



RAY EDWARDS

LIVE WITH JOY. LEAD WITH PASSION. PROSPER WITH PURPOSE.

Product Launch Formula & A Life of Grace

This is the Ray Edwards Show, episode 116 and this is the show where, my goal is to help you live with joy, lead with passion and prosper with purpose. There is one online business teacher, whose students have created over a half a billion dollars in sales. He also happens to be one of the most graceful people I know, and now he's written a book that distills down the core elements of his trainings and it's just been released.

In this week's episode I spend some time talking with my friend, Jeff Walker, about his new book *Launch* and by the way, as of this writing, at the time I recorded this podcast you can get a free copy of his book by going to RayEdwards.com/launchbook, while supplies last. Plus, additional reasons to keep listening, a chance for you to win free stuff. Let's get into it.

If you enjoy this podcast, by the way, I would consider it a great favor... people say how can I thank you for the information and inspiration you've provided? You can subscribe and leave a review in iTunes, which helps new people find the show. It helps expose our message to new folks who've never heard of it before. I'd like to say a big thanks to Barack Strickland, JaySelf93, Water for Shepherds, Nathan Hale, thank you very much for writing a review of the show in iTunes, Darren Sergeant, Spawns and Lahoki, for giving us a review on iTunes this week.

For the next few weeks we're holding a contest and this is brand new. First of all, everybody who gives us a review on iTunes from May 15 to June 15 gets a free copy of two of my books. I'll send you an electronic copy that'll be downloadable of *Money Words* and *Just Get Started*, which is unreleased. So, if you've written a review and we don't have your email address because we only have your iTunes username, make sure you send an email support@rayedwards.com and say hey, I wrote a review, send me a free book. Everybody gets a free book.

Then, from all the entries, we will draw one winner at random of our \$797 training we just completed called *How to Profit From What You Already Know*. To enter, you need to subscribe to the podcast in iTunes and give us an honest rating. Be sure you put your website URL and review so we can contact you, or email us after you publish your rating, that way if we draw your name or if you wrote a review at all we can send you a free book. But certainly, if you win the \$797 training we want to get in touch with you to let you know you won.

You can also enter the contest by simply leaving a voicemail at the bottom of this post. Go to RayEdwards.com/116, we'll have our drawing on June 15th.

Tip of the Week:

This time around is for those of you who are into photography. I'm so excited about this new strap I got for my Nikon D5200 camera. This will work for any DSLR, any camera that has a tripod screw in the bottom of the camera, because this camera strap isn't actually a strap it's a sling. It's

the **Black Rapid RS5** and it attaches to the bottom of your camera by screwing into the tripod mount. This makes for a much easier way to carry the camera. I really like the strap so far.

It has storage for carrying extra batteries for the D5200. It has pockets to carry extra memory cards and the other feature I like is that it fits over your shoulder instead of looking around the back of your neck, which makes it more secure and less likely to be dropped or snatched away from someone who has camera envy and wants to take your camera. That won't happen if you use this strap. Also, it's easier on my back and shoulders. It helps me protect the lens from being accidentally banged into something, and allows you to carry your camera for a longer period of time, as opposed to a normal strap.

This allows for the camera to be ready to shoot in a split second. Like, if you have it in a regular camera strap and it's slung over your shoulder, across your chest, you have to take the entire strap off before shooting with the camera because the strap is too short. But with the sling the camera slides up along the sling, where in a split second you're ready to shoot. You go from hanging at your hip to shooting a picture with the camera in a split second. Check it out. There's a link in the show notes if you go to the website, you'll find a photo, this review and a link to get your own strap, if you so desire.

Last year, I was at a healing conference in Redding, California and ironically, I'm at this conference where we're learning about divine healing and healing through prayer, and I was in extraordinary levels of back pain while at the conference. There's a whole lot of irony in it, I actually at one point considered not going to a session because I was in so much pain.

As they were speaking God's word about healing, the participants were invited to pray for one another and so the people around me, I admitted to them I had this back pain, and it's kind of embarrassing if you're at a conference for healing, you don't want to say I'm sick. I admitted I had the back pain and as they spoke God's word about healing over me and my back, specifically the scripture that says, *'By His stripes we are healed,'* my back pain miraculously drained away.

