

**The Anatomy of a 6-Figure Product Launch**
**Episode #222**

**Ray:** This is a very special edition of the Ray Edwards Show, The Anatomy of a 6-Figure Product Launch. In this episode, you get to go backstage, backstage for a private launch recap meeting that we did at my company, Ray Edwards International, Inc., for the Copywriting Academy product launch we did in the fall of last year, 2015.

 Now there’s a little bit of a story behind why we made this recording to start with.

1. First of all, we waited too long to do it.

We knew we wanted to do a recap of the launch so we could make notes for our internal purposes of what we did right, what worked well in the launch and how we could improve in the upcoming launch that is happening this spring.

1. Second, we did this recording was we promised certain customers special access to this recording as a bonus for some other product that they purchase. So we had people waiting for this.

 We had that launch I spoke of, the one coming up in the spring just around the corner, so we really needed to get around to doing this recording. So we did and we got it to the people that were expecting it. They got first access to it. But as we listened to the recording, I had an interesting idea that I proposed to the team. I proposed that we make this recording public.

 That seems like a risky thing because we talked about a lot of things that normally I would keep private in our company, but over the last couple of years I’ve been spending more and more time with my now good friend, Pat Flynn, who is very transparent about the numbers in his online business.

I think that has not only served him well, but it has served his audience well because they get the real story behind an online business and what it really takes to run one, make the money and what the realities of that are.

 Then I learned that John Lee Dumas, who has also become a good friend, does the same thing on his podcast and I realized it’s okay to be transparent and it would be helpful to people, especially because I haven’t heard anybody be super transparent about launch numbers. I hear people throw big numbers around and say, well, we made $500k on our launch or we made $1 million on our launch and I cringe because I know that often they’re even telling a tenth of the story.

 The gross numbers in the launch are just that, they’re the gross revenue. They don’t account for what you have to share with affiliate partners, what your expenses are, what prizes you offered in the affiliate contest cost, so many details that are left out. Just be assured if someone says we made $1 million worth of sales in a product launch, they did not get to keep anywhere near $1 million.

 So I decided that we would make this recording available publically, then I decided that we’d go a step further and make it into a podcast episode and then I went one more step and that was I decided not to edit the call. Because there was more than just me on this call I asked each member of my team, are you okay with me releasing this as-is. Is there anything in here you want edited out and nobody wanted anything edited out. So other than the boring chit-chat before we got the meeting started, you’re hearing the call just as it happened with zero editing.

 There’s one more thing I want you to know. We have gone to a great deal of effort to create a very special enhanced transcript to go along with this recording if you’ll simply go to the show notes. Go to [RayEdwards.com/222](http://www.RayEdwards.com/222) and just click on the link to download the enhanced transcript.

 This is really less like a transcript and more like an eBook, dissecting a successful six-figure product launch, spelling out the things we’re going to do to do a better job next time, the things that we will avoid next time, we even talk about some of our mistakes. We’ve even gone so far as to make notes about the most critical things, like a list of the top do’s and don’ts.

 So this transcript is super high quality. We hired somebody to edit it and proofread it. We had a graphic designer create it. I mean it’s really something special and something we probably we could charge money for, but we’re giving it to you as our gift because I want everybody to be successful. A rising tide floats all ships. With that, make sure you get the enhanced transcript. It’s a great way to study what we talk about in the recording and let’s get right to it now, The Anatomy of a 6-Figure Product Launch.

**Product Launch Recap Call**

**Ray:** Hello, everyone, this is the product launch recap call. So you are getting to sit in on one of our staff private meetings as we recap what happened in the product launch we did in October and we’re going to go over exactly what we did, how things went, what went well, what did not go well, some ideas for improvement in the future. We have a launch coming up, so we’re going to be talking about that as well.

 You may have a bigger team than we do or you may have a smaller team or you may have no team, but I think you’ll find the content of our discussion will be useful to you no matter what situation you’re in because it will give you some insights on some things you should think about before, during and after your product launch.

 That being said, I’m Ray Edwards, I probably should have said it at the beginning. Let’s just go around and we’ll have each person introduce themselves and say a little bit about what you do for Ray Edwards International. I will start with Sean.

**Sean:** I am, Sean Edwards. It’s a family business. It’s a family affair.

**Ray:** Where’s Mr. French?

**Sean:** My official title is the Director of Strategic Development.

**Ray:** I should get you those business cards so you can remember what your job is.

**Sean:** What do I do? What don’t I do? A little bit of everything. I think when you’re in one of these businesses you do a little bit of everything, but just making sure everything runs smoothly, strategizing into the future and just helping out wherever I can in whatever I do. I’m just kind of running alongside.

**Ray:** I’ll just add, I’ll probably have a little commentary for each person, but Sean, before he came to work in the family business, was actually working in the Mayor’s office in Fresno, California. He did a lot of things there, but he definitely has a very strategic viewpoint on business and the future. One might assume, well, he’s your son, so naturally you’d just bring him into the business and give him a spot, but that’s not really how it happened.

 We could both tell you the longer story, but it took a while for us to decide to do this and he really has had a huge effect on the strategic outlook of the business. He was the one person, the first person and one of the few people even to this day who can come into my business and speak to what I’m doing and just tell me you’re wrong about this. This is a dumb idea and here’s why.

**Sean:** Usually, I’m gentler than that.

**Ray:** Not much. It’s important as entrepreneurs that we remember that often we are in an echo chamber. We just hear our own ideas and everybody around us tells us how smart we are and how brilliant we are. It comes to the point where you actually start to believe some of that. I didn’t believe all of it, but I believed enough of it to think that all my decisions were correct.

 Sean has really helped us grow the company and saved us some missteps and that’s been very helpful. If you don’t have the ability to bring somebody on staff to do that, then look for a wise business mentor who can help you with those kinds of thought processes. And it doesn’t have to be somebody older than you are, as Sean has proven. Thank you, Sean.

**Sean:** Thank you.

**Ray:** Tami, you’re up next.

**Tami:** I’m Tami and my official title is Executive Assistant to Ray Edwards and if you ever submit a ticket, I am the person who will mostly likely be answering you I would say at least 99% of the time, if not 100%. The things that I take care of are:

* Scheduling for Ray,
* I do a lot of imaging for blog posts and podcasts,
* Getting things ready to post and keeping things running.
* I make sure transactions are going through properly in Infusionsoft. Whatever I’m given I run with it, that’s my job.

**Ray:** Thank you so much. It’s Tami Hyatt, in case I didn’t say that. One of the things that Tami is experiencing right now as we grow as a company is she’s helping us look at bringing more people onboard and helping us decide who those people are going to be and what they’re going to do.

She also has started helping out with our live events like for our Regency Mastermind and has p*roven to be an invaluable contributor in that regard, too. I want* to make sure you don’t undersell yourself, Tami, but she’s not for hire.

