



Omar Martin:

The main thing with this is to give you a behind the scenes idea of what we have been doing for our own launch of WP Affiliate builder, actually if we are going to launch something that is going to teach people how to do a launch and recruit JV's then, our launch itself has to be on point.

We came up with this idea, almost 2 years ago, just from launching our own products it seems like every time that myself or Dave or John or anybody in our circle is going to launch a product, we consult with one another, we share pages. Literally every time John has a big decision on a domain or graphics or anything, he creates an email thread with 5 or 6 people in, and just brainstorms back and forth. We kinda got into this conversation couple of years ago, about the launch process, and we found that there's a lot of things in our promotions and our launches that we seem to keep repeating, we just keep doing the same things over and over, and it gets tedious, so we decided to create some templates in our business, you saw us over the last couple of years, systemize the way we deliver our bonuses, you've seen us come up with a system for offering bonuses, you've seen us come up with a general way that we create our members areas and deliver our products and the construction of sales pages, we've created systems in our business that have literally been copied by a great majority of the industry and we see it all of the time where someone is doing their bonuses or is doing their launch page very similar to the way that we do it, and I think the bottom line is the, "if it ain't broke, don't fix it".

When it came to the process of recruiting affiliates and setting up the launch, we just found ourselves needing some software tools to kind of simplify it, things like creating a JV tools page, things like the actual recruitment of JV's, we decided to make a checklist so we don't forget anything, and that really was the beginning of what is now WP Affiliate builder, we then said wouldn't it be great if we had a piece of software that automated this for us.

We came up with an idea for doing that, and then we said, wouldn't it be cool if we had a way to just automatically had leaderboards, so we wouldn't have to update them, I'm sure John will agree that if your doing that manually every single day and staying on top of a launch it can become kinda tedious if you do it manually everyday.

John Thornhill:

Yeah I do remember, I must admit in the early days I was quite excited to update my leaderboard when I was in a big launch and the sales were coming in, but yeah when you have to do it everyday it's one of those tasks where you may say, "you know what, I think I'll update the leaderboard tomorrow.

One thing i'm guessing Omar is going to talk about is, people like to be kept right up to date, affiliates like to be kept up to date, the amount of times you will get emails if you update you leaderboards manually from people wanting to know what leaderboard position they are in. If you've got a real time leaderboard, you have done it yourself Omar, I know I have, if you are in a big promotion you will check the leaderboard almost ever hour, refreshing the leaderboard page and that's what a live leaderboard can do, it is much much more exciting for affiliates.

Omar Martin:

It is, and on the affiliates side of it, it has been so frustrating when we promote something and there is no leaderboard update for 2,3,4,5 days. We were recently part of a pretty big launch that had one leaderboard update for the entire 15 day launch, and for the whole time you're wondering what position you're in, whether you're in contention to win, there was a lot of confusion.

That kind of thing loses affiliates, at the same time it is important to get these things done but it does take up a lot of time, if you've got a lot of affiliates going on if there is any kind of issues that happen, murphy's law just takes over when there is a launch, every single launch I've ever done, and I've done multiple launches, not as many as John because he's been doing it longer than me, but I am sure you would agree that, every time I do another launch, I learn something new, something happens thats never happened before and you chalk it up as experience and you make sure you don't make that mistake again or you make sure that you're prepared next time.

Sometime when something comes up and it pulls your attention away, updating the leaderboard no longer becomes the top priority everyday, because maybe you're handling something with your host or your payment processor or something that is just more critical to the continuation of the launch, so you tend to neglect things that have to do with affiliate, and that is the biggest mistake that people make when launching a product, they leave too much time for the actual product creation and the support for themselves and they don't realize that launch month is about the affiliates, launch week is all about the affiliates.

It is very easy to recruit maybe a follower or a member or a partner and have them be there for you r during the launch to handle things that someone else can take care of so it doesn't pull you away from updating your affiliates, from constantly being in touch with and mailing your affiliates. When we created v we set out to create a training system that was easy to duplicate, with a set of tools that people could install that would automate things

for them so that they wouldn't have to worry about the stuff that has to happen day to day, like giving tools to people, making sure they have everything they need, updating the leaderboard, and thereby freeing you up to do what is important.

Then we had to decide what is important, and we had to create training for that, so we finally decided that these things are all good and dandy but, for the new guy that doesn't even have affiliates or JV's how can he even use them.

So we decided to just totally create WP Affiliate builder as a product that is going to teach people how to recruit affiliates how to empower them to make sales and how to automate that process, so you're freed up to do the network relations and the JV side of things which you should be doing.

We have been in launch mode now for over 30 days and our product is two pieces of software and a very very elaborate members area there are all kinds of custom stuff going on in the members area, I can't reveal anything to you right now because at the time we are recording this it is still before launch, but we have got some technology built into this website that you've never seen before anywhere else.

Like John said when we started, we've been putting this together for a year and a half, so what I want to is show you what we have been physically doing on a daily basis over the last 30 days to build buzz for our own launch of WP Affiliate builder.

So I am going to get behind the scenes of what will definitely be a 6 figure launch and it will probably be our highest grossing 6 figure launch that we have done, because of all of the steps that we have put in place, so with that being said I have prepared these slides to go over the important things that you should do, and I am talking from experience, I am going to go over the things that we have been doing in our launch, and some of these might already be like, "Yeah I know how to do that".

So Let's start with this right here, what I want to make clear to everyone here, if you are going to do a launch that is a blind launch, so I am not just talking about creating a product and releasing it and making the buy button live, and depending on SEO to bring the traffic.