Nobody was more stunned than I am and was, even though I had seen God miraculously heal people many times from things worse than this, but in that moment that was the level of my faith. That was where I was and I was overjoyed. I was jumping up and down, twisting around and doing things I couldn't have done five minutes earlier. It was remarkable.

Now, a couple years before that a friend of mine had called me to tell me goodbye, he had cancer, and his doctor told him to say his goodbyes to people, to wrap up his affairs because he was not going to be around six months into the future. In that instance, I spoke God's grace and healing word over his situation, as did many others, and my friend's cancer was miraculously healed. In fact, he went to the doctor and the doctor showed him the two scans before and after. He said, "Here's the scan where you have cancer all throughout your body, and here's the scan where there is no cancer." My friend asked, "How did this happen?" The doctor's reply was, "Was medically it can't happen, this is a miracle."

Again, that came from speaking God's word in scripture where it says, *"By His stripes we are healed."* What it's referring to is that by the suffering Jesus endured on the cross, He provided for divine healing for our bodies and our minds. When you speak God's word over your life and situation, I believe the entire universe bends to bring it about. Isaiah 55:11 says, "So shall my word be that goes out from my mouth, it shall not return to me empty, but it shall accomplish that which I purpose and shall succeed in the thing for which I sent it."

If the words you confess are God's words, and you confess them in faith, God will move to bring his word to pass. Sometimes we even forget words we confessed in faith long ago, but God does not forget. So whatever that situation is, maybe you don't have a lot of faith now, but at one point in your life you spoke words of faith over that situation. Maybe someone else had that faith and spoke that word. Maybe Jesus himself has the faith for turning that situation around.

His word, that goes out from his mouth, does not return to him empty but shall accomplish that which He purposed and it shall succeed in the thing from which He sent it. That really ought to encourage us.

Feature Presentation

I'm so excited I want to get right to it. The majority of this week's show is an interview and I don't do many but I've done two in a row now, but trust me, you'll want to pay close attention to this one. Let's get right down to it.

Ray: My guest this week is Jeff Walker, the creator of a training you may have heard of called The Product Launch Formula. In just a few short years this has become the bestselling product on the subject of online marketing, ever. Think about that that's a big deal. His students range from world-famous New York Times bestselling authors, all the way to lone individuals, mom and pop businesses, people who started with little bit more than an idea and some hunger.

He's helped at least one person to go from food stamps to six figures in their business. He's helped fortune 500 movers and shakers, and now he has a new book called *Launch; An Internet Millionaires Secret Formula to Sell Almost Anything Online, Build a Business You Love and Live the Life of Your Dreams*. Jeff, who would not want that?

Jeff: Well that was the idea when I created that title.

Ray: That's beautiful. When you first decided to teach people how to launch their businesses and products on the Internet, did you see it getting this big?

Jeff: I had no idea. I mean, absolutely no. Ray, what I've found is that, from when I first started my business which was starting online in 1996, it's been non-stop, a constant challenge to think bigger and keep on thinking bigger. When I started out I was hoping for \$10k a year and if I could make that to help support the family that was the biggest dream I had. No, I had no idea.

Ray: Have you had a moment where you wondered where that one specific moment was where the first time you felt like this is working better than I ever dreamed?

Jeff: I've had so many of those. I think, literally I had one even up until the last couple of days, rolling out the promotion for this book. I'm like, I can't believe this is happening but then, I think, one moment... first, I had this initial business for about eight years where I was teaching about the stock market. I started figuring things out about marketing and more importantly, I started realizing I had a real passion for marketing and helping entrepreneurs.

Then, in 2005, I switched from teaching about the stock market and selling products about the stock market to teaching about marketing. I think the first time I rolled out The

Product Launch Formula, and I really tried focusing on my student's success than my own, but that first launch we did \$600k in a single week. When I say we, it was me. My wife ended up getting pulled in for customer service and then I remember that we always sent out thank you postcards and my kids were like 10 and 12, and we'd have family night where we were all sitting on the living room floor addressing postcards and putting stamps on them.

So that first week of Product Launch Formula and doing \$600 in sales that was okay. This was a viable product and then a few years later we did Product Launch Formula 2.0 and I've rolled that out in March 2008, a complete new version of Product Launch Formula and when we launched that, in 53 minute I did a million dollars in sales. Then in 34 hours we did nearly four million dollars in sales, \$3.7 and \$3 million. At that point I was like, okay, my life has no resemblance to what it used to look like.