**Sean:** No.

**Ray:** I’m just making that clear. We love her and we want to keep her with us. Speaking of somebody else we love, Marshall Bone.

**Marshall:**

That you, Ray. My name is Marshall Bone. I am the staff Copywriter here at Ray Edwards International and all around Ray Edwards fan boy.

**Ray:** Marshall is also a great encourager.

**Marshall:**

Absolutely.

**Ray:** He’s a source of killer ideas and deep insights. I’ll give you an example of something that happened just recently. We were doing a promotion, it was actually about my copywriting book, and we were thinking about increasing conversions on the pages, the offer page, the upsell page and so forth.

We were all puzzling over what could we do to crank up these conversions and Marshall just quietly says Ray, you are a copywriter and there’s just video on the page. Maybe you should have some copy on your pages.

**Sean:** Brilliant!

**Ray:** So Marshall is a super important member of our team and a source of great insight and encouragement for all of us. Thank you, sir.

Matt McWilliams, superstar, world-changer.

**Matt:** I have to say real quickly, the other thing about Tami is she is the discoverer and the handler of all problems.

**Sean:** Yeah, right.

**Matt:** She either is told about them or she has to handle anything that’s coming and it is a job that none of envy, I’m sure.

**Ray:** She has to come to me and say very gently, Ray, you might want to take a look at this, which is her kind way of saying you did something dumb again.

**Sean:** You broke it.

**Ray:** Maybe you should fix it so we can all keep making money.

**Matt:** I’m Matt McWilliams, I have the most important job in Ray Edwards International and that is Ray’s hairstylist. It’s a tough job, every day hours and hours. You guys have no idea how much goes into that, especially when I’m three time zones away from Ray. That even makes it more difficult.

 Actually, I’m the joint venture (JV) Director- alternatively, affiliates, partners, they’re all interchangeable in my opinion. But amongst us JV affiliate nerds there’s actually a big debate, kind of like Ayn Rand fans like to debate *Objectivist Epistemology*.

 So, that’s what I do. I run everything associated with all of our partners, so we recruit them, we get them active, we encourage them, we help them through process and, just generally, we’re available to them because our job is to help them promote Ray better. So that’s the simple version of what we do.

**Ray:** Thank you for a great summary of what you do and I have two things I want to add. One is excellent job working Ayn Rand into the conversation.

**Sean:** Yes, excellent.

**Ray:** And the word epistemology, I mean all at the same time.

**Sean:** Absolutely.

**Ray:** Good stuff.

**Matt:** Can we do this like ESPN’s Around the Horn, I have two points now?

**Ray:** I just want to respond. Matt mentioned me, so I want to respond. The other thing I wanted to say about Matt is that he’s been instrumental in the growth of our business over the last six to eight months. If you’re thinking about adding a team member and you’re hesitating and thinking, well, I don’t know if we can afford that, I know you’ve heard this advice before, but I can tell you straight on from somebody who has been very slow, I’ve been very slow to add people to the team and now we’re speeding that up.

 With the people you see on this call right now, I’ve seen the exponential growth we’ve experienced and Matt has been a huge part of that. He has done things for us we couldn’t have done for ourselves, so he’s definitely a valued member of our team.

 With that, let’s just get down to the meat of what we’re talking about today, which is the launch of Copywriting Academy that we did in the fall of last year 2015, in case you’re watching this far into the future and we’re speaking to you from the past. How are things in the future?

**Sean:** Do we have flying cars yet?

**Ray:** Hoover boards that don’t hurt people?

**Sean:** At night.

**Ray:** This launch was for our copywriting program Copywriting Academy and it was the first JV launch, of any kind really, that I’ve ever done. I’ve done plenty of launches for other people and I’ve managed launches for other people as the copywriter and project manager launch consultant and a lot of seven-figure launches, but I’ve hesitated to do my own JV-style launch for whatever reason.

 I can’t really give you a reason I just never got around to doing it. Maybe too busy, maybe didn’t have the right team. That’s probably what it was, but this was a phenomenal success for us and it speaks to the power of doing these kinds of launches where you bring in other partners to promote your product and you give them a generous commission because they’re bringing you sales you wouldn’t have had otherwise, so why not be generous.

 It’s explosive for the growth of your company, I mean we did more revenue in about a month than we had done up to that point all year. Well, just about the same amount. So it was a huge lever for our company to move us to the next level of growth and it’s carried on.

 There’s a thing that Jeff Walker calls ‘The Launch Echo’, which is the effect that doing a launch has going forward. It’s the effect that it has in the marketplace, the perception of other potential JV partners, people who want you to promote their launches. People who want to have some kind of relationship with you that you couldn’t get to answer the phone before, suddenly now they’re calling me. That’s been huge fun and we’ve had business come our way that wouldn’t have come that way otherwise.

 So there are plenty of benefits to doing a launch, if you’re thinking about doing one I would encourage you to go for it, sooner rather than later.

 I’d like to start and I’ve kind of given you an idea. We did mid six figures on the launch, which for us was a huge deal, then our next launch, which is coming up very shortly from the time that we’re recording this, I’m confident we’re going to do over seven figures.

 So for somebody who is on the verge of doing maybe their first or second launch or they’re in that phase of considering a launch, let’s talk about what went well so we can encourage people first and then we’ll talk about some of the challenges we had. I’d like to start in reverse order. I’m going to start with Matt and have Matt talk about it. What do you think went well in the launch?

**Matt:** I think the number one thing that stands out is the competition. It crosses into that and you can control it, but you also can’t control the territory. What I mean by the competition is one of the things that’s very prominent in JV launches is a contest. You have a Leader Board.

 The reality is most people promoting, in fact all people promoting Ray’s course are online marketers. There are certain courses that could follow the launch model that might not be made up of primarily online marketers. There might be some more traditional-type marketers out there, some New York Times bestsellers and whatnot, but all of our people were online marketers and as a group they’re a competitive people, a lot of former athletes, people that worked in corporate America that were higher up in many cases.

 I’m a former golfer. I played college golf and played professional golf. I’m competitive by nature. I’m one of those people that it doesn’t matter what game it is, if I loss, one more, one more. I’ll play you until 4:00 in the morning. It could be the dumbest game in the world, but I’m competitive and I leader board refresh.

 I promote stuff just like Ray does and there’s difference between not only ninth and eleventh because you’re not top 10 and you’re probably not getting a prize, there is a difference between fourth and fifth or third and fourth, as Ray knows from a recent launch we both promoted. There’s a difference. I don’t like losing to people. I don’t even like losing to Ray and I like Ray. I like everybody on the Leader Board. So that went really well.

 One of the things you can’t control is whether or not somebody runs away with it and you can’t control whether there’s a $1,000 opt-in difference between third and fourth, but you can egg them on and we did that really well. We were very fortunate to have a super tight competition from start to finish and that certainly helped, but we did the right things.