If you're going to co-ordinate a launch and get 100's of affiliates on board, you're going to co-ordinate an effort between all of these people at the same time you're gonna want them all to mail their lists at the same exact date and time in order to flood your server and create a buying frenzy, if thats your goal then what you need to understand is that what you're really doing is your launching 2 thing, you actually have 2 launches going on at once.

You have to build buzz amongst JV's whilst also building buzz amongst customers, there's 2 completely different websites that you're driving traffic to, your driving traffic to your actual customer side of things, your pre-launch page, your sales page the things that the buyer sees, but at the same time you have a whole other website which is your JV blog and that's the side of things that your affiliate sees or your sales people, and your simultaneously in the 30 days leading up to your launch, driving traffic and building buzz for both of these things, so there's no time for you to be fiddling around with your product, trying to get it to work, testing it.

Your product should have long been finished and ready to launch and now its just time to build buzz, in the process of building buzz you have to know that there is two sets of buzz that you're building here, and that is, the JV side, and the customer side of things, I learned this from John a long long time ago when he taught me how to create a JV blog, I was like wow so we are really launching two things at once.

I can't remember a product that I've ever launched that hasn't had two sides to it, can you expand on that in as far as the way you've done it in your business John.

John Thornhill:

Yeah I think really that you have to create a JV blog to keep affiliates updated and it's something I've always touched on, your sales page is doing the selling, but you need to recruit the people to send the traffic to your sales page which is your affiliates, you can have a standard JV page which some marketers do use. I am not a fan of having everything on one page it can make it very hard to find things, so I prefer to have a JV blog, where you can have all of the tabs at the top and an affiliate can come along and find the information they need such as, the affiliate tools or the sales funnel and things like that.

Omar Martin:

Yeah you can't be fiddling around with last minute stuff on your product and stuff and this is a common mistake that happens amongst internet marketers, because they jump into internet marketing as a quick fix, to make some fast cash, they are not looking at it as a business, and since they don't have a business mentality that are just trying to whip a product together and get it launched and out there as soon as possible so they can make some money.

The reality, is that businesses do not launch products that way, I assure you, that the iPhone 6 is already in the works, I assure you that the day that that is completed, they don't just post on Facebook, "hey guys we're launching the iPhone 6, boom" It doesn't work like that, there is a plan in place you have to actually prepare and you can't leave it to the last minute.

So you create the product and once the product is done and is ready to launch, then you put that to the side and start working on getting affiliates on board and building buzz.

100% of your time in the 30 days leading up to your launch must be dedicated to buzz, and when we're talking about buzz, buzz is literally just people talking about your product, you want JV's talking about your launch and you want customers talking about your launch.

the best way that I can give you an idea about the power of buzz is, in the film industry, a feature film is completed, it might take them a year or a year and half to make, they make the film and they don't just release it straight away, no. What they then do is announce a date for when that is going to be released, they start putting up press releases, they create a website, they start leaking images about it, they create movie trailers, they buy advertising spots, now they are also doing it two ways.

They are also advertising to the movie theaters, they are recruiting movie theaters that are going to be able to carry that movie on release day, so you've got two departments of this film company, one department is dealing with the movie theater, which would be the affiliates. The other side is dealing with potential customers and advertising and creating movie trailers and things like that to build buzz, and the two go hand in hand because as the movie theaters start seeing that there is a demand for it because people are going to want to watch it on that day, they better go and sign up and be one of the movie theaters that carries this movie, so the two things kinda have to happen one on one.

This is what we call marketing, this is the marketing part of the internet marketing business that your in, creating the product and making the website, is not internet marketing, marketing is getting people talking about your product, it's raising awareness about your product, these are the two things that a lot of people mix up and the don't spend enough time on the marketing which is really, really sad to see. Because there are some really great products out there that simply don't make any sales, not necessarily because the sales page doesn't convert because they have a great looking sales page, a great looking product, maybe you yourself watching this video right now, have created a great looking product, something you know helps peopled because it helped you, maybe its an information product or a training product, and maybe your released the product but jusy didn't make a lot of sales. Maybe you expected to make 5 figures, or 6, or maybe even 7 figures, and it didn't make anywhere near what you wanted it to make, and the rpoblem is you didn't dedicate enough time into your marketing.

You might say that you did and that nothing happened, but did you do it right, did you realize that you're having two launches in one, and was 100% of your time dedicated to the actual recruitment of affiliates and the building of buzz? That is probably one of the biggest mistakes I see being made across our industry when it comes to launching products, is that people don't really get the marketing part of internet marketing, just because you learned how to create a website and make an info product and record some videos and zip 'em up, does not make you a marketer, it does not make you good at launching products, recruiting people to buy and recruiting people to sell, thats what makes you good, that's what marketing is all about.

That is one of the biggest things that we teach in WP Affiliate Builder, and when you do that, the way to do it is to make sure you have two sets of traffic that your creating, you're literally building this traffic and you're sending customer traffic to your pre-launch page and your sending JV traffic to your JV blog, so you're literally building two lists. On my pre-launch page, perhaps for the 30 days leading up to the launch I might have a "Coming Soon" with an opt in form, I might have a little video trailer, you can even go and buy those movie tailer style video clips that are relatively cheap and you can get one made that has a nice animated logo, literally like a feature film would have on TV like a trailer, this kind of things build impulse and it created buzz, it gets people talking, it gets people sharing the video, it puts people into anticipation mode for your product.