I think that was the single moment where I was like I have to find a new map for my life because I just blew up the old map.

Ray: And you've had a few of those moments along the way. Just something I'm curious about, because the book launch is going better than you expected. I just wonder, as you got ready to release the book, did you have absolutely confidence that it was going to work? I mean, does Jeff Walker just know that he's going to crush it every time he launches something?

Jeff: That's a great question, because rolling out a book is different from the past launches I've done. Creating a business is all about creating assets and I've created a lot of assets. It's almost like I have this army that I can bring to bear on any projects. It's just like, where do I want to put in the tanks, artillery and infantry because I have a lot to work with. When I say that I mean the list I have, but also, I have all these raving fans and I have these partners that love my stuff and always support me.

I have some of my coaching clients, whom I've really helped and they want to help me in return, so I have all these incredible assets. So going in I'm like, if I don't do really well then I screwed up with all the assets I've got. But then, I'll tell you what, even with all that and having gone through dozens of launches and I think my last 12 or 14 launches have all done a million dollars or more, so I've got all this experience and confidence and assets, but before you press that button to bring it live, for me I always have a moment of wondering.

Do I still have the magic? Am I going to be able to pull this off?

The other thing is like, because much of my business is driven by my joint venture partners and affiliates, I want to do good for them. That's the most important thing, because I'm thinking more about making them money than making me money, because I know if I make them money it will build my business in the long run. So, I always have that thing in the back of my head, am I going to do good enough for my partners, as well as I want to do for them and as well as they want me to do for them? So there's always that little bit of nervousness.

Ray: There's one thing that strikes me as you being different from a lot of people in this kind of business. You really do want to serve your product owners and clients and partners that you work with, which is first. The way you market yourself, as you said earlier you like talking about the success of your students more than your own success. You do that and

we see your videos online and you're not standing in front of Ferrari or a mansion in Hollywood Hills, so clearly those aren't things that drive you.

What drives you to succeed?

Jeff: I live a mile and a half up a dirt road. If I didn't live on a dirt road I might have the Ferrari, just saying.

Ray: Not that you wouldn't like one you're saying, it would be okay.

Jeff: I'd actually like a Porsche 9-11, but I would have to have that in a garage somewhere and drive a car to that garage. I can't live that way. What drives me is impact. I like to make a positive impact on people. I don't want to come off as being too goodie two-shoes. I've built a great lifestyle for my family. We live in the mountains of Colorado. I love being outdoors. I love to ski. I love to mountain bike and do wilderness river trips in kayaks and rafts and I get to do all that.

I've never been driven by possessions very much. I drive a Subaru Outback, which is the official state car of Colorado and a Ford F-350 truck. It sounds like Jeff just wants to help people out and when I started out I just needed to make that \$10k, and I'm not going to say it was life or death, but as a family we were in dire straits. Once you achieve a certain level of abundance, what I've found is a lot of people say what's next?

The thing for me is that I love making a positive impact on people, especially entrepreneurs. I think entrepreneurs are the future of the world. We're the people out there who are creating jobs, making an impact, creating progress and helping people. The leverage point from helping entrepreneurs is huge, so that's my job is helping entrepreneurs.

That's the way I'm wired. I want to make that impact, which I love to do and that's why I love telling the stories of my clients. John Gallagher, he's the guy that went from food stamps to six figures and beyond. I've gotten to know him, he's become a friend and he's just doing great things. He's teaching people about edible and medicinal plants and herbs, how to go out in their backyards and pick stuff that they can use for food or medicine. I see the impact he's making and how he's helping other people's lives and improve their health, that's so awesome and I helped him do that.

Susan Garrett, she's one of the greatest dog trainers in the world. She's won multiple world championships for dog agility training. She used to teach people and help dogs and dog owners have better lives, on a one-on-one basis. Now she's able to help thousands and tens of thousands because of my work that's she's learned, which has helped her take her work out into the world.

It's like I'm helping thousands of dogs and dog owners all over the world. I'm helping thousands of tennis players all over the world because of Will Hamilton. It gets me so excited to make that impact. I'm sitting here in my home in tiny Durango, Colorado and I'm able to leverage that impact, it's intoxicating.