 I’ll give you an example. Our top two affiliates early on, John Lee Dumas and Pat Flynn, yes, I’m mentioning their names, were literally neck and neck for about 48 hours. We’re talking 20 or 30 opt-ins separating them. I think the difference between first and second place, don’t quote me on this because I forget, was $3,000; enough money that you kind of want it.

 I remember specifically at 11:00 p.m. Eastern Time four hours before the deadline texting them both with a screenshot from Infusionsoft, our system that showed that there were six opt-ins separating them. Six opt-ins for those two guys with the list sizes they have is the difference between like one Instagram post, it’s not a huge difference, or an email to your list, as we really wanted.

 John Lee Dumas was sitting at dinner with somebody and I won’t mention his name, but somebody big. I have multiple books of his on my shelf, big. Yet, he texted me back and said what can I do. This goes to that service side. We created a custom landing page for him, I emailed it to him and this whole thing happened within 30 minutes.

 Ray, you remember. I’m calling you at 11:00 o’clock at night like, Ray, here’s the deal. I have an idea. What if we get this to John Lee Dumas and we got it to him. I think that went really well.

 Again, some of that was out of their control, whether they were going to be six, 60 or 600 between them, but I think we really spurred on that competition and used it to our advantage.

**Ray:** Yeah, absolutely. I would agree with that. You know it’s funny. If a guy or a lady is making tens of thousands of dollars as an affiliate partner you would think, well, it doesn’t matter if we’re going to give them a $2,000 prize. Yes, it does.

 A lot of times I think it’s because it’s something they want, but they would never buy for themselves. They just couldn’t justify it either to themselves or to their spouse and so it’s a way for them to get that toy they want. Then there is the competitive element of I just like to win. It doesn’t make sense, but it works. So it’s definitely something you should include in your launch, I believe.

 Sean, what about you? What do you think?

**Matt:** Ray, can I say one more thing real quick?

**Ray:** Yeah.

**Matt:** You mentioned something there that is critical and I didn’t want to gloss over it. It needs to be something they would never buy for themselves, but they really want. Like you with the drone in a recent contest, your exact words were I will probably never buy one for myself, but I’ll let you buy one for me. Or an experience and a good example of that is a mastermind.

 When somebody offers a mastermind with other top performers, I want that because I can’t do that myself. I can’t just call up somebody’s top 20 and say, hey, do you want to go mastermind next week.

**Ray:** Let’s just all get together in Atlantic City.

**Matt:** Yeah, can we just magically make that happen. I can if I finish in this place.

**Ray:** That’s absolutely true. Sean, what about you? What do you think went well?

**Sean:** I think a lot went well, but the first thing that really came to my mind was how nimble we were. So we’re going, we’re popping out and pushing out promotional materials, videos, emails and stuff and we see, oh, this doesn’t work. This strategy is not working. We need to switch strategies now, so we would and within an hour or two we’d have new content created or a new landing page made or a new whatever.

 We were just constantly watching the statistics, everyone was. We had multiple people watching the statistics seeing what was going on and we were quick to change. We had Tami sitting there going, hey, we’re having people saying they’re having a problem with this and we’re like, oh, we need to fix that, whatever it was. So we were able to adjust quickly and accommodate what was going on in the launch to make it as successful as possible in the moment.

 I think being nimble is really important and being open and watching. I mean it’s tiring, your clicking the refresh button on stats just to see if things are working and you spend an hour or two building this new funnel and you’re like is it going to work, is it going to work. Sometimes it does, sometimes it doesn’t. You’ve just got to roll with it and just continue to be nimble and flexible. I think that was one thing we did really well.

**Ray:** Agreed. You’ve got to know when you’re going into one of these things that it’s not regular working hours. It’s all hands on deck and it’s pretty much 24-hours a day because you never know when something is going to go down, a page goes down, there’s a problem with the server or orders aren’t going through.

 We had that happen at one point, the merchant account just started suddenly refusing orders and we had to switch merchant accounts. Fortunately, that was just a technical glitch and not them saying we don’t like you anymore. All those things can happen, so you’ve got to have redundant backups for your redundant backups.

 Tami, what do you think went well during that Copywriting Academy launch?

**Tami:** You know, I would say the copy because I am the person that gets the feedback. I would say that the majority of the feedback was extremely positive and when you are getting positive feedback from emails I think you’re doing something right. For me, it’s a pleasure to get those emails and it’s also a lot of fun to be able to share it with the team.

 That is my big thing, it’s the copy because I think that is what is going to catch people from the beginning and get them to read. They’ve got to read on and if you’re catching them from the beginning they’ll read on and then they’ll want your product.

**Ray:** That’s so true. Of course I would say that because I’m a copywriter, but I’ll first of all say I didn’t write all the copy for the launch. Sean wrote copy for the launch. Marshall wrote copy for the launch.

 One of the coolest things happened during the launch. I don’t know if you remember sending me this email, Tami, but one of our customers had sent an email in, a support ticket or something that said I just wanted to know how much I enjoyed getting your emails during this launch.

**Sean:** What?

**Ray:** They enjoyed getting our promotional emails about the launch. That is a homerun, right there.

**Sean:** Tami, you mentioned something that reminded me of one thing I know went really well. I know you called people and then we had a person, actually your mother, my grandmother, call.

**Ray:** Vie is my mother not Tami’s mother.

**Sean:** Not Tami’s mother, yeah.

**Ray:** That would just start to look weird.

**Sean:** Yeah, my grandmother, Ray’s mother. We had her call everyone who bought to see if they got their login information okay, if they were able to get into the course, what they thought of it and she said everyone was super exited. They loved it. They were having fun with it. Some people had to refund it and none of it was hostile, none of it was angry.

 I just think having that human touch of having someone contact them from the business and say, hey, thank you so much for buying. What can we do to make this experience even better for you?

**Tami:** That I totally agree with, I mean even if I’m calling somebody back. They didn’t get their information and I call them just to say hey, I emailed it to you, I can’t tell you how many times I’ve heard I just really appreciate you calling.

 It puts some humanity behind the business and in internet marketing you’ve got to have humanity because people trust you and you’re building that trust. When they realize, for instance, I’m not just a robot answering their emails I’m an actual person, it takes that just being on the internet thing out of it.

**Ray:** I’m just going to jump in here for a second. I know we’re not yet talking about challenges, but you raised such a good point I think this is the time to bring this up.

 Sometimes people get frustrated because they didn’t get their password, they’re confused by something or they accidently hit the charge button twice and got billed twice and they get upset. I think the reason is they’re already afraid they’re going to get ripped off on the internet.

 They’ve had such bad experiences with other companies and they don’t know how we do business. I mean we have human beings answer our telephones during business hours Monday thru Saturday. We have Tami, my mom and others that talk to people on the phone because we know that human touch is important.

 What’s your experience been, Tami, with people who send an angry email or an angry support ticket saying mean things and then you call them. What usually happens?

