



Episode #257

How To Get 10,000 Subscribers in 9 Days

Ray Edward: Ray Edwards Show, Episode 257. How to get 10,000 subscribers in just nine days.

Voice over: The Ray Edwards Show. Live Your Destiny by Design. Start, run and grow your own internet based business and create the life of your dreams. You can do it. This is The Ray Edwards Show.

[music]

Ray Edwards: All right. 10,000 subscribers in just nine days.

Sean: That's right.

Ray: Sort of.

Sean: Sort of.

Ray: There's always more to the story.

Sean: I know.

Ray: That's how it is. That's how life is.

Sean: Yes.

Ray: Life is also like this; Halloween is over.

Sean: Things end.

Ray: I'm glad that it's over. I don't have any moral problems to Halloween.

Sean: No.

Ray: Or religious problems.

Sean: No.

Ray: What I have a problem with is the two pugs barking like [laughs] maniac, demonic banshees every time a child rings the doorbell. And also, just an interesting

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observation from this Halloween, little kids are greedy. [laughs] I just noticed that the little kids- I don't know what age they would be, four, five- they're just walking, not talking real great.

Sean: Okay.

Ray: Little, short, cute kids, they would reach in with both hands into the candy basket and take six or eight and one of them reached in for a second couple of--

Sean: Give me all the candy.

Ray: All your candies are mine. [laughs] I did notice that the kids who are a little bit older did not take as much candy, so they had been socialized by their parents.

Sean: Right. Yes.

Ray: I learned not to hold the basket out for the kids, but to-

Sean: But to give them.

Ray: -give them the candy.

Sean: Yes.

Ray: And then there was a few like [sic] tweenagers I would call them.

Sean: Tweenagers, yes.

Ray: Who would give me a look like, "Ugh, really, is that all you're going to give me?"

Sean: "I eat that for breakfast."

[laughter]

Ray: The election is next week.

Sean: What? There's an election?

Ray: From-

Sean: I never would have known.

Ray: -From the time that we're releasing this show, the election is next week. It's the presidential election, well, it's-- you know yes, we're electing a president.

Sean: Yes.

Ray: We're not going to say anything more about that, although you may want to watch my YouTube video which is called, "Who to vote for the US Presidential Election".

Sean: The election is on the eighth, right?

Ray: Yes.

Sean: Yes, well, so when people hear this, it won't be next week-

Ray: It'll be tomorrow.

Sean: It'll be tomorrow.

Ray: You're right. [laugh] Time travel is so confusing.

Sean: Yes.

Ray: So it's tomorrow. So before you vote tomorrow, be sure to watch my video, "Who to vote for in the US Presidential Election". We'll have a link to it in the show notes, or you can just go to youtube.com/RayEdwardsTV.

Sean: Nice.

Ray: All one word.

Sean: Yes.

Ray: Well, it's okay. Some guy in Australia has the RayEdwards YouTube username and is not using it, and I've contacted him over several years. Each year, I send him an email saying, "Hey, would you think about ever parting with this YouTube channel name?"

Sean: Yes.

Ray: And every year, he doesn't do anything with it. I think last year, he started trying to extort money from me. It was like-- I offered him a sum that I thought was reasonable, but generous, and he named a sum that was ridiculous, so RayEdwardsTV. Okay, so coming up, we got a good reason for you to spend \$5,000 and we'll also be talking about how to get 10,000 new subscribers in just nine days.

Voice over: Does anyone want to live a life that is long and prosperous? Spiritual foundations.

Ray: Spiritual foundations A-B-C. No, it does not mean "Always be closing". [laugh] Which always makes me think about that scene from *Glengarry Glen Ross*. Now I have done the impossible. I have mentioned the movie *Glengarry Glen Ross* in the Spiritual Foundations segment of the show.

Sean: And I don't even know what movie you're talking about.

Ray: It's a movie about salesmen in a boiler room. It's written by Mamet, who is a famous playwright great with dialogue. Really has a facile mastery of profanity. And Alec Baldwin plays the consummate sale man.

Sean: Oh, okay.

Ray: Sales trainer.

Sean: Okay.

Ray: He's like a total jerk and there's a scene where he's training all the sales people. He's telling them about the contest that they can win and one of the older sales guys, who isn't doing so well, is at the back of the room getting coffee out of the coffee pot, and Alec Baldwin is like, "You, put the coffee down, coffee is for closers."

Sean: Oh, I heard, I've heard that, yes.