Ray: I think it's so important and I do believe that as entrepreneurs, the answers people are seeking through politics and all the contentious things people discuss. I think the answers are that people like you, Will, Susan and John, taking their message, their values they

have for the world and getting it into the hands, minds and hearts of as many people as possible, I think that's really what you're doing.

To me it sounds like you're right in the lane of your destiny.

Jeff: Yes, I feel like I'm in my wheelhouse right here. Let me tell you about one more... Ruth Bazinski, who teaches psychologists and psychiatrists, along with other health professionals how to help their clients with mental trauma, mindfulness and meditation. She has this huge presence helping thousands of practitioners, who are helping their patient.

That's a whole other level of that ripple effect. Because of the presence she's created in her online business, she was invited to a symposium/workshop, where top people that taught those kinds of things, mental health and dealing with trauma were brought in by the U.S. Army to get together and say how can we help soldiers deal with what they're dealing with, mentally and psychologically?

While Ruth was there, the Surgeon General of the United States Army came up to her and said, Ruth, I read your emails and watch your videos. That's her pre-launch content that Ruth is putting out, in that the Surgeon General of the U.S. Army is watching her stuff. That is so awesome!

Ray: With the impact then that you've been able to have, working with people like Ruth and many others, which you could probably list for the next six hours and tell stories about, why was it so important to write a book?

Jeff: There are a few answers to that, but the big one is that people over the years... I sell my Product Launch Formula program and it's not an inexpensive program. For years people have been saying Jeff, can you just distill it down for the mass public? That's what I did. Just to show you that I do have an ego, there's also this thought that I created something that has literally changed the way stuff is sold online.

Ray: Yes.

Jeff: And maybe sold beyond online, but definitely it's changed the Internet. I figure, someone is going to get credit for this sooner or later and it might as well be me since I'm the one that invented it. So yes, there's a part of that, that legacy of locking in the legacy, but the big part just to bring it to a bigger audience and help more people.

Ray: I think that's really important. I have recommended your course to so many people, your training program... people who know nothing about marketing online or people who have normal mom and pop businesses, and they say what do you recommend I do? I tell them you need to learn from this guy, because he can help you in a very deep way. Now, I'm really excited because you've given me a tool that I can hand to people and that can introduce them to this whole world of knowledge you've created.

How does that feel? You really have created something that changed the way marketing is done online. Did you know that when you were doing it? Did you say it needs to be totally different?

Jeff: No. When I started creating this, I was in that stock market business. No one knew me. I had this tiny little business and at the peak we were probably doing half a million dollars a

year. I had a dollar so I was splitting that with him, and I felt like I was making more money than I could have ever dreamed of. Literally, my income was probably \$200k-\$300k a year and that was inconceivable to me that I would ever make that kind of money.

We just didn't have anything like that. I didn't have dreams like that, so I thought things were going good. I invented this whole process in that business. I didn't really tell anyone about it and for all I knew I thought everyone was doing that kind of stuff. Then, I went to a marketing seminar and I just happened to mention that I just did this launch that did \$106k in seven days. People were like what? How do you do that?

So then I started teaching a few people about it, many who have become prominent in the marketplace, like John Reece, Frank Kern, Yanik Silver and they were prominent before then, when I started showing them, but at that point as far as I knew it only worked in my business I had no idea it worked in other people's businesses. I figured it would, but it had only worked in my stock market business and then I started coaching them and it worked for them as well.

Then it was like okay, this is pretty cool but, the thing is, it's been an organic process. I've been teaching it for 10 years and it's not like it's ever stood in place. Once I put it out in the world then my students start coming back to me saying hey, this is really cool. These are the results I got and hey, did you ever try this? I'm like no, I've never tried that before, so it became part of the whole Product Launch Formula cannon which grew and grew by so many people using it and bringing it back to me.

And, because I always celebrate their success so much, I think that encouraged them to keep bringing their results back to me. So now it's like, what did I actually invent and what did my students invent? It's almost hard to peel it apart. I had no idea and to tell you the truth, in 2005, at that point I had coached John Reece, Frank Kern and Yanik Silver, and helped a few people but I had no thought of even publishing Product Launch Formula or any of my work and selling it.