**Tami:** Their attitude completely changes. It could either a call or an email and it’s all in the delivery. I’ll be honest. If somebody pushes the button a few times and it creates multiple invoices, I do not say you did this because that just makes people more angry.

**Ray:** It’s like you’re telling them they’re dumb.

**Tami:** Yeah. So all I do is apologize for it and let them know I’ve fixed it or I’ll call them and say that, depending on if they called me or if it’s just an email and I’m answering a ticket. Their attitude completely changes and they’re so grateful. And, you know, I never leave a ticket without something on the end. Even if they say thank you, I make sure to say you’re welcome, too.

**Ray:** Yeah, that’s good.

**Tami:** Rather than just saying, oh, they said thank you. Close, close the ticket.

**Ray:** That’s done.

**Tami:** I say you’re welcome because I want them to know we’re having an interaction here, this is real.

**Sean:** Right.

**Ray:** That’s good stuff. I have one other thing Tami does that I think is fantastic and I didn’t really prompt her to do this she just started doing it. She’ll watch the orders and when she sees that multiple order thing go through she’ll just jump in proactively and take care of it.

 I know you’ve done that more than once, when you’ve contacted people and let them know, hey, there is a mistake in the system. It billed you three times and I took care of two of them so you’ll only get billed once. You’ll get the money refunded back to your card. That just blows people’s minds. I mean they’re just blown away by that. So it’s really important, the human element.

 Speaking of humans, one of the best humans I know… Marshall Bone, what do you think went right during the launch?

**Marshall:**

I think there were several things that went really well. One was the automatic retention machine that we did or ARM, as Ray likes to call it, which is just a 30-day autoresponder that we did to coincide with the course. As soon as somebody bought the course they got the autoresponders every day for 30 days, which simply encouraged them to take a look. Here’s what’s going on inside the module that would correspond to today. Just some highlights of it and then it drives them back into the course.

 So they never really feel like they’re by themselves, which is, again, a bit of the human element on the email side. That was fantastic. All of these emails were written for strategic influence, so there was a reason behind each one of those emails. It wasn’t just random, hey, how are you doing, there was a specific reason we were writing those and I think they work really, really well.

**Sean:** Let me just add, those were amazing emails and we had people who said I love the emails, love, love, love the emails. I just have to say good job, Marshall, because Marshall Bone was the one who wrote those emails.

**Ray:** Hear-hear! Thank you, Marshall Bone. I’ve actually had people email me or I was at a conference where I had somebody actually approach me and say, hey, I just wanted to tell you. I don’t know how you managed to do it, but you sending me those personal coaching emails like every day for a month, I was blown away by that. So thank you for doing that. I’m like, well, you’re welcome.

**Sean:** You’re welcome.

**Ray:** I didn’t. I mean they were automatic, but I did intend them to help you and they did, so that’s awesome. I think the point is it takes some effort to really make people’s day and make their experience superior, but most companies don’t go to that extra effort and so if you do it really makes you stand out. And, of course, if you have a talented copywriter like Marshall Bone creating the sequence for you it doesn’t hurt.

**Sean:** Yeah. All right, Marshall, you said you had multiple.

**Marshall:**

I do and thank you for those kind words, by the way. I think the greatest compliment I got on that was people thought it was you writing them. That was the greatest compliment for me.

 The other thing I think we did really well was the Facebook page that went along with the course. That allowed people to interact directly with staff members here at REI, as well as myself and Tami. Again, they never really felt like they were by themselves.

 One of the things we did is started highlighting successes that people within the course were having and then we’d post those inside the Facebook group so people could see, oh wow, this is really working for some people. Some people had really huge wins, like writing for huge magazines and things like that. So we were able to highlight that and that also I think would drive people back into the course, as well.

 The other thing I think we did really well was the webinar, giving people a live opportunity to talk to Ray and Sean, to be able to present their copy and that their copy can be reviewed by Ray himself live on the webinar. Not only did they get their copy reviewed, but those of us who were just on the call got to learn from the things those people did well and some of the things maybe they needed some extra help on. So that was enormous.

 Along with that was the fact that there were multiple webinars added, more than what was promised. There was that unexpected bonus that people got and so people were getting way more value than what they paid, which gets them talking about the course to the people they know and any future Ray Edwards’ products that come out they’re going to understand, hey, I’m going to get a lot more than what I’m investing into this course.

 So those are some things that I went really well.

**Ray:** Yeah, good stuff.

**Sean:** I think live coaching calls is specifically what we called those. We had webinars during the launch and I think we promised what, six?

**Ray:** We promised live coaching calls.

**Sean:** If you bought the product, but we did way more than that because they’re fun.

**Ray:** Yeah, we love doing them. They’re a blast.

**Sean:** We get to interact with our fans, our clients, we get to help them out and we get to see some of them grow. They submit one form of their copy, we critique it, they come back, we look at it again and we’re like, wow, this is awesome.

**Ray:** It’s been fun to watch people progress through that. You know, part of the fun of this is we really love our clients. There’s a consulting story I tell and I’m going to be very vague about this, but when I was doing one-on-one consulting I had a client that I went to their offices and we were having the discovery day, I call it, where I get to know their company and really dig in with the staff and the person leading the company.

 In this case, the person leading the company was in a meeting and I said so tell me about your clients. This person looks at the desk, kind of sighed and said I don’t like them very much. I just stood there for a moment and I said maybe you’re in the wrong business then. I knew maybe I was losing a consulting client. I didn’t, as it turns out.

 We love our clients and we love seeing them progress and succeed, so that’s been a real fun part of this whole thing.

 So let’s transition to the things we think could do better.

**Sean:** Or, as we’ve learned, exciting growth opportunities.

**Ray:** Yes.

**Sean:** Ego’s!

**Ray:** It may see cheesy, but I think the way you frame your experience determines what you get out of it. So if you say let’s talk about the disasters that happen or the things that really screwed up, well, that puts you in a certain frame of mind that’s not really useful and what is really useful is to look at it for what it is. It’s a result that gives you an opportunity to do a better job next time.

 Let’s start back with Matt. Matt, what is something that comes to mind that you think, okay, this next time we’re going to do this better?

**Matt:** Just to continue what you said real quick, one of the things is I suggested that we do a “post mortem” because in corporate world that’s what they’re called and you immediately responded with post mortem? Who died? I said that’s a good point, why don’t we just call it a recap. Why don’t we talk for an hour about what went right and what went wrong. Let’s be honest. Some stuff just went wrong. Okay, the order page went down. That’s wrong.

 Now, the improvement is and this is one of them because I have three and we’ve done this now, we have the backup links, which is so simple. You just plan that something could go wrong because technology, we’ve learned, isn’t perfect, so let’s have a backup landing page hosted on a different domain.

 To put this into practical terms, what that means is if you’ve got your fancy web host that you put everything on there, you go out and get a $7 a month Blue Host domain that you can put clones of all your stuff on.