At the same time you're simultaneously doing the same with JV's and letting them know what you're doing, letting them know about your funnel, getting them to sign up as well, so you're marketing to two sets of people, and I don't like to say that we are marketing to our JV's but in essence we are, we are literally selling them on the concept of becoming our affiliate, and on selling for us. This is very, very important, and when you master the marketing side of your business. Selling and having a 6 figure launch becomes just like child's play, it just becomes something that automatically happens every time that you launch a product, you're gonna have JV's promote it, you're gonna make significant profit because you just gotten good at recruiting and when you're good at recruiting, getting

customers as well as getting customers to promote for you is not a big deal. John would you agree that you have to spend just as much time to for getting customers into the pre-launch side of things as well as the JV side of things?

John Thornhill:

I would Omar, I tell my students that when their product is complete, we don't set a launch date until the product is complete, I do get some of my students who are like "John it will be ready next week can we set the date for next week?" and I always answer No, I need to see that the product is 100% ready to a point where we could sell it today, once we get to that stage we don't set a date for at least 4-6 weeks into the future, it's usually about 6 weeks, and I say exactly what you said Omar. Now you can dedicate the next 4-6 weeks to recruiting affiliates, your product is complete and now put that to one side, yeah you may do one or two little updates but, the bulk is done, there is no more work to do there, now for the next 4-6 weeks we are going to concentrate on recruiting affiliates.

So many of my students can get a little frustrated sometime's when I say that because they want to launch it straight away, and I explain that if it's launched today they may make some sales, they may make a few hundred sales, but if you do it right, you can make 1000's of sales, and that's the difference you have to do exactly what Omar said, you have two things going on, get the product done, and that's that done and out of the way. Now let's focus on getting JV's.

Omar Martin:

I think that's the biggest mistake people make when creating an internet business is that they fail to stick with the longevity of things they don't run it like a business, businesses do not just create a product and then launch it right away you know and one of the things that I do in the 30 days leading up to a launch as far as the product is concerned is I test some things, so we do put some people into the website, currently we've got about 50 members inside the website so they have been using things and testing things, just earlier today someone sent me an email and showed me that a link wasn't working, and I was surprised, that no one noticed that in like the year that we have had this website up.

Little things like that will pop up and that is what is going on product wise, but as far as the creation of it that's always been done for a while. Let me give you an example, with WP Affiliate Builder, we've had our partners using the promo tools page creator, as well as using the leaderboard plugin, which are both parts of WPAB those are the two software tools, for over a year, I was using the leaderboard plugin, back when we launched Speedy Profit Creator back in, February 2012, so that was quite a while ago and John's used it, some of John's students have used it. Do you remember how long ago it was John that we actually, started testing with the tools builder and the leaderboard plugin, what was the first site that you used it on?

John Thornhill:

I think the first launch I did with the Leaderboard plugin was Simple Traffic Solutions which was november 2012, and I started giving my students the Affiliate Builder tool in the summer of 2012, and I remember when I started letting my students use it, there were a couple of little bugs we found which obviously got ironed out so in effect my students were sort of the beta testers but yeah They've had it for over a year now, I have used it on multiple launches, I am using it on a little mini launch that is going on right now with one of my students, it's getting used this minute. These are tools that I have used a lot, I am

using them at least every few weeks on different launches, my students are using them, so we know it's something that is going to help people.

Omar Martin:

My point there is, I don't want anyone to freak out, and think you can't launch your product for another year, no that isn't the case, for us, I just want to drive home this one point, the product itself, the software has been done well over a year ago, in this last 30 days, Dave and I are not running around trying to get the product finished. the tutorial videos were shot for this thing months ago, the actual members area was created over a year ago. As a matter of fact it's sometimes a double edged sword right, because you get tired of looking at the site, because its been built for so long it already looks old and I wanna change it, so it's like every couple of months, obviously I am not going to do a whole new design, I had to stop Dave like 10 times from redesigning the thing right, you come up with new ideas and stuff like that.

My point being this, at the very least, give yourself a good 30 days, thats reasonable, john is saying 6 weeks, that's even better because remember the JV blog needs to be built and populated with content and stuff like that, you cant do all of that in one day, it might take a week to do, so complete your product then start working on the JV side of things.

These are very important things and you might dismiss them and thats the problem, a newbie, if they're like me, I was the guy that came on board and thought yeah I'm gonna change the internet landscape, I am gonna show people how it's done. I learned quickly that, that wasn't the case, I had to actually market my product, follow a system and create buzz for my product, just because I made it does not mean that they will come and run and start buying.

I literally fell flat on my face multiple times and I made that mistake of putting it out there straight away then wondering why no one was buying it, and promoting it. I made so many of the common mistakes, and that tends to be the newbie attitude, so what I am going to do now is go into the very specific things that we've been doing on a daily basis.

IMAGE

What you're seeing here is the most influential thing in the actual building of buzz, it has been so for me in at least the last 5 launches I've done, as a matter of fact in this launch for WPAB I would have to say that at least 85% of the buzz is in Facebook, that's where thats happening, so theres specific ways that we do this.

I constantly have Facebook open on one of my screens, I have two computers, one is my laptop, one is my PC and I've always got Facebook open on one of them, there's always private messages going on back and forth, some with customers some with JV's, there's constant posting going on in groups, Facebook is where both your customers and your affiliates live, it's where they are, and this is so powerful because 6 years ago when I started learning how to do this from John, Facebook existed but it wasn't as prevalent as it is now, it wasn't a force to be reckoned with like it is now.

