people. Actually if you look on my computer and look down here you'll see I've got it installed on my Mac. One of the reasons I got behind this launch so big is because it's a fantastic product that I know is going to help people who use it. Now I decided to team up with Omar, this was Omar's idea, this was way back in August last year, we were sort of getting rough ideas of when the product was going to launch and Omar suggested teaming up. Anyone who knows me will know I usually team up with Dave Nicholson, but this was an opportunity I couldn't really pass. When Easy Video Player launched a couple of years ago, Omar actually came third in a JV competition when a couple of years ago when his list was a lot smaller and he did this on his own against some major, major players. I know Omar is to me the video king, he is fantastic when it comes to video. He actually charges up to \$18,000 to create membership sites with video, so I know he knows what he's doing. I knew back then that if anyone could pull off having a major launch campaign, Omar could, and I've promoted stuff with Omar in the past. For anyone who doesn't know, Omar actually started on one of my coaching programmes, I got him started online, then he's gone off and done massive things since then.

Like I say this is the sales page for Easy Video Suite, I actually think it's a fantastic looking page, it gives you all the information you need, and it's a little bit different from the standard sales pages you tend to see. In my opinion it's more of an information page, it tells you what the product will do. all of the benefits and features of the product. So when it went live yesterday and I seen that, I hadn't seen the page actually, I was more than happy with what I saw. Now, you will know, obviously you are on my list and you will know I have been promoting this quite heavily since the 5th January, so for the last eleven days I've been promoting this product. The first thing I want to point out is what we did way back on the 5th January, which sounds like a long time ago now. Omar had the idea of putting together a launch contest for people who want to promote our bonus. I know this sounds like a crazy idea, I was more along the lines of Omar what do you mean, why would people want to promote our bonus? Omar explained how it would work, and basically what we did is we created a competition where people could promote our page. This is the page here, you will see it at biggestbonusever.com/contest, and basically we give away tonnes of cool prizes to the person who wins the draw. What happens is anyone who promotes this page gets put into a draw, the more points you earn the more tickets you receive, that's sort of how it works, and the winner gets drawn out when the launch is over, and this is all of the stuff they could win. Lots and lots of valuable stuff.

This launch, it was ten days before Easy Video Suite launched, so ten days before launch we were already driving traffic to our bonus page. Other people were actually driving traffic before we were, because we set it up, we sent the mail out to all affiliates, and then we put messages on Facebook, and we were getting people sending traffic before we were. So this

was one thing I've from this launch, if you can get something going where you can get other people promoting your page, fantastic. The plug-in we use on this is called Contest Burner just in case you want to write that down, Contest Burner. It does exactly what it says, it's a contest plug-in. So that's the contest page.

As well as obviously providing information about the contest, we made it very, very easy for people to promote the page. This goes for any product you have, not just this page, but anything you want affiliates to promote, make it easy. Don't just expect affiliates to come along and promote your product. Give them the tools they need. As you can see we've provided email swipes, signatures, banners, just basic stuff but enough for people to promote. If I ask you guys have you seen anyone else promote this page, for example on Facebook, have you seen people sharing posts or maybe putting posts on my timeline or in groups, I'm sure you've seen that because I've seen a lot of people promoting this site particularly on Facebook. If you've seen that then you'll see this has been working. Obviously I've seen it a lot because I'm looking for it, that just shows you that this works. It sort of went viral before we'd even announced our bonus. So that was the contest and the tools.

This is the leader board so far. The way it works is as you can see, the more points you get, the higher up the leader board you are. Let me tell you, even if you just had a leader board on an affiliates page, even if there was no prizes at stake, the fact you have a leader board there makes people want to promote. Everyone, everyone, wants to see their name high up on a leader board, and if they can come top then even more so. You can see by the points earned some of the traffic people are driving, and people are driving a lot of traffic. For example let's just say the top five or six, do you think they are going to keep promoting when everything is that close at the top? Obviously most of them would because it's not just they've got more chance to win the prize, it's the fact they want to be seen as the top dog. You might recognise a few names here, but what I want to show you is right down at the bottom. We have 358 people promoting this page, which I think is unbelievable. So that was one idea Omar had which I would never have thought of doing, and it's probably something I'll do again in the future. So that's definitely something to think about.