**Ray:** Boy, is that important.

**Sean:** Yeah.

**Matt:** Here’s the thing. The average launch we’re going to do is 16 days from start to finish, statically, something is going to break.

**Ray:** Yep.

**Matt:** It might break for an hour or it might break for three, but the cool thing is no matter what system you use, because we’re not only doing this for us, we’re trying to teach people here, whether it’s InfusionSoft, iDev or any of the other thousands of affiliate systems, when you have that backup link it’s as simple as going in, switching it on your end and your JV partners never know the difference. It’s not down. It’s not the end of the world if you get an email from a JV saying your website is down, but it does suck.

**Sean:** Yes, it does.

**Ray:** Just to underline that point, real quickly I’ll interject. I have a good friend who has a big business, a multiple seven-figure business and recently their shopping cart system went down for 18 hours.

**Matt:** That’s a long time.

**Ray:** And they did not have a backup, which surprised me. So they went for 18 hours in the middle of a launch not able to take orders and he estimated that they lost tens of thousands of dollars during that time. In a way, it’s irrecoverable. I mean they did some things to try and make up for it, but this is a really big point you’re making and I encourage people to think about what their backups are. Go ahead, Matt.

**Matt:** So that was number one. I do want to point out that all three of these were things we’ve already put in place because we’re recording this after the launch and we have another launch going on and another one coming up, so we’ve already put these in place.

 The other one is getting swipe copy to give to our JV partners in advance. That is both good because it impresses them because it’s actually very rare. As somebody in this industry, I’m hoping it becomes less and less rare.

**Sean:** Yeah.

**Matt:** I’m not one of those people who think I have a competitive advantage and don’t want anybody else to do it. I’m one of those people who think I have a competitive advantage and I want everybody else to learn it because it just makes the industry better.

 You know, as the high tide rises so do all the ships. Getting swipe copy to your partners in advance of the launch is not only better for them, but it’s also less stress on us.

**Ray:** Amen.

**Matt:** Hey Ray, where’s the swipe copy? You’re like I’ve got so many things going on, how am I supposed to…? It’s just stressful, so that’s a big improvement we made.

 The other one, the last one, I would use the word, if I were to bold this in my list, would be commitments. What I mean by that is we had approximately 120 partners, affiliates that said, hey, I’ll promote Ray. Great! About seven of them actually promoted Ray.

**Ray:** I know who both groups are, by the way.

**Matt:** There’s a 50 person difference there, barely over 50%. So what we have learned and I would highly encourage this is to get commitments. Robert Cialdini, the book *Influence*, if you haven’t read it go read it because it’s right up there with Ray Edwards’ *How to Write Copy that Sells* in terms of learning how to be persuasive. In fact, much of what Ray writes about is based in that psychology.

 When you have somebody make a commitment it’s very different and so the example that I use is there’s a big difference between, sure, I’ll promote Ray’s product and, Matt, I’m emailing on Tuesday (don’t check my dates on this) March 17 at 7:00 a.m. EST. That is a big difference.

 I have found that in my own life when I commit to sending an email, I’m going to send it. It might even be late and it might not be my best email, but I’m going to send it.

 When we do that and you say you’re going to mail at 7:00 a.m. Eastern Standard Time on Tuesday and I log into the system at noon on Tuesday and see no traffic from you, you have broken your commitment and you’re going to get a nice gentle reminder from me. Hey, I thought I’d see some traffic. Oh, I’m so sorry. We scheduled it for tomorrow by accident. Great, then I expect to see traffic tomorrow.

 It’s a very subtle difference, but it is different. It’s hundreds of thousands of dollars of difference for us, is really what it comes down to.

**Ray:** I can speak to that from the other side. There’s a friend of mine who has a promotion that’s going on right now and I told him some time ago I’ll mail for you and, honestly, I forgot about it. It wasn’t that I didn’t want to mail, I just forgot about it.

 He sent me an email yesterday that said, hey, remember you said you were going to mail for this, when are you going to mail? Here is some swipe copy in case you need something to start from. I know you write your own copy, but I thought it would be helpful just to give you something to start from.

 I was kind of embarrassed and I was like, dude, I’m sorry that I forgot, but I’m going to take care of this and I’m keeping my commitment. I wasn’t annoyed, he wasn’t bugging me, I felt like, I made a commitment I need to follow up on that.

 So it’s very effective and powerful and it serves because it helps him, it helps me and it helps the industry, in general. It helps us be more professional.

**Matt:** That’s a great point.

**Ray:** And I learned it from you. You’re the first guy I ever heard talk about this. As simple as it seems, it’s powerful.

**Matt:** I have a new one just this week real quick. Sign up for their email lists. This is what I do for a living. I’m on more than 1,000 email lists.

**Ray:** I’d like to see your credit card statement.

**Matt:** Most of those go to an email address, so this is not the email address that I check. You’re not going to email me at that address it’s specifically for that purpose. That said, during a launch I go sign up for their email list to my main one. They go to a certain folder, it’s not like I’m checking it all the time, but same kind of thing. It’s like, hey, I noticed you just have that mailed.

 Now, I could do that from traffic, but it’s a little quicker. Just because you emailed at 7:00 a.m. doesn’t necessarily mean I expect traffic from you by 7:02.

**Ray:** Well, not only that, but there’s one more effect it has. I notice when JV partners and significant players in the market sign up for my list. I see the name go through and so I’m paying attention. I realize if I told Michael Hyatt I’m going to mail about his new book and I notice he’s on my email list, which I know he is, then you better be pretty darn sure I am going to follow through on that commitment. He doesn’t have to say anything to me. It just like Michael is on my list, he knows. So it’s powerful both ways.

**Matt:** I’m on a roll here. One more and this borderlines on manipulative, I realize that, but it is something we just started doing and it’s working.

**Ray:** Careful, Darth or I shall have to strike you down.

**Matt:** When you do subscribe to their list if they are scheduled to mail on Tuesday and they send an email out on Monday about something completely different than they probably should, reply to that email and just say hey, that’s cool, anything like that.

**Ray:** Great email.

**Sean:** This is cool.

**Matt:** Yeah, great email, awesome, congrats, whatever it is. It’s a trigger, it’s just a trigger. You don’t have to remind them that they’re supposed to mail tomorrow. During the launch if they mail about something else, again, do the same thing and you’re likely to get some extra stuff out of them.

**Marshall:**

Well, I mean, that brings the human element back into it, like we talked about earlier. It’s not just with clients it’s also with your JV partners. You’re building a connection with your partners and if they feel more connected to you they’re going to be more excited about promoting you.

**Ray:** That’s good stuff. See why we love Matt so much.

**Sean:** Totally.

**Ray:** He’s brilliant! Sean, what do you think could go better?

**Sean:** I have a couple of things. First off, I think you’ve got to start small and then we’ll zoom out. If you can afford it and if you can find a good person you need to have a full-time Web developer on call through the entire launch and probably beforehand to help you.