Ray: Yes, yes. That's not what we're talking about. A-B-C. A-B-C is a way of remembering how to communicate with people in a way that's effective as opposed to ways that are not effective. If we go to the book of Acts, Chapter 17, there's a story where Paul is going to speak to these Greeks and he has a very particular method that he uses. It says, "Then Paul stood in the midst of the Areopagus and said, 'Men of Athens, I perceive that in all things, you are very religious. For as I was passing through and considering the objects of your worship, I even found an altar with this inscription; to the unknown God. Therefore the one whom you worship without knowing, Him I proclaim to you.'"

Now, setting aside the theological implications of this passage, [laughs] just notice what a master communicator Paul was. He demonstrates a pattern I think you can use in your business communications, whether you are speaking to a small staff or a huge stadium or the men of Athens in the Areopagus. You've got to connect with people before they will listen to you. As has been famously said-- I don't know who said this originally. I think I'm just going to start attributing all unknown origin quotes to Jim Rohn because, they seem to get attributed to him [laughs] anyway, so I might as well just go ahead. But, "People don't care about how much you know until they know how much you care." There's a lot of truth to that.

So Paul is speaking to these educated Greeks. He had to understand their culture, he had to understand basic human-psycho-spiritual needs and desires, and he had to speak to them in their language. Not just their actual tongue, but in a manner, terms, in metaphors that they would understand. So he starts by affirming them. He gives them credit. He says, "You are very religious." Now for us today, there are a lot of people who don't like that term "religious", so they would not think that was a compliment or an affirmation. But Paul knew that these men valued the fact that they were very religious. So he affirmed it.

He found something meaningful from their world then to build a bridge -- That's the "B". Affirmed is the "A". The "B" is bridge. A bridge to this point. He said, "As I was passing through and considering the objects of your worship, I found an altar with this inscription; to the unknown God." So he found something in their world to bridge to their reality and then he formed a connection, which allowed him to show a new vision of who God is. He connected their altar to the unknown God to their world by

saying, "Therefore, the one whom you worship without knowing, Him I proclaim to you." Which, I'm sure, lead to them being very curious.

Sean: Yes.

Ray: I'm sure of it because it's in the story.

Sean: Right.

Ray: They wanted to hear what he had to say. So that's the A-B-C approach to masterful communication as exemplified by one of the master communicators of all time.

Sean: Yes.

Ray: The Apostle Paul. Without Paul, we would not have most of the New Testament.

Sean: No.

Ray: Well, actually, that may not be true. God may have arranged to have it written anyway.

Sean: Right, yes, by someone else.

Ray: I think probably so.

Sean: Right.

Ray: I think if Paul had said no, I don't think God would have said, "Well, that's it. The whole plan is off."

Sean: That's it. Yes. Whole "New Testament/New Covenant" thing, we're just going to have to do that again."

Ray: "You goofed it up for everybody, Paul." [laugh] But I digress. Affirm, Bridge, Connect. Pretty easy to remember. A-B-C. Try it. You'll like it.

Voice over: Now, simple hacks that make life cheaper, easier, and faster. Ray's tip of the week.

Ray: Tip o' the week time.

Sean: Tip of the week, tip of the week, tip of the week.

Ray: So I promised a good reason to spend \$5,000.

Sean: Yes.

Ray: The new MacBook Pro. That's a good reason to spend \$5,000.

Sean: Apple.

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Ray: Yes, Apple.

Sean: 100 bucks.

Ray: [chuckles] Like you need it.

Sean: [laughs] No, to us.

Ray: Yes, okay--

Sean: Because we're--

Ray: That's right.

Sean: Right.

Ray: Not a sponsor, but--

Sean: 100 bucks. 100 bucks.

Ray: Let's go over some of the reasons that somebody might want to upgrade to because, I'll let the cat out of the bag. You did upgrade.

Sean: I did, I'm waiting. They haven't shipped yet.

Ray: I did not upgrade because I'm okay for a while.

Sean: Yes, and you just upgrade like a year ago, didn't you?

Ray: Yes. It hasn't been that long.

Sean: Yes.

Ray: I have some notes here, but give me your reasons for the upgrade.

Sean: Well it had been like, almost five years since I'd upgraded my computer.

Ray: Has it been that long?

Sean: At least four, yes.

Ray: Wow.

Sean: I got the first generation Retina MacBook Pro, which came out in 2012, so, yes.

Ray: That's like, 28 years ago in internet years.

Sean: Actually, I may have gotten the mid-year refresh. It doesn't matter, it was like four years ago. So I've just been waiting for a computer that has more horsepower because we've been working on-- My computer just slowly over the years, as

programs has become more advanced and audio and video files become more complex. My computer was struggling to keep up.