With the pre-launch what we wanted to do was educate people about Easy Video Suite, and this goes for any launch you get involved in. Don't just promote the product, educate people about the product. If you've been watching any of our pre-launch stuff you'll know we've not just been educating about Easy Video Suite, we've also been educating people about the importance of video. What we tried to do is we tried to follow Josh's pre-launch. If anyone watched the pre-launch process, you'll remember Josh's first video was sort of an introduction to video and an introduction to Josh. So my first video, which you can see all of the pre-launch content and biggestbonusever.com/blog, my first video sort of talked about video and talked about Josh. So I was introducing people to Josh, even though I'm guessing everyone on my list knows Josh or knows of Josh, but just incase I was introducing people to

Josh and that was the first thing we did. We sort of let people get to know who Josh was and explain about what he does, how he created Easy Video Player, and that sort of thing. Then what we did was we sent people to Josh's video which talked about the same thing, so our pre-launch video and Josh's pre-launch video were connected. So if you are ever involved in a pre-launch always try and find out what's coming, when it's coming, and try to make sure your material is along the same lines. That was the first thing we did.

The next thing we did is we put together a webinar, this was last Thursday, we put together a webinar demoing Easy Video Suite. Now the one good thing about being with Omar as a partner is Omar had early access to Easy Video Suite, I actually didn't get access myself until yesterday. All I had seen was what Omar had showed me, we had been on go to meeting a few times, he'd shown me how it works, and basically because Omar had early access we were in a position where we could show people the software in action. We actually released our demo before Josh released his demo, Josh released his I think the next day. So what we did was we had a live webinar, where Omar spent about an hour walking people through basically how to create a video, how to convert it, he done everything. He recorded a video, converted it, uploaded it, and tracked it all, and showed everyone live on the webinar. Then we had the recording, which is obviously what you can see on this page. So we took the content and we put it up, we emailed out again, and by now people were getting interested in Easy Video Suite, and all of the time we kept mentioning we were putting together a brilliant bonus and make sure you check it out, that sort of thing.

So far we basically educated people about Easy Video Suite and we've tried to run our pre-launch along with Josh's, keeping this along the same lines.

Then 24 hours before launch we launched our bonuses. Now our initial plan was to do a one million dollar bonus which I'll explain all about this in a moment, but Omar got his maths wrong and it's actually ten million and that's what this video is about. If you take the time to watch this video on biggestbonusever.com, Omar being clever how he is with video, we actually recorded this video separate. Obviously I'm in the UK, Omar is in the US, and Omar gave me sort of a script to read off, I read out a few lines and then Omar put himself in using green screen, and I think it looks great. Then we went through all of our bonuses.

Now one thing I want to point out here is when it comes to offering bonuses, we wanted to make this the biggest bonus we've ever, ever done, and it shows on this page. Most of the time we wouldn't put this sort of bonus together as we have, we knew this was a high ticket product, its 297 - 397 depending on which version you buy, we know we needed something special. We also know that we are up against some of the biggest marketers online, you will have noticed yesterday that every man and his dog have been promoting this product. So we wanted to sort of at least try and compete with these people, and if we can be in the top ten of this launch when it's ended we will have done really well. I just want to point out though, one thing that's very important when you offer bonuses, first of all instructions about what you need to do, it's very important aswell for us, when we instructed people,