But then, I had a partner in my old stock market oriented business and that partnership blew up as partnerships often do. It came to an abrupt end in March 2005, so I was like that business was great and by then I had plenty of confidence to know I could build something new so I started looking around asking what I should do next. I was like, people seem pretty interested in this whole launch stuff, maybe I should start teaching this launch stuff.

There wasn't even a name Product Launch Formula at that point, so I said okay I'll put this together and then John Reece is the one who actually gave it a name. I checked and the domain was available so I got it. So it was a very organic process. I didn't have this big huge plan and could never have seen what it would grow into. My students and clients have now done over \$500 million dollars in sales. It's almost crazy to think where it started from.

Ray: Is there a hidden value at the core of PLF that you wish more of your students would see?

Jeff: That's a great question. First, there are some things that are built into Product Launch Formula and I think these are things that all good teachers build into their stuff, at least in our kinds of markets. There is a little underlying piece, that's not overt, but is a core piece

that runs throughout, of personal development. For someone to step up and create a business and a big impact in the world, we all have to improve our inner game.

Like I said, for me, this entire journey has been about learning to think bigger, learning to see a bigger vision of myself and hold a bigger vision of myself. So, I think one of my jobs is holding a bigger vision for my clients, so I'll weave that in there. You have to be a cheerleader for your clients, because what we're coaching them to do is a big thing, to get out there.

When I started out, I was shocked the first time someone gave me money for something I created. I had never created anything my life like that. I had never sold a thing in my life, so the idea that someone would actually pay me money for something that I created, was something I hoped for but didn't believe until that first check came in. So a part of what I do is a little coaching and inner game stuff. So that's one answer and I know you do some of that as well. We have to, in order to have the impact that we have.

The other thing is something I rarely talk about. In fact, I've just started talking about it in the past few months, Ray, and that is that I think at the core with Product Launch Formula, for years I thought what I was teaching was marketing through connection. This isn't anywhere in the course because it borders on woo-woo, but what I'm teaching people is how to connect with their prospects, really understand them, have two-way communication and then create a great offer for them, that will help your prospects.

In the whole Product Launch Formula, that's at the core of what it's about. It's about being a real person and communicating and connecting with your market, and then serving them. So that's the underlying piece and for years that's what I thought, but I never really talked about it because it felt odd, but to be even more woo-woo I think at the core that what I teach isn't marketing through connection, but connection through marketing.

Ray: Hello.

Jeff: I think that's my biggest purpose is helping people connect and build relationships and the marketing is part of that, and the business flows from that.

Ray: I see that. You help people on so many other levels. For instance, because of you I read a book not too long ago that rocked my world. It immediately went to my list of top three books that I've ever read that have had the biggest impact on my life. You probably could guess what it is, but I will just tell you.

Jeff: Good.

Ray: *The Alchemist*. That is an incredible book. I know that's a book that's a favorite of yours.

Jeff: Yes. When I started my business I was Mr. Mom at home, taking care of the kids and I read that even before I knew... I knew I had this inkling that I wanted a change in my life but I didn't know what it was going to be and my wife actually gave it to me because a friend gave it to her. I remember taking the kids to one of the mountain parks here in Colorado, and opening that book. I was completely transported for a few hours.

I'm glad the kids were able to take care of themselves, because I was in another world. It took me to a different place. That book certainly made a big impact and one of the highlights of my life was getting to meet Paolo Coelho and tell him that story of *The*

Alchemist's impact on me. As creators that's what we do and each one of us... so it's amazing, I think that's one of the top five selling books of all time ever in the world, which is amazing, because the Bible is one of the other top five.

Ray: You bet.

Jeff: That impact that it had on me, when we're out there creating our best stuff and it could be in personal development, business or even tennis, we can make that impact on other people. What a gift it is to make that impact.

Ray: I have some nitty-gritty questions I always want to ask people, especially writers. What process did you have when you were writing the book? Did you have a certain number of words per day, pages per day or hours you spent, how did you do that?

Jeff: It was an evolution. The book took me forever, but when I really buckled down and said it's time to get it done, on my writing days I would wake up and have a contract with myself. On these days, generally I would tend to wake up early, oftentimes around 5:00 in the morning and I would have my fingers on the keyboard within 10 minutes of my feet touching the floor.

I would brush and floss, get a big glass of water and be sitting down. I have an app I like which I use for meditation called 'Relax Melodies', which is available on iOS, Android as well as for your computer. It's very simple; you can setup different white noise in the background. You can setup binaural beats and then you can set a timer. I would put on headphones and this would lock me into my zone.