Ray: So what are some of the new features that appeal to you on the Mac Book Pro?

Sean: I'm probably not the best person to ask about that because, I was in such a need of a computer that as soon as I found out they were announced, I just went and ordered one before-- [laughs]

Ray: Okay.

Sean: But I'm really interested and intrigued by the touch bar that they've put on the Mac which in some sort of a-- I've read that it's a touch screen interface that replaces your function bar and your key pad and I'm sure anyone who knows tech knows about it, but I've read some interesting things. People at this point think it has the potential to be really cool.

Ray: Yes, I've heard that some people, we've talked about this actually. Some people have bought keyboards for specific apps or overlay for your keyboard for specific apps, so you can--

Sean: Know where the keyboard shortcuts are.

Ray: Like if you're using Adobe Premier or Photoshop or something like that. So this will be a configurable strip.

Sean: Yes, it won't be the entire keyboard, but yes it will be a configurable strip. I've seen on the videos and stuff you can see that they're messing with colors and contrast and stuff and like a slider bar. I know in Word, one of the things I love about Microsoft Word is that they recently introduced the focus view mode, which takes everything away.

Ray: Destruction free ride.

Sean: Right. Except that the format bar is still at the very top because you still need to decide when things are bold and italic and stuff like that. But on the new Mac Book Pro all that stuff will be shifted to the touch bar.

Ray: Interesting. Then there'll be nothing on the screen?

Sean: There'll be nothing but the page.

Ray: That is cool.

Sean: And then it's got upgraded hard drives process with the graphics card got a huge boost.

Ray: I understand there's three different new Mac Book Pro's and you got the--

Sean: Top of the line.

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Ray: And you have to get the top of the line to be able to get the high powered video graphics card, right?

Sean: Yes.

Ray: I also understand the display is better.

Sean: Apparently it's one of the best displays made for a computer.

Ray: That's going to be interesting to see.

Sean: Yes.

Ray: Now, here's the real shocker to me is not that they have solid state drives in the computers because that's the thing now, there are so much faster than spinning drives, but the upgrade cost for the SSD--

Sean: Huge, expensive. I mean to go from the base 512 gigs to the two terabyte which is the top end. The two terabyte adds \$1,200-

Ray: \$1,200?

Sean: -to your order.

Ray: Wow, I kind of gave this away, right at the beginning but once you add up the cost of your--

Sean: If you max the computer out, it comes out to about 4,500 and then with tax you're looking at 47.

Ray: And then you add Apple Care.

Sean: Well, okay, Apple Care was part of that 45. But after tax and stuff you're getting close to five.

Ray: Then you got to buy the danglers.

Sean: The danglers, yes.

Ray: Because it uses a USB C, which is different than thunderbolt. Different than USB, three?

Sean: Yes, I don't know.

Ray: Anyway, it's the new thing everybody will be using it.

Sean: Yes.

Ray: It's going to be really fantastic though because, it will give you a lot more fire power to edit videos which is something you do a lot of.

Sean: Yes. And they look cool, they're thinner, they're lighter.

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Ray: And there's no light up logo on this one.

Sean: Yes, I'm bummed about that.

Ray: But I wonder if they didn't have to take that out, if that isn't one way they made it thinner.

Sean: It's probably one of the ways they made it-- I've read that the new screen because of how advanced it is slightly thicker like the materials they used to make it, so I think they had to take it out in order to make it thinner.

Ray: And then I also suspect that the USB C ports and taking out the other older ports made it- so that they can make it thinner.

Sean: Yes.

Ray: It's almost as light as the biggest Mac Book era.

Sean: Yes.

Ray: That's incredible.

Sean: Yes, and what's also incredible is that they get theoretically 10 hours of battery life.

Ray: Wow. Okay, now I want one, but I'll be content to see yours first.

Sean: Yes. Well, you might get mine.

Ray: This is the one big issue.

Sean: This is the one caveat.

Ray: So you maxed out the ram, which is how much?

Sean: 16 gigs.

Ray: That's all you could put in.

Sean: Which is the max you could put in when I got the very first Retina Mac Book Pro. So a lot of people are upset because they didn't put the 32 gig built older option on there, and someone emailed- one of the VP of marketing or whatever and said, "What the heck? This is supposed to be a Pro Mac Book. Why isn't there more RAM available?"