they must see our ID on the payment page because they would not get their bonus and we would not get the affiliate commissions, so that's one of the first things we wanted to put in place. One thing I want to point out as well is I actually get this happening a lot, where people buy a product through me just to get the bonus, and that's something what you want to try and do as well. You want to try and make it a no brainer. I have had situations where people have bought a product four or five times just to get the bonuses, so if you can sort of make it a no brainer offer then you will always sell whatever product you are promoting. So anyway, what I want to point out is we tried to keep the main part of our bonus related to the product. Omar came up with an event, Easy Video Suite Live, obviously that's in line with the product. Basically Omar wants to do a workshop which will probably happen in May this year. I've never done anything like this, I've been to a few events, but I've never done anything where I'm in a position where I'm going to be in front of people. I'm not standing on stage, but this is going to be in a workshop environment sort of more relaxed, maybe 6 - 10 people in groups on a table, that sort of thing. But Omar has persuaded me to do this so I'll probably be going over, it's going to be around May. I've got the dates here but it's not set in stone, that's why it is scheduled. So hopefully that will happen around May time, but that straight away puts us in a powerful position because we have something that nobody else has. You'll notice as well Omar has also secured Mike Filsaime, Josh obviously the creator of the product, they are speakers as well. That's something what nobody else can offer, straight away we have a unique bonus before we even start scrolling down the page.

Now this one here, the custom sales video, again this is something unique and you'll notice again it's related to the product. When people buy Easy Video Suite they are obviously going to need to create videos, so Omar, with the experience he has of creating video, has offered to do a video edit. So you will get to pick the custom intro music and any script you want to add for up to three minutes of video. Now that could cost a lot of money if you wanted to get that done outsourcing that, it could cost a lot of money. You'll see here he's going to add music, slide creation, editing and rendering plus voice over narration he'll put in as well. But the thing is, when people claim this, Omar is going to record himself doing one of these videos for someone, then he's going to pass it onto me and I'm going to give it to my son Alex and Alex is going to do this side of the work. So there's not really a lot of work involved to do these once you've done one or two, he's told me it will take about twenty minutes to half an hour to do each one, but here's what I want to point out. There won't be many people request this. When you offer service related bonuses you will be lucky if 10% claim those bonuses. So if we sell all of our 250 slots, I'm fairly confident that less than 30 people will request this service. I don't even know why, sometimes it's just people don't get to go through the product they buy, for whatever reason, but when I have offered services I've always found a very low percentage actually claim it. It's sad but true. So when you offer bonuses always keep in mind you can offer services, I'm going to talk a bit more about offering services later, but keep that in mind.

Again this is something else we offered which is related to the product, Easy Video Solution. Now this is a product we haven't created yet we are actually going to be creating this within the next 7 to 10 days, but this is going to teach you how to use video and how to use Easy Video Suite. Again we are going to show people how we create video from our iPhones, from screen capture, and even webinar recordings, we are going to cover all of that. Something I want to point out here, if you don't have any products to offer, let's just say you're just starting out, you've managed to build a little bit of a list and you want to promote a product but you've got no products or very few. You can always create a product that complements the product you are promoting, just as we are doing here. But here's the thing, this is actually forcing you to create a product. I once promoted a product back in 2010 called Resell Rights Fortune, basically it was a membership site that was full of resale products and PLR products, and I said if you buy through my link I'll show you how to use the product and make the most from it. So I was basically showing people me logging in, taking me a PLR product, I was basically rewriting the product and changing the graphics, I put the product on Click Bank, and I showed people from start to finish how to do that. That was a bonus, but at the end I thought to myself this product is too good just to use as a bonus and that's where my product profit from PLR was born. So I took my bonus and made it into a product. Always think to yourself can I take something, can I promote a product, and create something that complements it. Always keep in your head will this be something I can sell in the future. With this example we are actually giving people PLR rights and we are not going to sell this as a product, but I've done this a few times in the past. I've created stuff as bonuses and I've used the content later or created a product out of it. So always bear that in mind.