 I don’t know how much time I don’t want to say wasted, but we could have spent better rebuilding pages, like I said earlier, when we were nimble. Nimble, meaning we have to shift strategies.

**Ray:** Nimble, meaning we’re up until 3:00 o’clock in the morning doing it.

**Sean:** Right and I can muddle my way through it and a lot of us that are in the online marketing world can. They know enough about lead pages, a little bit of HTML and stuff that they can kind of get it to work, but I would say I spent four to five times as much time as was necessary on that.

 If we had just had someone we paid full time for that three-week period, four-week period from beginning to end to book in the actual launch to say, hey, we need these pages made stat. They know CSS. They know HTML. They know Java. They know all that stuff and they can make it work.

 I think that’s an asset I would highly recommend. If you can find that person and you can afford it, it will save you time and it will save you money because while you’re spending two or three hours trying to build or fix a page you’re losing sales

**Ray:** Yep.

**Sean:** An example of that, we had a nice sales page made, but we needed to put a different kind of video on it. So I spent hours and hours trying to build the right page and then when I finally thought we had it right, it was live, the cart opened, we were doing it and it going great we get an email from one of our affiliates that says, hey, when you open this thing up on your iPhone it looks terrible. I’m not going to send people to this.

 So I open it up on my phone and, sure enough, it looks terrible. So then I had to spend several more hours trying to decipher the CSS and the HTML to get it to work right on a mobile and when I got it to work it was like 90%. It was better, most people probably wouldn’t know, but it was not up to snuff. That’s because I’m not a web developer.

**Ray:** I think that was Cliff Ravenscraft, by the way.

**Sean:** Yes, it was. I’m literally smiling because I remember the email.

**Ray:** He’s a dear friend, I love him like a brother and he doesn’t pull punches when things are not right, which I love about him. I think that’s fantastic, but it was embarrassing, too. It was like, oh, we’ve got to fix this.

**Sean:** Right. So that’s like a tactical thing, I would say. If you can do it, I highly recommend that you do it. Strategically stepping back, I would say really look at how your clients interact with you. I know when you’re doing a JV launch people don’t necessarily know you so they don’t have a history with you, but you probably have a way that you interact with your customers most often.

 For us it’s webinars, that’s just what we’ve found. It works, webinars work. It’s interactive. It’s live. It’s fun. We can do a Q&A section. We can do all this sort of stuff. We sell from webinars. We don’t sell. Sometimes we just do awesome webinars that don’t sell anything. It’s how we work.

 So we implemented, initially, the three to four video series that’s pretty normal in the launch world that Jeff Walker pioneered. We can do that better, but that’s not how people were used to interacting with us, so they just weren’t working that great. They worked, but not great and so midway through the launch we pivoted and switched to webinar promotions.

We said, let’s get on a webinar and talk about copy. We would do really good teaching segments for 30-45 minutes and then we would pitch the Copywriting Academy for five or 10 minutes, 15 minutes, something like that, then we would do Q&As and those converted like gangbusters.

**Ray:** Boom!

**Sean:** That says okay, not only how do our clients interact with us, how are they used to interacting with us, but how are we most comfortable interacting with our clients. We can do videos. We do videos all the time. We love videos, but we love the three to four video launch sequence. It works great when done well and done right, but we do better with webinars. That doesn’t mean we’re not going to use those videos in the future, we are.

**Ray:** I think you make a fantastic point and that is you’ve got to think about what you do well and do more of that and then if there are areas where you need to improve, but we didn’t know. We did those videos and now looking back we’ve got a lot more experience with video. We know what we want to do in the next launch and so forth. So we’re going to do that consummately better, but these are the kinds of things you learn.

 I think you make a good point. If your customers were used to communicating with you in a certain way and vice-versa, then you need to make sure you incorporate that into what you’re doing.

**Sean:** Yeah, we’re going to do the videos for the next launch, but I plan to also integrate heavily webinars into the launch. Not do that as a mid-pivot kind of thing, but to say webinars are going to happen.

**Ray:** It’s part of the plan.

**Sean:** Right.

**Ray:** So Marshall, what do you think could go better in the next launch?

**Marshall:**

I think there are a couple of flipsides to the things I thought went really well. The first one was in the Facebook group and this is a part where I personally dropped the ball. My responsibility during the launch and then post launch was inside the Facebook group. I got busy in my own practice and started to neglect the Facebook group and engagement went down. The other side of that was it increased the workload for Tami.

 So if you’re going to make a commitment to do something inside your launch make sure you’re diligent to follow through on that. Life does get busy, it throws you curve balls and you have other side projects and things you’re doing, but understand that your responsibility is to the people you made a commitment to.

 We’re going to make sure we give you the top attention we can give you inside this Facebook group or wherever you’re interacting with them, but then make sure you follow through on that and be diligent with that.

 That was something that I dropped the ball on and I’ll make absolutely certain that won’t happen again. I also feel bad for Tami. Sorry, Tami, my mea culpa here publically.

 The other thing was on the webinars. This was just something where we didn’t know what we didn’t know and that was teaching our audience how to engage with us with the copy they wanted us to take a look at or anything like that. We didn’t communicate clearly enough to them when they needed to have it to us, what exactly we were going to do.

 The first few coaching calls we did when them, we didn’t even know that people didn’t know that they could turn their copy in to us to take a look at.

**Sean:** Then they didn’t know when they needed to have it in.

**Ray:** That was a learning curve for us to realize we need to let them know you need to turn it in a week in advance because we wanted a chance to look at it before we got on the call so we could give intelligent responses.

**Marshall:**

Some people got frustrated by that and reasonably so.

**Ray:** So that’s definitely an area that we’ve already improved on and will do a much better iteration, for sure.

 I just want to point on thing out. I think what you’ll notice is we’ve all talked about mistakes we’ve made and that’s okay. Part of making a team like this work is for it to be a safe place for people to grow and part of growth is you make mistakes and it’s okay. Not making the same mistake over and over again, that’s not okay.

This is a safe environment for our team and I think it’s important that you create an environment like that or you’re going to have much bigger problems.

**Sean:** People have to feel safe to say oops, I screwed up, but you also have to have people on your team that aren’t irresponsible and when they say oops, I screwed up, they also say but I already fixed it, I’m working on it or I have an idea on how to fix it. That makes a powerful team.

**Marshall:**

Ray, the other thing is innovations, if you will. I’m going back to things that went well, but it ties in to what you just said is we do this live Leader Board on the partner website where literally it was refreshed every couple of hours.

 Ray and I said what are our pet peeves on a launch as a JV and maybe we’re the only two people who fell this way, but we’re probably not. That was, do you have to wait 24 to 48 hours for a Leader Board. I don’t know.