And the response was that the memory module apparently to control that much memory was going to seriously compromise the battery life, and so they decided to pull it out. Now if you look at most applications and stuff don't know how to utilize that much memory, so it's not very important right now but, it will be important in like two or three years.

Ray: Yes.

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Sean: I know that once they refresh this probably in a year or so and increase it to 32 gigs, I'll probably just upgrade again.

Ray: So I might get yours.

Sean: Yes, it's what I'm saying.

Ray: So take good care of it.

[laughter]

Ray: Get a protective case.

Sean: What, you don't want me to drop it?

Ray: No.

Sean: Like I've done--?

Ray: Many times. [laughs] That's a testament though to these computers. These things are built like tanks.

Sean: How many times have you seen me drop my current Mac Book Pro?

Ray: At least four or five times.

Sean: Yes and when I say, "Drop," I mean like slides off a table or something like that. I don't mean like I'm walking along and it falls in the side walk.

Ray: I saw you drop your other one.

Sean: Yes. It came out of a shelf and landed face down, it was closed-

Ray: This was in the RV.

Sean: Face down on the corner of a table, and it had a big dent in it but it worked perfectly.

Ray: When I saw it happen I thought, "That's it".

Sean: That screen is shattered. It's done.

Ray: No, but it worked great.

Sean: It worked fine.

Ray: Really cool. All right, so there's a good reason to spend \$5,000 with Apple computers.

Sean: Yes.

Ray: 100 bucks.

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Voice over: And now our feature presentation.

Ray: Okay, how to get 10,000 subscribers in just nine days.

Sean: Boom, boom, boom.

Ray: Sort of.

Sean: Boom, boom, boom.

Ray: [chuckles] Here's why I say, "Sort of," because the-- We're going to talk to you about a promotion we did recently and kind of pull back the curtain and reveal how we were able to get so many subscribers, and what the secret to getting a lot of subscribers is. Because a lot of people have this hang up about their business and they say, "Well, I don't have an email list and I don't how to get an email list and--" So we're going to talk about how you do that.

But, so often people just don't tell you what they did, they give you theories, so we're going to tell you what we did. And the sort of, is that the promotion was nine days long but the preparation for the promotion was longer than nine days.

Sean: [laughs] yes.

Ray: I'll just out of the gate, just tell you that the key to building a list first like this is to leverage other people's lists. OPL, Other People's Lists. This is what's behind the Product Launch Formula and its success because, you don't have to do joint venture launches which is what we're talking about today. To use PLF and succeed with it. And for those of you who don't know Product Launch Formula and PLF are terms that were invented by Jeff Walker who has a product, a training course called Product Launch Formula, we'll have a link to that in the short notes as well.

But you can do a product launch using Jeff's system without getting other people to promote for you. But, it's most effective when you have that happen. Because, we did an internal launch to our own list and we did pretty well we made quite a bit of money this is last year. And then we did what's called a Joint Venture launch where we bring partners in to promote for us. So when we did that Joint Venture launch it was like pouring gasoline on a fire.

Sean: Yes it was.

Ray: We're not talking about a big giant JV launch, we're talking about a smaller promotion using the same principles. What it comes down to is, you have other people who are mailing their list because, you have something that might be helpful to their subscribers. Something their subscribers might want to know about.

What we did was a copy writing summit. Where we had all these top expert copy writers and they did video interviews and we dug deep and asked them great questions. We had some pretty big celebrities copy writers like Jay Abraham and David Deutsch and Daniel Levis and Ben Settle and a whole big list. In fact--

Sean: You go to copywritingvirtualsummit.com, there should be list of the speakers and if you want access to the interviews you should be able to get them there.

Ray: Yes. It's copywritingvirtualsummit.com.

Sean: Dot com.

Ray: You can take a look at that and see what we did. When we did it we did it live, so we were releasing over the nine days of the summit several interviews a day. And what really made this work for us, was that we had a few of our speakers or interviews. But, really mostly not people who are interviewed but, it was mostly people who were affiliates of ours. Who promoted for us and they got a commission on any sales that were made. And so this was other people's list and they mailed their list about our summit and that's how we got 10,000 leads in nine days. Simple as that. We did little advertising but we didn't get a lot of leads that way, did we?

Sean: No, actually a 1,000.

Ray: That's not bad.

Sean: A 1,000 came from Facebook.

Ray: And 9,000 came from our partners- our joint venture partners who mailed for us. So why does that work so well? Endorsed mailings just are more meaningful, an endorsement mailing is, if I send you an email like if you're on our email list you've probably got an email from me in the last week or so about product launch formula. Because, I'm a big proponent of that program, it's one of the few programs that I tell-people ask me, "What training should I get? What it's like required study in having an online business or doing online promotions?" This is one of the things that I would tell, "You need to get product launch formula."