The next thing, by the way I'm not going to go all of this bonus because we would literally be here all night, I'm just going to go through a few things, again related to the product is Easy Video Splashes. This is basically the intro graphic you see on the video, you know when you see click here to play, a little bit like what you see in The Inner Circle before you watch a monthly episode, that's what the Video Splash is. We're providing a ton of those along with instructions how you can edit them and make them personal. Again, stuff that people need.

We're offering support, twelve months of video help. Again this is related, obviously people are going to run into problems, have issues, have problems, so we're offering support. That will mostly be Omar I'm guessing he'll take the brunt of this, because most of the questions I'm guessing he'll be able to answer.

A detailed critique, basically when someone creates a sales video we're offering to go through the video, offering any advice where we can. Again this is a service.

This one here, a private webinar with myself, Omar and Josh. Again this is something nobody else can offer. Basically Omar had a word with Josh and said will you be able to spare an hour of your time, Josh said yes so obviously we scheduled the webinar for the near future.

Notice these are services mostly related to video. Obviously the interview with Josh is going to be about video aswell.

Then Omar adds a ton of his products, I'm not going to go through them all because there's tonnes and tonnes. Then a massive, massive bonus here worth almost \$20,000, and it actually is because it's a couple of years worth of live training which was \$97 per month, lots and lots of stuff here. But the main point I want to get across is the related stuff.

So then we got to my bonuses. For the first time ever I decided to offer my Masterclass program. This program was originally launched in 2008, and it was updated in 2009, so it's actually coming up being four years old. It's not something where I was selling it for \$1497 six months ago, it's something that's a little bit older, but it still sells to this day, there's still a page up where it is \$1497. Now the first thing I want to point out is I guess some of you may be thinking but John what about people who actually paid \$1497 won't they be upset, and this goes with any product. Let's say you have a product that's \$97 and you give it away later on, people actually think, I would think aswell that the people who bought the product in the first place would be upset, but it just doesn't happen. I think I've had one guy in all of my time marketing online who has emailed me saying "I bought that product and now you're giving it away", all I did was give that guy some more of my digital stuff to apologise. It never hardly happens, I think one of the reasons is that people realise that over time products lose their value. Obviously if I'd just launched this a few weeks ago people would be upset and they would have every right to be, but because this is an old product it just doesn't seem to bother anyone. It happens in the real world. How many people bought something before Christmas, and then see money off in the sales. I bought a coat before Christmas and I seen 50% off after Christmas. This always happens and it's the same online with digital information products.

Vance is asking "do you split everything 50/50 with Omar?"

Yes, I'll cover more about that later.

Kevin is saying "I guess it takes a lot of time for people to consume all of these bonuses, restricting demands on your time."

That's another good point Kevin, yeah obviously some people will use part of the bonus and some people will use other parts of the bonus. Because there is that much there it does kind of dilute the amount of time you have to spend.

Anyway more information about the Masterclass there, just the phases. Then we get to my other bonuses. This one here was something I haven't offered for a couple of years, and the reason I actually didn't offer it for a couple of years is it can sometimes lead to, not problems but slight issues. While I'm offering to promote your product, obviously it has to meet my criteria, it has to be good quality, it has to offer quality to my subscribers, and as long as those criteria are met I will always promote your product. In the past when I have

offered this someone would maybe come to me with a resale rights product and say will you promote this, or a garbage sales page and say will you promote this. My criteria is that it has to be your product, and this is all explained on the thank you page when people get logged in. It's not a criteria trying to get me out of promoting a product, it's a criteria where I want to make sure my subscribers are looked after. So that's another bonus where I wish more people would take advantage of this, because I would love to obviously promote more products and make people money, but again a lot of people don't take me up on this. The reason is they are not prepared to create a product, which I think is crazy. I'm offering to send probably thousands of visitors to your sales page and again people don't seem to take me up on it.

Another service, a guest blog post. Again just something where I work with someone, they write the post, I evaluate it, make sure we come to some agreement where it's only going to appear on my blog for SEO reasons and things like that, and then I post the blog. Again something that doesn't really take a lot of my time and something I don't mind offering, and you'll probably see if you read my blog much I have quite a few guest blog posts in there and usually that's because of bonuses.