Now you can literally just depend on social traffic both getting customers and getting JV's, it's so easy now, I don't have to figure out how to get in contact with someone, I just go to

Facebook and type his or her name and there they are, I can communicate with any affiliate that I want to, because every single one has a Facebook account.

Communicating with people and recruiting people, reaching them is no longer the problem, and it used to be, like meeting people, the way that I met people, I still remember 2008 was a year that I spent mostly travelling, I went to 16 events that year to physically hand out business cards and build a rolodex of contact, of people that I could JV with, I literally had to travel the country.

You don't have to do that any more it's so easy now, and still when people say they can't get affiliates, I ask them if they've ever heard of Facebook, I just want to stress how important it is to be using Facebook, and there are a lot of other social networking sites but Facebook is the most powerful one, you can't dismiss this, if you do then you are truly not an internet marketer, you're truly not going to grow a business to the levels that we have if you're not in today's marketplace, utilizing Facebook in everything that you do online.

I've seen John's business move so much onto Facebook in the last few years, John didn't even have a Facebook presence at all until a few years ago, now he's constantly on there you know, so John what can you add about the importance of Facebook to both the recruitment of customers as well as the recruitment of affiliates?

John Thornhill:

I think you've only got to look in the Inner Circle Facebook group to see the effect you've had over the last couple of weeks, if anyone goes in that group you'll see that Omar has never been out and he's not just doing that in my group he's doing that in tons of groups. One thing I do want to point out here is that a lot of people say that you need a big list or you need to have 2000 affiliates on a mailing list and 50,000 subscribers, but think about this for a moment, Omar is not using his list to do what he is doing on Facebook, so that means that anyone can do it, if anyone is listening who hasn't started building a list or only has a small list, whatever it may be, that shouldn't stop you doing exactly what Omar is doing right now on Facebook.

I know that anyone who is on Facebook who is on Omar's friends list, will have seen what Omar has been doing over the last couple of weeks, in fact every time I log into Facebook Omar is there, he is just all over Facebook, you look at your feed updates and it's Omar, Omar, Omar, Dave, Dave, Dave. Obviously that means that Omar is doing something right and it shows you the effort Omar is putting into doing this, he's not just posting on Facebook once a day, like he says, he's constantly got Facebook open, he's constantly checking for messages, replying to potential JV's that sort of thing, again the point I want to get across guys is that you don't have to have that massive list of affiliates and customers and past launches behind you to do this.

Omar Martin:

No and that's actually how you build the list, because you've created a JV blog that is asking affiliates to sign up for updates, and how do I send people to that JV blog? Well by posting content and meeting people on Facebook, Facebook did something a couple of years ago that I think was brilliant, a lot of people hated it, recommending groups.



What happens now when you join a group, and this didn't used to be the case a few years ago, when you join a group, it was much more exclusive before, then they ease up with privacy levels for the groups, so some will be open some will be private and some will be secret, and what happens is when you become a member of a group, on the right hand column of the page, it recommends other groups that members of this group are also a part of, so now you can go and request to join those groups, I am currently a member of around 35 Facebook groups that are all for affiliates, some of these are regular customer groups, marketing or coaching groups. John has several of them, there are groups for products that I have purchased and I make sure that I become good friends with the owner of the group by communicating with that person often and by providing value, and literally building a friendship, and this is why you need time, you can't do all of this the day before, because I guarantee you that if the day before your launch, you just join 30 groups and just drop a whole bunch of links and videos in there, you're going to piss people off.

Because they don't know you, because they haven't built a relationship with you, because you haven't invested any time into that group yet, so when you just start posting links and stuff people are going to be put off immediately, but the groups that I am a part of, I am constantly posting to them, I am constantly communicating with people I am constantly commenting on posts, and I am a valuable contributor to all of these groups, so Facebook is part of my job, every day for an hour or two at least I have to be on Facebook holding up my public image and just building a presence for myself and my company, on Facebook.

I do that by engaging in conversation, answering questions, whenever I'm in a Facebook group and someone is asking a question that I know the answer to right off the top of my head or that I have a link to or that I can provide a resource for, I quickly answer it and after a while, people start asking questions and tagging me in the question hoping you can come and answer it and that's exactly what I do. When you start doing that in people's groups, you become a public figure in that group, so when the time comes for you to release something and you post a video advertising your product launch, people don't have a problem with it, because they see you as a value provider, they don't see you as a spammer, when you're someone that they've never heard of before and you drop links to amazon links to sell shoes, you will be seen as a spammer.

It all comes down to the amount of time you've invested into the group and building relationships, so Melinda and I are meticulous about the way we post content in groups, we have been very aggressive with it with this particular launch.

For our last two launches we came up with a system where we would literally create a spreadsheet and on the left hand side we put the name of every group that we are a member of, so on the left hand side of the spreadsheet we have a column with the name of every single group then across the top we have each day leading us up to the launch, so 30 day. Then what we do in the spreadsheet is we come up with a piece of content that we are going to drop into each group, every day.

So every day, we put content in every group, but it is not the same content, so that is what we did, with the spreadsheet we are able to spread out the content so it doesn't look like every single group is getting the same video posted every day, you might be wondering what we post every day.