 I go back to that point that we’re competitive, so we posted a live one. From a practical standpoint, we have a virtual assistant who literally went in, copied and pasted, edited to make it pretty and put in there. It wasn’t effort and it cost a few bucks a day to have it done.

 Now, the point to that is we experimented with that and I told Ray from the get-go, hey, here’s something I’m going to do today and we’re going to do it through the end of the launch. It might be the single dumbest thing I’ve ever thought of in my life, it might be a waste of hours of our time, it might just be a terrible idea and it could even backfire. I have no idea how, but it could even backfire and he goes, let’s do it!

 The point is, we might be talking about things we could improve upon and not doing a live Leader Board, instead we’re talking about everybody is copying that now. What a cool thing! We just did this in October and everyone is doing one now. Not everybody, but a lot of people are doing one now.

**Ray:** The people who are not doing it are having very frustrated affiliates who are like, why don’t we have a Leader Board?

**Marshall:**

It’s an expectation. Four months later and in the industry it’s suddenly an expectation that you should do this. How does that even happen? I guess it’s because we tried something with the realization. As Seth Godin loves to say, this might not work.

 The funny thing is, all these things that were improvements, not all, but a lot of them were things we tried. We tried having Sean be the web developer and that didn’t work, but a lot of the stuff we tried did work. My advice to people watching is if it doesn’t work, stop doing it.

**Ray:** For sure.

**Sean:** Marshall, were you done or did you have another thing to say?

**Marshall:**

I think the last thing would be just to kind of each what you said about making sure that you walk in grace with yourself during a launch because things are going to go sideways, guaranteed. No matter how well planned it is, something is going to go sideways.

 One of the cool things about this particular team is we have a lot of fun together and when we do mess up, like they said, it’s a safe place where you can go, shoot, I’m not going to do that again. But make sure that you cut yourself a lot of grace, too, because it’s going to happen and it’s actually a good sign. It means things are growing and you’re doing good things.

**Ray:** For sure.

**Sean:** I think that’s an excellent point because I know it happened to me. I don’t want to speak for dad, but I’m going to. It happened to my dad. It happened to Matt. When you make a mistake it’s super easy to start beating yourself up and if you start beating yourself up you don’t perform better, you don’t think better, you don’t problem solve as well. It’s like an anchor that pulls the whole thing down. It slows it down, slows whatever needs to happen, that nimble thing I was talking about, you become less nimble.

 I think that’s an excellent point, Marshall. Not only do you need to have a team that is healthy and open to communication, but you need to have grace on yourself because, like you said, things are going to go sideways. What’s that quote about a plan?

**Ray:** No battle plan survives the first contact with the enemy I think was the actual quote. It’s not that your customers or JV partners are your enemy, but it’s however good your plans are. It’s good to have planned, but just understand that they’re going to change.

**Sean:** Yes.

**Ray:** Tami, I’m sure you have a thought or two about things that could go better next time.

**Tami:** You know, there are a couple of things I have been thinking about and it’s not that we didn’t do it well, it’s more that there’s always improvement and one way is communication. Honestly, we have been transitioning and communicating better with our current launch and that is something that I think is essential.

 This is more informational for people who are going to be launching, the communication is huge. So if you have an email that’s going to be going out or you’re changing something, you want to let people like me know so we know how to handle it if something goes wrong. Even if something goes right because, quite honestly, things are going to go right and you’re going to go, oh, I might want to know about that.

 I would say it’s just something that can always be improved up.

**Sean:** That’s Tami’s really nice way of saying…

**Ray:** Saying that Ray did a lot of stuff he never told me about in advance.

**Sean:** And me. Just a couple days ago I had to say, oops, I think I made a mess, Tami. I was trying to be helpful. I went in and tried to fix this guys order and I think I screwed it up.

**Marshall:**

The lesson here is customer service people don’t like surprises like hey, we changed the price. What? Thanks.

**Ray:** You could have told me.

**Tami:** Well, that’s my other thing and this is personally. You’ve got to go with the flow. You never know what’s going to happen. I’m speaking to the Tami’s of this world, there are two things. Be flexible and communicate well, sorry, three things, be prepared.

 This launch was my first big launch ever. I had been through little email launch sequences for affiliates and stuff like that, but this was our big thing and so I had no idea what to expect. Now going forward I know more of what to expect, but the cool part is because we’ve been through it once a lot of the glitches have been ironed out.

 There will always be new things and so you have to be flexible and you can’t let it bug you. You’ve just got to be like, you know, these things happen. Fix it and move on. For people who are doing my job, my biggest advice is just go with it and don’t get frustrated because it’s all going to be fine.

**Sean:** Yeah.

**Ray:** Lovely.

**Sean:** You talking, I can’t explain what triggered this, but one of the things it did trigger and I know that this is a problem for a lot people who have these kinds of businesses online, actually, my father and I were just talking about this this morning, is having a customer service rep monitoring failed payments because we didn’t do that.

 Once I realized we didn’t have a system going in place, the tens of thousands of dollars that was left on the table because payments didn’t go through. We have an automated system to flag those people now, but when you have thousands and thousands of people, hopefully you do, running through your launch funnel one person can’t handle that.

 So we’re looking in the future to bring someone on temporarily. I don’t know what it’s going to look like, but their job is every time someone’s payment fails they’re going to be real nice, pick up the phone or something like that and say, hey, we noticed your payment failed. These things happen. Is there anything we can do to help you out because we want to make sure you get access to your product?

 That’s a real small tactical thing, but it’s important. You could leave a lot of money on the table that way.

**Ray:** Don’t just assume that your shopping cart takes care of it because we did have a thing where the shopping cart sent an email that just said we couldn’t charge your payment. It did that three times and then it was done. There was no follow up and nobody got alerted to it. So that is something you’ve really got to pay attention to.

 We’re running close on time here and I want to do one more round. If anybody has something you thought of that you just feel like I have to say this before we’re done, I’m going to give you a chance to do that. We’ll go in reverse order. We’ll start with you, Sean.

**Sean:** Okay, we’ll start with me. The only other thing and I’ve really got to thank Marshall for bringing this up because this is another dynamic of the whole grace thing within the team dynamic is that in the heat of things sometimes our team, I’ll just speak for myself, is not as grace filled as we could be and so mistakes happen and I get irritated with whoever was responsible.

**Ray:** I’m sorry.

**Sean:** And I know people get irritated with me. So if something happens and I get a curt response from someone, I’ve got to realize that we’re all under stress. I’ve got to apologize for that later, if it was me, because we need to make a safe place. So not only do you need create an environment that’s safe, but you need to create an environment that’s safe when it’s not safe. I don’t know if that makes sense.

**Ray:** That is a good word, right there.

**Matt:** Wait. Can you repeat that so I can live tweet that?

**Sean:** Not only do you have to create an environment that is safe, but you have to create an environment that is safe when it’s not safe.