\$100 gift certificate, just a straightforward gift certificate. You get basically a code you can use in the future.

This one here the direct line to John for 8 weeks, again it's a service. Now you may be thinking well John if you sell 50 copies of Easy Video Suite, which would be fantastic by the way because that's how many bonuses we have, how could you possibly look after people who look after this service. Again not many people take you up on it. I once had one guy want the full 8 weeks, only one wanted the full 8 weeks, which was fine and we recorded 8 weeks' worth of one hour sessions, and he basically had a product at the end of it. We talked about different topics each week.

So again most of my stuff you'll notice is serviced based, apart from the Masterclass, and I'm pretty confident that it will take some of my time, but not as much of my time as you may think. That's one thing I want to mention as well, I mentioned earlier about creating something in line with the product that will force you to create something, but again if you're thinking 'I don't have much', 'I can't offer much', 'I haven't got any products', offer services. You can offer email support, extra support about the product, learn as much as you can about the product you're promoting. You could offer telephone support, consultations, promotions on your blog to your list, you could offer to tweet on Twitter and put promos on Facebook that sort of thing. You could offer to do a webinar, you could offer to do an interview, there's tonnes and tonnes of services you can offer. So don't think if you're just starting out or you don't have a ton of products, don't ever think you can't compete and can't offer a bonus, because you can. All it takes is a little bit of imagination, just looking at the product in question, coming up with something to compliment it and obviously offering some services. Anyone could do that, absolutely anyone.

So that was our bonuses. Obviously we are very, very confident in what we offer here and it is our biggest bonus ever. We've never offered anything bigger and while we may in the future, we have nothing planned and I don't think we'll do anything bigger for a long time.

Jennifer's asking "when you say offer a webinar, what do you mean? What do you mean do a webinar on and who would attend?"

Well for example myself and Omar could offer a webinar where we walk people through Easy Video Suite, where we take a video, create a video, record it, upload it. Something like what Omar did in the demo. We could do a q&a webinar, you could just say I'll answer all of your pressing questions about the product, topic, or it could be about marketing in general. You get the questions in advanced, work out your answers, put some slides together, and you have a webinar. You've always got the recording aswell. Webinars, I used to find doing them quite hard, but I think as long as you get something to talk about, all of my webinars are usually in this format with a ton of pages open just working my way through talking. You can usually find you can come up with an hours' worth of content, and if you keep getting questions coming in like you guys are doing now then you can usually keep going. So you can do q&a, product advice, walkthroughs, things like that, or just more information about the topic in question.

Somebody is asking "it would be nice to have pointers about how to create a script of the video."

Our videos, basically it was literally just a quick script where I had to say about three or four things on my video, and the product walkthrough if you take the time to watch this later, all we did when we talked about the product was take the description from each one, put it in a slide, and just run through the slide and talk about it. Usually when you're doing this sort of educational stuff, if you have your pages ready like I have or a PowerPoint slide or keynote ready, that usually prompts you on what to say. The video itself where me and Omar are talking to each other it only lasts about 1 minute 30 seconds, so there wasn't really a lot to talk about. During the webinar, obviously if you put slides together that gives you something to talk about, but if people are asking questions aswell then that keeps you going.

So obviously we had everything put together, and I'm going to show you the results we had right at the end. The first thing I'm going to show you is just a couple of little things we've did to drive extra traffic.

First of all, this is one of Omar's groups here Speed Profit Creator, Omar's changed all of his theme images to promote our bonus. I want to point out having the URL here, it's sort of a grey area with Facebook and it's not something I chose to do, I just want to make sure you are aware of this. Even if that URL wasn't there and we just had 'The Biggest Bonus Ever', it prompts people to actually go looking and obviously with the link aswell it prompts people.

So I just want to point out while as you can see Omar is using the URL but it's a little bit of a grey area.