Stuff that is going to create conversation, so I might literally just grab a motivational video from Youtube and say "Hey guys did you ever see the Rocky Balboa story check this out"

then I might post that in a group and start a conversation, I am just creating a presence for myself and I am posting content in there. You know the phrase, out of sight, out of mind, well I want to be in everybody's sight and mind during the 30 days. Melinda and I would literally create a posting schedule, we would create a spreadsheet with all the groups that we want to post to, then we would go and get 30 days worth of content for these groups, we work out what we will post on which days and literally we are doing this for 30 days, so everyday when we log in to our computers grab a cup of coffee then go to Facebook and post all of the things to do in the groups, its our Job it's part of our marketing process, it's not just a place to hang out and go to post pictures of your cats, your a marketer this is what you do for a business, so you have to use Facebook as that sort of a tool.

#### IMAGE customer side/affiliates side

So enough about that I think I have stressed enough about the importance of that, now I am going to tell you exactly what we've been doing on each side of things, so you've got the customers side and the affiliates side. What we've been doing with WPAB is, Dave and I about 6 months ago asked ourselves, what type of launch do we want to do when we release this? Do we want to do the type of launch where we produce like 3 amazing 1 hour long pre-launch videos, where we are in a Back to The Future car flying over San Diego like the Video Genesis guys did, do we want to do that and build anticipation with 3 videos over one week or do we wanna release some kind of content for the entire time. Dave kinda liked the model that we used for Speedy Profit Creator where we dropped content every day.

I said we what if we just sit down and write 30 days worth of content, what if we can pull everything we know and all of our experience and come up with 30 tips, 30 important things that people should do if they're trying to recruit affiliates and launch a product. That's what we decided to do, so we wrote them out and literally this happened over the course of an hour, I was driving, I had a one hour drive from Palm Bay to Orlando Florida, and I called my google voice number and I just talked and talked on speaker phone whilst on the drive and I came up with 30 things that are really important and Melinda listened to that recording and typed them up, then what we did is we narrowed it down to 20 because there were some other videos that we were going to release during the month so we narrowed it down to 20 and said lets make 20 tips.

I said to Dave, I'll take all the even numbers, you take all the odd numbers, so Dave recorded a 2-3 minute video on each one of these, we each did this, we each stood in front of a green screen and just recorded them all and then we added things into the background, so the whole process to actually record these things, probably took me another hour and probably took Dave 20 hours with the way he does things.

It was all done within a couple of days then we had all of these videos, John I am sure a couple of people listening have seen those videos right?

JohnThornhill:

I am sure more than a couple of people have seen those videos Omar, they are literally all over Facebook and I click the share button and I know a lot of people are and getting tagged and they are really simple to do but are brilliant tips. Dave actually came to my office to record the videos and I think he spent about 3 hours doing them all, but that was including setting up all of the equipment too, but yeah maybe 2-3 hours to record then 3-4 hours in production, maybe a total of a days work between you two guys to put 20-30 data worth of content in place.

I have been seeing these every day and they have built up a great buzz, you know with the little intro and the theme, they all have a similar look but they each give a different tip and they are brilliant.

Omar Martin:

Yeah I remember that now because you had called me and you were like “Hey what’s going on here you got a partner in this, you got Dave coming here using my equipment and resources what’s going on?”

So this is what we did we created these videos that have been done for a while, we put them on EVS and we also put them on YouTube, and we just said that everyday we are just going to paste them into each of the groups. We were careful to make sure that there weren’t any links in the videos and that they were JUST content. Other than the logo for our product the videos themselves on the screen do not have any links, there’s no call to action in the videos, they are simply content. That is important to us because we knew that if every single day we were dropping a link into people’s groups some of the group owners may take issue with that and they might say hey Omar come on man every day your taking people out of my group and sending them to a page. So we didn’t wanna do that, so we literally sent the group owners a message about and told them what we had done, that we had created 20 videos, it’s pure content but it has the logo for our product on it would be ok with you if we drop a video into your group everyday.

Every single one that I asked that too were really appreciative and encouraging. I realised then that group owners love it when people provide content and value for there groups. This really worked out well for us and all of the groups that we have been posting in, the group owners have been hitting us up telling us that our content is amazing and that they are getting so much positive conversation in the groups, and so far it has worked really well for us.

That is one of the things we’ve been doing on the customers side of things. We have also been posting every single day, what I do is I will go and I will post a comment on someone else's post, I will make sure that I click the like button and make sure that I involve myself in one or two conversations every single day. That is important because you’re putting yourself in the forefront of what’s going on, you’re in the forefront of peoples minds and that’s really important.

As we get closer to that launch like right now at the time that we are recording this, we are literally 7 days away from launch day, and at this point we start mailing our customers every other day we are literally mailing our customers all of the time to build that anticipation, letting them know whats coming up, giving them little teasers, giving them links to videos and we have created a squeeze page that they have to opt in to if there wanna get some behind the scenes stuff, some tips and tricks and things like that.

We are building a pre-launch list, which literally over the week leading up to the launch we will put several hundred people on the list, in this case it looks like we are going to put several thousand people onto this pre-launch list, so right at the time that the product goes live, we’ve already got a list of people that are interested in buying this product just because of the buzz that we built, and this is important because creating all of this content and videos, is no good unless you use it to create a list and to actually be able to command traffic over to the buy button on launch day.

This last 7 days leading up to the launch, there's a squeeze page there's a video building anticipation, we are literally mailing the list every single day, you might say, well Omar they are already on your list, you're going to mail your entire list on launch day anyway, yeah but this is a very segmented tailored list that is very interested. Another thing that happens is we already have a couple of people contact us and say hey can we mail to that squeeze page can you make a link for me so I can start mailing now instead of waiting until launch day.