**Ray:** That’s deep. It’s good. Thank you, Sean. Marshall.

**Marshall:**

I think, just on a macro scale, you want to make sure you understand that a launch is like an adventure and, occasionally, you’re going to lose the trail and you’re going to run into some crazy people in the forest that are trying to hurt you. You have to understand that that’s just the nature of the beast and if you’re going to do a launch things are going to happen.

 Just understand that it’s an adventure and adventures are supposed to be fun. So make it fun and if you can’t make it fun, someone made the point earlier, I think you need to take a look at whether this is something you really need to be doing. It needs to be a joy-filled experience where everybody wins, your customer wins, your team wins and then in the end you win and your bottom line wins. So just embrace the adventure.

**Ray:** Yup, for sure. That’s a good point. I feel like I should play the opening sequence to the original Indiana Jones movie now. Snakes, why did it have to be snakes? All right, Matt.

**Matt:** Well, Marshall and Sean covered these very touching moments.

**Sean:** Here we go.

**Matt:** Seriously, very touching moments. I’m going to just share three tactical things, super quick hitters.

**Ray:** Okay.

**Matt:** One is just understanding the value of a launch. Ray, you touched on it, but I want to make it clear that one of the biggest things that comes out of it is momentum. You think a launch ends, no it doesn’t. Not only do you have your next one, but there is some serious momentum. I won’t tell the whole story, Ray, it’s not my place, but you went to a conference the day after your launch and it was the talk of many people there.

**Ray:** Yeah.

**Matt:** That’s the beauty of it, they’re talking about it. They can’t promote the launch that just happened, but they’re talking about promoting what’s coming up. One of those people promoted something recently and therefore made you money and so there is that momentum.

 Another thing is just to point out that we started the launch off with 120 affiliates, we ended it with 145. You can do the math, that’s 25 that added. We didn’t do anything to get those 25; those came as a result of the momentum. When everybody is promoting something you want to be a part of it. None of those 25 got active in that launch, but they’re in our system and a few of them I know for sure are active right now. That’s the beauty.

 The second thing is, again, we sort of touched on this earlier with the video and the webinars, different people have different modes of learning, so in your prelaunch content and in your course content make sure you provide that for everybody.

 I’m not an eBook reader. I don’t download them and I don’t read them. I have one Kindle book that I’ve half read. It’s not the way my brain works. I’m not big on watching video series. I opt-in to a few because of what I do for a living, but I don’t really watch them to learn. But I love webinars and I love audio.

 There are four modes of learning.

1. Give the reader something to read,
2. Give the webinar people something to webinar,
3. Give the video watcher something to watch,
4. Give the audio listener something to listen to

So don’t just have the video, but have the audio download as well. I’ll throw that thing on and listen to it before I’ll ever watch the video.

 Thirdly, on the webinars one of the things we did, this is tactical, this was planned and this is opening the curtain a little bit here, we announced two webinars knowing full well they were going to fill up. Well, what did we do? We announced a third. Why didn’t we just announce three from the get-go knowing full well? Because there is that momentum and we get to announce.

 The first two were so full, true. Literally, one of them you could not get on if you came in more than five minutes late. The first two are full we have to add a third. Well, what does that say? It says that this is so popular that I want to be a part of this, too. So it builds momentum not only for the customers, but your partners. That’s a tactical thing. If you have the ability, announce less than you’re actually going to do and then add more.

**Ray:** Absolutely. That’s good stuff. It goes without saying, you want to be truthful about it and the way to be truthful is to do what we did. Figure what you’re going to do for sure and then hold back because you don’t know. We didn’t know for sure that we were going to need the third webinar. We thought we would, but we weren’t certain about it. It was definitely a decision we made after we realized we needed to make it, but we planned ahead for it as well. You’ve got to think about it in those terms.

 Tami, any last thoughts you have before we wrap up?

**Tami:** I am just going to circle back around to what Sean said about grace and what Marshall said about having fun. You’re going to deal with a lot of different types of people and sometimes you’ve just got to take yourself out of it and flood people with kindness. You’re going to get those emails that are not going to make you happy and I know all of us get them. It’s not just me, it’s all of us. The response is what turns this around and makes your job fun because all of a sudden you’ve changed the attitude of somebody else.

 So the way I approach things and approach these launches is that nothing is personal, it’s not me, you just have to be kind to people and move forward. Mistakes are going to happen and you learn from them. Mistakes are great because how would you know if you didn’t make them.

**Ray:** Right.

**Tami:** I think people need to look at mistakes differently, as not being a negative, because your next launch will be that much better.

**Ray:** Amen. That’s well said. As kind of a wrap up here, I’ll say that we’ve just finished talking about mistakes, improvements and things like that and that it’s important when you have this kind of meeting with your team and you go over all that stuff to zoom back and remember, hey, we had a really successful launch.

 We did mid six figures. We’re going to do over $1 million in our next launch. We’re going to have more partners. We’re going to have bigger prizes to give away. We’re going to create more value for our customers. We’re going to deliver a better product for our customers because of all the stuff we learned.

 I mean you need to spend time thinking about how you can improve and how you can prevent things from coming up that came up the last time, but then it’s really important to zoom back out and remember we hit a homerun.

 Even if you’re doing your first launch and a homerun for you is $10,000, celebrate that homerun and then you can think about the next one. So I would just encourage you to stay positive, to look for the growth opportunities and to maybe watch this more than once.

 I want to thank you guys and, Tami, I realize you’re not a guy, but I use guys in the generic term meaning all the people that are with me on this call. So if that was offensive I apologize. I’m trying to work on that, that’s probably a thing I should not say.

 I just want to say to all of you, thank you. Not only for the contribution you’ve made to the business and to the team, but the contribution you made to my life because you make my life better and richer. I don’t mean in money, I mean in emotional riches. I also want to thank you for taking the time to do this call.

 What’s interesting is I was a little guarded about, well, I don’t know if I want to share all of our mistakes because how does that make us look. We did and I think that makes us look great because it’s transparent. We’re sharing with people. We’re helping other people avoid those pitfalls and do a better job on their launches.

 There’s something Matt said that really triggered me. Earlier, he said we don’t have competitors that we’re trying to keep an advantage over. We’re trying to share everything we have to make us better, to make the industry better, everybody wins. I love that and I love that about every one of you, so thank you so much.

**Matt:** Thank you, Ray.

**Ray:** There you have it, The Anatomy of a 6-Figure Product Launch, a backstage pass to our private staff meeting as we dissected our product launch from the fall and talked about our plans for the upcoming launch.

 Remember to download your enhanced transcript. Go to [RayEdwards.com/222](http://www.RayEdwards.com/222) to download that enhanced transcript. We took the notes for you and this should be a very useful tool going forward as you get ready to do your own product launch.

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 Thank you so much and until the next time we meet my prayer for you is that God will bless you and that He will keep on doing for you more than you can ask or even possibly imagine. Peace to your house.

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