I had water sounds with a stream running and raining and for 50 minutes I'd have my fingers on the keyboard and I would write. Then I would take 10 minutes off and in those 10 minutes I might go get a cup of tea or do some pushups and after that 10 minutes I'd be back in front of my computer going again for another 50 minutes typing non-stop. Then most days I would be done with two 50-minute sessions.

I think I'm pretty slow, but I think typically I write about a thousand words in those two sessions and most chapters run around 4500 words, so I'd be knocking out a chapter every two days. Sometimes I would do a third session. Sometimes even a fourth, but for me if I did two of those 50-minute focused sessions then I put that day in the win column and I celebrate it. You're doing something if you can have two truly focused sessions.

When I get to the computer and put my fingers on the keyboard I'm not looking at email and in fact, I'm not on a browser and the phone isn't in the room with me, which is my process. I think there are 14 chapters in the book, so you would think okay that's only 28 days and you're done, but it's not like that because you have rewrites, multiple drafts and once you get into the editing process, it goes on and on. That's how I wrote the book.

Ray: Did anything surprise you during the process of writing the book?

Jeff: The thing that surprised me was when I thought it was done, so I did three drafts before sending it to an editor. I did three drafts, send it to her and this is a funny anecdote, because I don't have a huge ego in general about anything, but I'm fond of my own writing, so if I have an ego it's about my own writing because I think I'm a good writer.

Ray: You are.

Jeff: I sent her the first three/four chapters and she wrote back, this is good, you write in a very conversational voice. You make a lot of mistakes that I see a lot of first time authors make and she went on and on. She said a lot of mistakes I see, from people who aren't professional writers make, and I'm like wait. I've been writing email and blog post copy that pays me for the last decade, don't tell me I'm not a professional writer.

It was funny. She was like okay, but there were some conventions that I used that she didn't like. I used too many clichés, so she helped tighten it up. One little surprise, I was like okay fix it up and send it back and darn if it wasn't better when she was done with it. Part of me was saying no, I want my stuff to be better but when I saw her touch it up it did get better. That was one surprise, but in a good way.

Then, Vicki and I went back and forth three times. I sent her my third draft she tweaks and sends it back to me. I okay it or some of the changes and make other changes and she sends it back with more changes. We went back and forth but it was three full revisions back and forth between us and that followed three revisions of mine, but the thing that really got me was this. I thought we were done at that point and then I started running it through proofing.

I had three great proofreaders. The first one found a lot of mistakes. The second found more mistakes and the third one found even more and this was sequential so they were each finding more mistakes than the person before them missed. Then we had to go with a fourth and fifth proofread and we were still finding errors, and not just errors but things we wanted to factually check with every story, all the fact checking. That whole proofreading and fact checking process took forever.

I didn't realize that would happen and then we sent it to the publisher and the publisher who laid it out in a book format and then we had to proof it three more times, because it would change where a photo lands or where a break in the page lands. We probably went through 8-9 proofreading's, which I didn't expect. So there was that last 1% which took so much effort.

Ray: That should be pretty instructive for the rest of us, who write. I read an article that Stephen King wrote and he was talking about how many revisions his writing goes through and I think if he has to have that type of editing process you just described, than it's okay for you and I to go through it.

Jeff: Right. I like having a polished, and I'm sure there are still a few mistakes out there, but I personally like to put a polished product out. I want it to be good. Another piece is that because this was such a personal thing for me this book, because it's very instructional and content rich. It's a step-by-step through my process, but it's also full of story because I know that's what pulls people in and keeps you reading and is the best teacher.

It's packed with story and the whole book is a big long story and then has individual stories in it. I had this vision for it which was so personal, because it has so much of my story in there and Product Launch Formula has been my life for so long. I was scared to let a lot of people look at it, so I didn't let anyone look at it. There's the idea of too many cooks in the kitchen, it's not good for art and I consider this a piece of art.

Then, as I was wrapping it up, I was like I need to show this to a couple people, but I was scared to death. I was like, I think this is a really great book, but I also have been through enough marketing and creative process to know that we're all completely blind when it

comes to our own stuff, which is why masterminds are so important. Right at the end I was like, what if I totally screw this up and this thing actually sucks, and I just think it's good? So I ran it by a few people, four and then another dozen, which you were part of.