Making the videos personal I think has been a huge plus for us there is a big difference between just linking to someone else's video or just doing a video that's just text, but I think getting on camera and actually showing our faces and talking people and providing these tips, by us being on camera, I think that's a huge positive because there's a connection that when you are actually on camera that you can't really make any other way, that is not to say that your video wouldn't be effective if it was just text, I know that some people might be apprehensive about getting on camera which eventually you're going to have to get over, but you know all in due time, I know that the first video that John did and getting on camera and I remember him saying that he'll never get on stage and we've already overcome that boundary, but would you agree John that actually being there on camera adds a whole new dimension to the video.

John Thornhill:

Yeah I certainly agree Omar there is a big difference between even just showing people your computer screen and talking to looking at the camera, it's probably the closest thing to meeting someone, seeing their face on video, the more personal you can be in your videos, the better you will come across. Your personality can come across more, so if you can do the personal videos then that's what you should definitely do, and that is what I will be doing when I promote as an affiliate, I am going to promote this heavily as an affiliate, creating a bonus, doing a lot of personal style videos, yeah I can throw a bonus page together which is what most affiliates will do, in fact most affiliates will probably take the bonus template that Dave and Omar gave and maybe just put there buy link in and that's it. Where I will take the page and completely change it, change the graphics put a video on, things like that, I am going to personalise it, and it should be the same with everything you do online, the more personal you can make it the better.

Omar Martin:

Simultaneously whilst all of this is going on on the customer side of things we are also doing things on the affiliate side. Some of the groups that I am a part of, and this is a problem in the internet marketing space, we are marketing two marketers so we gotta draw the line in the sand and say, right we are going to market to these as customer groups and others as affiliate groups. Because the things that you say and reveal to affiliate can be different to the things you reveal and say to customers. Because naturally you're trying to get the affiliate to promote the product and the customer to buy the product. And there is two different ways that you're going to approach that, we literally had to draw a line in the sand and we chose 7 groups that we would only treat, that we would only post videos and content in there that has to do with the recruitment of affiliates.

For example with John's Partnership to Success group, that is a group that we have been marketing to as affiliates, we have been treating them as partners, so, announcements, banners, images the things that we have been posting in there have been leading those people to our updates with regards to the affiliate side of things, so if you are a member of that group you will have been seeing the affiliate side of our launch, you will have been seeing the comments on our JV blog, you already know contests that are going to happen and everything that is happening on the affiliate side of things.

To the other groups for example, the ones we are marketing to as customers, those groups only see the daily tips videos, they only see the actual pre-launch stuff, the coming soon stuff, from time to time though, I may drop one of our daily tips videos into an affiliate group but again there is an important distinction that needs to be made here and this happens in our niche because we are marketing to marketers. We have to make a decision and say well this group is mostly comprised of newbies so I am going to treat them as customers then I might see another group and think well this group is more intermediate to advanced so I am going to treat them as affiliates, so that is an important distinction that we have to make.

I am now going to talk about the specific things, there is quite a bit more stuff here than there was on the customer side so I am going to go fast here, these are the things that we did.

First of all about 45 days ago we posted to every single JV calendar out there, so I am talking about Munchi, WSO JV Central, Warrior JV, Launch RR, going to google and literally searching for "JV Calendar" "Affiliate Calendar" "Launch Calendar" then you wanna spend a day clicking on every single one of them and posting about your launch, grabbing the date on that calendar, claiming that spot, posting about it. There are dozens, hundreds of these out there, but we went and posted on as many as we possibly could and that is important.

There are also some paid ones out there which we have used as well. But posting on calendars is very important because again, this is how you're announcing that your launch is happening to the other affiliates, you cant do this a week or a day before your launch, especially not if you want a super affiliate to promote for you.

This is not a hobby, for a guy like John, or Dave or Mike Filsaime or any super affiliate, it's a business, and the affiliate income from the products that we promote, is a significant part of our income, you have these things planned. We have a calendar and we have these promotions planned weeks if not months in advance, so if you plan to grab the attention of a super affiliate you cant just announce your launch from one day to the next and think that they are going to support you, also I am going to add as my own little personal opinion here, I think it's disrespectful to do that because you've gotta give the affiliate time to review the product and decide whether or not this is something that will be a good fit for their business.

It is kinda disrespectful to just say "hey man I'm launching this product, heres the link" well wait a second don't you care about me and my list, why wouldn't you give me some time to look at the product and come up with a proper campaign, you must not care whether I make money with this or not, you must not care whether its suited to my list.

I think announcing your launch 45-60 days in advance on calendars, is important because at least now people know its coming up, now what starts to happen is you become the catalyst, people start planning their launches around you because they don't want to conflict with yours. I wanna mention a word of caution here, I used to make a big mistake in the beginning and I used to freak out when the day that I wanted was taken up by someone else, and I would get upset because someone cant promote because they are promoting someone else that day, the reality is this.

You're never going to have a day in the internet marketing community, all to yourself, come to grips with the fact that other people will be launching, come to grips with the fact that affiliates that you wish would promote for you simply can't promote that day because they are committed to someone else, it happens.

The moment I let go of that weight form my shoulders I noticed that I could become the catalyst and now people plan their launches around mine, and I make sure of that by going to calendars well in advance and posting the date and time that I plan to launch. Another thing is, group banners, all of those groups that I talked about, they have banners, Facebook groups have banners up on top, and what I do is I work out a deal with this owners of that group, and i'll ask that on the day leading up to the launch and on the day of the launch, I'd like for you to put up a banner recruiting your members to come and sign up for my launch, some of these guys actually rent out that ad space, yes the Facebook group owner might rent out on a daily basis, the banner spot on the top of his group.