Another thing you can do, if you've got your own groups which is something I talk about in Simple Traffic Solutions, is make a post and then pin it. If you pin a post it appears at the top of your group. This group has 1932 members, so obviously when people are coming in for the next 7 - 10 days the first thing they are going to see is this pinned post. I have actually just pinned this before this webinar tonight, I forgot to do it, so it started dropping down the page but I know this is going to get a few clicks over the next 7 days or so.

Another thing you can do is pay to have an image in someone else group, this is something I wasn't actually aware of. This is just one group I'm in, I'm in quite a few marketing related groups, and we paid to have this banner in this group. I didn't actually know that there is actually a ton of groups out there where they offer that sort of service, and you could actually yourself if you have a group that has hundreds or thousands of members, it's a service you could provide. Offer promotions through the timeline image, so that's a few things we did with Facebook. Obviously you will have seen over the last few days we've been very active talking about Easy Video Suite and talking about different things related to the video, building up a prelaunch buzz, and you only have to go to mine or Omar's timeline to see that.

Jim is asking "are these webinars recorded?"

Yes, all of the webinars I do are recorded and you can see them in the recorded training area in The Inner Circle.

Right then guys, first of all before I actually go through the results I just want to point out, I had sent 14 emails so far, 14 emails promoting Easy Video Suite. Eleven emails just on prelaunch alone, now some of you may be thinking wow that's far too much I don't want to upset my subscribers, but it doesn't work like that. I always receive unsubscribers every time I mail out. I could send an email out now offering \$100 bills to people who replied and I guarantee people would unsubscribe, because it's just the way it is. What I find is if you're behind a campaign and your basically getting behind a product, educating people, offering great info, offering great bonuses, people don't seem to mind that. What would be worse is if I was maybe over the next 7-10 days promoting 7 different products, that upsets people more, but because I'm behind this product and people can see I'm behind it, it doesn't seem to bother my subscribers. So I've sent 14 emails since the 5th January, this promotion is going to run until the 25th and I'm guessing I'm going to send probably another 10-14 emails. So there's a chance I am going to send maybe 34 broadcast emails before this launch is over. I want you to understand that, a lot of people think when they start building a list that they don't want to email them to often incase they get upset or whatever, but you have to understand that your emails are just amongst everyone else's emails. Most people are on lots and lots of lists, I'm sure everyone on this webinar or watching the recording are on

tonnes and tonnes of lists, and you've got to get your message out there. If you're just emailing once a week or once every two weeks, it's very hard to do that. You'll find if you're on my list I actually email almost every day, not just with promotions but with blog posts, information, training. I actually found the more I started to mail the more responsive my list became, because I almost trained my subscribers to look for my emails, and when they see my name they go looking for it. If it was once a week then it may get lost amongst other emails that's getting sent out.

Somebody is asking "why is using URL it a grey area and does a grey area mean legal?"

All I know is that the timeline rule states you are not supposed to use it for self promotion, it's different with a group. I know in the past groups have been told by Facebook to change it. All I can suggest is you do a bit of research on Google, as you can see in my group I'm not using the graphic.

I think I've covered anything for prelaunch. Remember I'm going to cover what we've done since yesterday in part 2. Now as of before the webinar, we have done 120 sales of Easy Video Suite, 120 sales. We've done \$8569 each in commissions, so that's for me and for me. So we get 25% of the total sales of this, because we are 50% shared and Josh is the other 50%. All in we generated almost \$40,000 of sales in just over 24 hours. That's my account there that shows it, I'll just refresh the page and see if the figure changes to see if we've done any more. So as you can see that's gone up and we've done another sale, that's 121 sales. That's since yesterday, and the main reason I believe we had such a good response yesterday is because of the prelaunch. A lot of affiliates were only emailing out yesterday and announcing bonuses, and I think people who did that who missed the boat. Last week they were probably thinking "I'm not promoting Easy Video Suite yet, the launch is not until next week. I'm going to promote the WSO of the day or the latest product", where we were saying "let's block out from the 5th until the 25th just for Easy Video Suite", and because of that we had a fantastic day yesterday. Like I say the prelaunch is very important, if you're getting behind a launch the prelaunch is almost just as important as the launch itself. You've got to build people up, you've got to give people information, so they can then make a decision when the product goes live.