The feedback I received was overwhelmingly positive. This is remarkable, spectacular and that was the weight of the world off me, because I'd put years into this and then at the last second I was like, did I screw this up by not running it by people? That was a big deal.

Ray: Far from it, it definitely is remarkable and I can't wait to start... I'm going to buy a stack to give to people as gifts. Let me ask you, what do you think this book will give people the power to do?

Jeff: I really designed it to... going back to an earlier answer, I think one of the things as teachers, both you and I, and probably most of the people listening, in some aspect of their business or soon to be business will be teachers and leaders. I think, what this does is it teaches you how to be that leader and how to create the inner game but also gives you the tools of how to become a leader in your market and build that presence to get started.

Ray: I love that answer. With as much success as you've had, as big as Product Launch Formula has become, you must have a gigantic corporate center with dozens of people working for you, some big business complex in Durango that you run things from.

Jeff: No, I have an office in my home in my basement. I did just purchase a secret headquarters, which is a residence, a home, but I use it for my video. I don't live in a big house, I live in the same home I lived in for 14 years and I don't have a video space here. After years of renting different places for video and having them not work out, one was even foreclosed on from under me, renting wasn't the way to go so we finally broke down and bought one last summer.

We're almost finished with the renovations now, so I do have that. In terms of a team, one of my biggest mistakes was not building a team early enough. Betty was the first person I added. She's our amazingly wonderful customer support superstar, but I didn't add her until this was a million dollar business. I should have brought on people earlier.

Over the last couple of years we've built a team up, with around 8 or 9 people now, including my son who does my video and photos and we've pressed in my daughter for customer service, because we have so many book sales coming through. We also suppressed her boyfriend into a support role as well, so the entire family works in it. It's not a big infrastructure. Everyone is remote.

I have a great team and I want to grow it, but to date it's not a huge infrastructure. We don't get together often enough face-to-face, but that's where we are.

Ray: Amazing. I know that will inspire a lot of people. A couple more questions before we wrap up. The person you'd most like to meet, living or otherwise.

Jeff: I don't know if I've ever been asked that question... Bruce Springsteen.

Ray: Really! That's awesome. What's most important to you in life right now?

Jeff: I think most important to me is... impact, connection with my family, my community and within my spiritual life, with my clients and customers and partners, with all the amazing people I get to meet in this business, like you. There are so many great people in this business, so just a connection I have with them is incredibly important. My top words... impact and connection are always there, along with grace and ease.

I like to treat people well and lead a graceful life. I'm nowhere near perfect, but the more I can be that way and help people the better. Then just for me, I want to continue to grow my business and my lifestyle and not be completely consumed by my business, while taking time to be in nature. This is a long answer.

Ray; It's a good answer.

Jeff: Right now my goal is to grow my business significantly, and grow the amount of time I'm away from my business. I need to continue to create a great team and be a great leader for my team. I think I'm a great leader for the industry and my clients, and I'm becoming a great leader for my team.

Ray: Great answer. Jeff's book is called *Launch*; An Internet Millionaire's Secret Formula to Sell Almost Anything Online, Build a Business You Love and Live the Life of Your Dreams. You should buy a copy for yourself and you'll end up buying copies for others as well, I guarantee.

Jeff, thank you so much for being here today.

Jeff: You're welcome.

Ray: You can find out more about what Jeff is up to by going to JeffWalker.com. I strongly recommend that you do.

What to Do Now

All right, here are some steps you can take to put this week's episode to work for you.

1. First, request your free copy of Jeff Walker's new book, if in fact he hasn't run out already.

Find out by going to RayEdwards.com/launchbook. If there are any copies still available you'll be notified about it there to get your free copy.

2. Second, rate and review the show on iTunes to have a chance at winning our \$797 training program for free, and everyone who writes a review between now and June 15, gets a free copy of two of my books.

By the way, you can get a full transcript of this show. Transcripts are provided by SuccessTranscripts.com, a great solution if you need your podcasts, sermon, speech or other audio/video transcribed. You can get our transcript of this show by going to RayEdwards.com/116.

Until next time, may God continue to bless you and may He keep on doing more for you than you can ask or even possibly imagine, and may you too live a life of ease and grace.