You may or may not know that you can own the top of that group with a big advertisement for your launch that thousands of affiliates like self and John will see, every single day when we check this group, and there's quite a few of them and there's some secret groups that have hundreds of affiliates in them like that Pimps group, and well they're secret groups that I'm not going to mention here. Again you can start a conversation with the owner of the groups that you're a member of and ask if they'd be willing to let you "own" the top of the group for the week of the launch, and you might do this for both customer and affiliate groups so on the customer groups i just put a banner up with my product logo and the launch date, for the affiliate groups I have my banner advertising the JV blog and the launch date, because that's where I want those affiliates to go.

You can buy some of these, some group owners might be thankful that you're posting good content and let you have that ad space for free. Think about it, if you can control 30 groups per week, and each of those groups has about 1000 people in it, think of how many eye balls are seeing your logo, so that is really powerful, group banners.

The next on the list is, Announcement Videos, we literally create a JV video that tells the JV's some important things. It tells them, the day we are launching what the product is about, how we've set up the sales funnel, the price points, the conditions we're offering, the way we're gonna launch it, the platform we're launching on, a sneak peak of the sales page, a sneak peak of the sales video, the contest we're doing in order to incentivise you to promote and we're doing this announcement video and we're posting it on our blogs, but in addition to that one I create little announcement videos. Little teaser videos, because just like we're creating teasers fro customers to get them to the coming soon page so that the can opt in and we can build a pre-launch list, we wanna build an affiliates list, so we create little tiny teaser videos, so we literally create zone minute video that we can post in social media that is tailored to affiliate to get them to go to the JV blog and watch my full 5 minute video and then opt in.

So you can see how we are literally creating a little funnel here for the affiliates as well. So it's not just one JV announcement video, its a series of them, and we've created about 4 of them. Affiliate List Solos, this is huge, once you start recruiting affiliates and meeting affiliates and some people that have lists, some people might say they can't promote on that day because they're promoting for someone else and you might say instead of them promoting for you they could just mail their affiliates and let them know that I'm launching on that day so I've got my swipe email copy that I've been mailing to my affiliates would you be willing to do a solo mailing to your JV List.

You know some of these affiliates have thousands of JV's they have a list that they don't mail regular promotions to and they might mail a few times a year to announce their own

CUSTOMERS	AFFILIATES
Daily Tips Videos	Calendars
Daily Posts	Group Banners
Emailing every other day	Announcement Vids
Building a pre-launch list	Affiliate List Solo's
PERSONAL VIDEOS	Attend A Live Event
	Post Card Mailer
	JV Blog With Cool Prizes
	Voxer Thread
	Facebook Ads & (Re-Targeting)
	Constant Communication

launches or announce a friends launch and you can just hit em up and ask them to mail their JV list for you. Sometimes even the affiliates they are promoting can be asked to mail their affiliates, and that email is announcing my launch, and the email might read;

“Hey guys John here I just want to let you know that my good friend and student is launching something with Dave Nicholson, it's taking place on September 24th, here's a link if you wanna check out their JV blog, I'm going to be on the leaderboard I hope to see you as well”

And now John sends that to his affiliates, thousands of people that normally promote John's products now see an endorsement from John about our product, go to our JV page and now also sign up to promote, this is another very powerful way that you can leverage someone else list and it's not just about their customer list it's about their affiliate list too so you've gotta think outside of the box here. Some people actually sell you a solo ad, so we have done this with WPAB and some companies out there like JV Notify Pro, WSO JV Central, Warrior JV, where you can go to the owners of these lists and they have



thousands of people and you can ask them how much it will cost for them to send a blast out to their list to promote your launch, you can work out a deal with them and some of them already have packages in place where they will say, for this amount of money, I'll sell you the banner on my group, I'll create a personal video for you and send an email to my list.

You can get huge exposure and you're going to get a whole bunch of affiliates on board, if you do that and lets say you invest a couple of hundred dollars into doing this, that one action signs up 10-15 affiliates that end up each bringing you in 100 customers think about the leverage that you have there, so there is a lot more leverage in getting affiliates to mail their affiliate list than there is in getting affiliates to mail their customer list, so try to find people that will let you do a solo email to their affiliates list.

Here's something that I did recently and you might wanna do. Attend a live event, i just went to the JV Zoo that took place recently and I took postcards with me, business cards with me and I was just like a social butterfly in the hallways just meeting and greeting and giving out cards and making friends, I created little conversation points about the robot suit we wear on our pages and literally networked at the event, there is right ways and wrong ways to do this, i have a blog post about how to network, the 20 steps to networking at a live event if you wanna check that out.

Attending a live event in the days leading up to your launch is a great idea if you wanna build some buzz and get that personal contact with people, being in person and shaking someones hand build a relationship that you just can't do any other way, would you agree John as far as the networking that goes on at a live event?

John Thornhill:

You can't beat the networking that goes on at a live event, anyone who has been at a live event with me, you'll know that I'm usually in the bar, and it's not just about attending and watching the speakers it's about what happens afterwards, and I see some people who

CUSTOMERS	AFFILIATES
Daily Tips Videos	Calendars
Daily Posts	Group Banners
Emailing every other day	Announcement Vids
Building a pre-launch list	Affiliate List Solo's
PERSONAL VIDEOS	Attend A Live Event
	Post Card Mailer
	JV Blog With Cool Prizes
	Voxer Thread
	Facebook Ads & (Re-Targeting)
	Constant Communication



just disappear to their hotel rooms for the night and I think that is one of the craziest things you could do, you don't have to drink alcohol or anything but just go to the bar because that tends to be where people hang out of an evening, and that is what a lot of people miss out on. But yeah going to live events, making sure you introduce yourself, networking, letting people know who you are in the 3 days you have to make an impact.