At this moment in time, unless it's changed, the leader board isn't up yet so we don't know how we are doing. This is the Easy Video Suite, JV blog and if I refresh this is the leads leader board here, we are expecting to get this updated any time now. I don't know how we are doing, but I know we are doing well. I know by the amount of sales we had we are doing very well, but we are up against some massive, massive names. So if we can be in the top ten at the end of this launch we've done very well.

I've got one more little thing before we go. Remember there's going to be another part to this, I'm going to be covering the rest of it, and I might even get Omar on for the second part so he might be here as well, but everything I've talked about tonight I cover in great detail in

Affiliate Promo Formula. I'm going to give you free access to that. I'm just going to briefly just show you I cover the basics, finding the right product, choosing products, prelaunch, preparing a bonus, how to create a page, what to do when prelaunch begins, launch day, as you can see everything is covered. Step by step, multiple formats, transcripts, PDFs, everything. This sells for \$97 on the main page, actually it might be £37 now but it used to be \$97, but it's yours for free. Everything on this page you get for free. All you have to do, if you're watching the recording the link will be under the video, if you live I'll give you the link, go to that link and fill out the form, and enter the coupon code 'jtspecial', and that will get you free access. Nothing is for sale just go and enjoy that. What you might want to do is view the product and see where we are now in launch, and you will see we do most of what I talk about in Affiliate Promo Formula. We do maybe one or two little things differently, but when you look at what we've done so far it's all laid out in the formula. If I just give you one quick thing aswell if you don't want to sit and watch loads of videos, have a look at this mindmap. Just download the mindmap, the second one is probably the easiest to read, and that will walk you through everything we've done so far.

So that's it guys, I'm just going to quickly go through a few questions here.

"Do you open a different Click Bank account for each product or launch?"

No myself and Omar use this account. By the way unacceptable is a fault because no money goes into this account, it's something that needs to be sorted out with Click Bank because 50% goes to me and 50% goes to Omar, and what we do we use the Click Bank contact feature and that's basically 50% to my account and 50% to Omar's account. So that's how we do that.

"Is the contacts plug in a word press plug-in?"

Yes because this page is hosted on word press, so yes it is.

"Is Easy Video Suite commercial licence worth it if you don't need to use Easy Video Suite with customers?"

Yeah I think it takes off the Easy Video Suite logo, which I personally wouldn't want on my videos. If you're going to invest the \$297 on Easy Video Suite then for me I think it's better off paying the extra \$100 for commercial, because you never know if you're going to need it in the future. For what it costs, in my opinion, it's worth it. I know that it's a big investment but if it's something you're going to use a lot then it's worth it. You just have to look at how much Photoshop costs and Cantazia, and those sort of programmes, Easy Video Suite is up there with all those sorts of stuff. For me it's probably going to be something I use on a daily basis, because you can quickly record a video and then quickly product it. I know you can do this with other software but you can quickly have it ready. When I do a lot of my training sometimes I quickly want to show someone something, it's so quick you just click the record

button and it's ready, so having the commercial license aswell just means you've got the full package.

I think that's about covered it, we've done nearly an hour. Remember this is going to be two parts, I'll do the next one after the launch is over which is the 25th, so it will probably be pretty soon after. So this is going to be part one, if you're watching the recording online the next one will be following and I'll try and group these two together. Thanks for attending, please feel free to write about what you've heard tonight and what you've seen, and hopefully we'll encourage more people to attend. Only a small percentage, which is a shame, attend live but I'm guessing a lot of people will wait for the replays.

I will be back again in a couple of weeks so thank you and I will speak to you soon.