Omar Martin:

Here's another one that a lot of people don't do. When you're marketing to affiliates you



want to try to touch on every single method that you can to communicate with them, so I try calling affiliates on the phone if I have phone numbers for them I try using Voxxer, I mail them letters, postcards, email them, every possible method of communication is a tool that you can use and one of the things that we've done here with WPAB is we have created a postcard mailer, so throughout my other launches that I've done in the past, I have actually built mailing of affiliates that have signed up and sometimes during the year I might ask for their mailing addresses to send them a prize or a gift or something. Another thing is form all of the events that I have attended in the past, and I've collected business cards, guess what? Business cards tend to have a mailing address as well, so this is another reason why it is good to attend events because now you have got a mailing address you've also got a phone number for that person, so you have multiple ways to communicate with people.

I've literally assembled a spreadsheet with almost 2000 mailing addresses and phone numbers for affiliates and people in the industry and what we did is we narrowed it down to around 250 people for WPAB and we went to a website, where we can upload the graphics for a postcard and we can upload the mailing list and literally for pennies each this company will mail out the postcards for you and now that is another set of eyeballs, I am actually gonna show you that postcard and show you some quick little tips about the postcard.

Now heres probably the biggest thing that you could do on your JV blog, first of all obviously you have to have a JV blog have a site that is just for that, but create some cool prizes for them, not just money. Money is awesome money is the biggest motivator for most people, but make it fun, make it fun by for example we have robot prizes, we are giving away little robots and most people when they win the prize they prefer just the cash but it becomes a huge point of conversation and when you have cool prizes your JV's get more into it.

Voxxer, there are a lot of different apps for smartphones that turn your phone into a walkie talkie but this basically creates, just like on Facebook you can have a thread that's made of text that someone creates, well Voxxer creates the same things but with audio clips, where you can take your contacts from Facebook and you can literally create a thread with them and talk to them, so literally send them a voice message that reaches their cell phone, and you can create groups. Right now we've got a group, with about 15 people, John's part of it, and we are just kinda stirring the pot and getting people competitive and let me tell you, affiliates are very competitive by nature, so creating a Voxxer thread is a really fun way to kinda 8give them a push over the fence and get them to promote for you.

This is huge and you're going to start seeing this, we've already set this up. Facebook Ads, I've always ran Facebook ads for customers, we are doing now Facebook ads for affiliates, you can actually target specific people that you wanna get on board, if you're doing re-targeting campaigns and you can follow them throughout the internet to all the other dies that they visit, so literally if they saw your ad on Facebook to promote your launch and now they leave Facebook and go to eBay or they go to YouTube and watch a vide, that ad that is popping up on YouTube, is a real targeting banner so they're literally seeing ads for your site, for your product launch on every site that they go to, so look into this, this is very powerful this increases the performance of your ads by over 60% so re-targeting with Facebook ads is huge.

It all comes down to constant communication with JV's, now after I have gone through all of these things you can probably understand a little better why setting aside a full 30 days is so important when you might have said, "I don't understand my product is ready why can't we just announce it and get some sales" This is why, because you have to do things like this and this is just a quick way to fit them all on one slide and fit them into this short video, but this is something that really, really demands your time and attention if you're marketing properly, if you're gonna really build relationships with people to get those long lasting JV relationships that will cause people to promote, not just this product, but every product that you launch from now on, you need to do these things, this is how you're going to build an army of loyal "soldiers" that are going to sell your products for you.

This is the postcard that we mailed out, obviously Dave is really creative and he came up with the suits and the army theme, building an army of affiliates, so the most important part of this, there are two things that I want to point out here on this postcard, do you notice the JV blog link there [www.wpab-jv.com](http://www.wpab-jv.com), its a simple link. One of the biggest mistakes people make when they create their JV blog is they'll create something like, [www.myproducturl.com/go/live/jvs/affiliate-index-jvs.com](http://www.myproducturl.com/go/live/jvs/affiliate-index-jvs.com) Who the hell is going to remember what your JV blog is, make something quick and easy for people to remember, because on day three when someone wants to mail for your product they wont be abel to remember the site, you have to make it quick and easy for people to remember don't make some stupid URL that people can't find, and that is the first thing I wanted to point out on this postcard.



The other thing I wanted to point out is, are you seeing the QR codes up on the top corners? That little QR code you can create for free and when someone scans it with their phone, so literally if they're outside, they just went to their mailbox they see that this thing has a QR code on it they turn on their smartphone, scan it with their QR code scanner and boom they're on the site now and they're getting opted in, so these are just some of the things that I wanted to embed in your mind, of what's going on behind the scenes during a 6 figure product launch, and obviously the launch we are talking about is WordPress Affiliate Builder.

The key here during these 30 days is be prepared for your launch, don't leave anything until the last minute don't be fumbling around to get your product working, and make it fun, do things that make your launch fun for affiliates and fun for customers, people want to be around fun, fun works, boring doesn't work, people don't want to be around boring, don't think that you have the most awesome product in the world and people will just buy by default, if you're not make sales then all you have is the most awesome product in the world.

Make it fun, be prepared, do the things we've spoken about and you're gonna make sales.