So if I send an email to my list about that and I'm endorsing the product with personal experience and saying, "Well I know Jeff, I know the product and I've used it and I've received these benefits from it," that is so much more meaningful to me than just seeing an ad somewhere or then if the person just sent me an email out of the blue but their own product.

An endorsed mailing from a third-party just means more. We made a compelling offer which was the summit and the way we did it was you could do--while the summit was live you could get to hear the interviews for free, every day we were would release like three interviews, and you had 48 hours that you could listen to them, at which point they were retired so to speak-

Sean: We locked in the vault as we said.

Ray: -locked in the vault. Then we did give you the option after you sign up for the free summit interviews we gave you an option and said, "Hey if you want you can get the recordings and the transcripts for all these interviews."

Sean: Right.

Ray: And it was how much?

Sean: Initially 97.

Ray: \$97 and we had pretty good uptake on that offer.

Sean: Yes.

Ray: And then at the end of the summit on the ninth day we did a wrap-up session and I went over the main points that I glean from all these interviews and we made an offer of our copy writing Academy, a special offer and we made that available for just a limited few days--

Sean: I mean it made sense that the summit was on copy writing at least. [chuckles]

Ray: Yes, so it seemed to be a good fit.

Sean: [laughs] seemed to give a good fit.

Ray: That was received very well also. So we on top of getting 10,000 new subscribers we made a not in substantial sum of money.

Sean: Well, yes and we've even heard that, quite often people look at these as purely as list builders and so some people there they're happy if they just break even.

Ray: I think a lot of people are in that condition.

Sean: We didn't know that that is how you did this. [laughs]

Ray: We didn't know you weren't supposed to make money. And I got to give credit to Matt McWilliams who said, "Hey guys what if we did this already sold your program at the end?" And we're like, "Okay."

Sean: "Okay great let's do it."

Ray: Then later as we were explaining it to people we kept hearing, "Usually people just want to break even with these, build a list. Most people don't have a big offer." Sorry, we didn't know that.

Sean: Yes. Sorry we didn't know that.

Ray: So we accidentally made a bunch of money.

Sean: Yes. [laughs]

Ray: That's the basics of how we were able to pull this off and like we said you can go to the site and see a lot of what we did. It's a little different now because the summit is over but you can get a good idea of what we did. And so let's go over, I want to do what went well and then things we think we could do better. If we're going

to talk about how great we did, we should probably should fetch the things we looked at and said, "Well, we could do that better." What do you think went well?

Sean: Well, I think we had excellent opt-in rates, we had excellent, I think we're pretty good upgrade rates and I mean when we look at all the stats people seem to really respond-- people okay, what well? Is that we you because you were the one that did all the interviews created a summit that people really loved. That was the key, was that these were powerful interviews and then I think what also went well was that we brought in people that aren't usually in this world.

Ray: That's true and you're saying that in other words, customers who wanted to see the interviews--

Sean: I was even thinking the people who were being interviewed.

Ray: That's true.

Sean: We got a lot of great people in this online marketing world and it's there's lots of variety and there's lots of people, new people to be learning from all the time. I think one of the things people enjoyed though was that, the many of these copywriters were not from- they were as involved and so they were brand-new to a lot of people that were listening.

Ray: Yes, they are not like famous internet marketers like, people think of, well there's Jeff Walker and there's Michael Hyatt and there's Brendon Burchard and these are people that most of our people on our list had not heard of and then we also had—

Sean: Right. But they were also power players. So it wasn't just like we got a bunch of people no one ever heard of before.

Ray: These are like the power players behind the scenes.

Sean: Right

Ray: And then one guy in particular was a great anchor for this whole thing and that's Jay Abraham, and I really owe my connection to Jay Abraham to Brian Kurtz. Because, Brian is the one who introduced us and facilitated that relationship and Jay and I just hit it off and so we ended up doing two interviews, and he actually mailed for the summit to his list a couple time--

Sean: What we were not expecting nor did we ask.

Ray: That's a key thing and when actually in our we won't be talking about this today. But, in our next week's episode we're going to talk about- the title of next week's episode is going to be, "Why I won't promote your product." And so will talk about what happened there, but it was non expected bonus for us that he did that, and he actually did not even want a commission

Sean: Yes.

Ray: That was really- just really cool of him.

Sean: I mean what went well? I want to start at the very beginning you created our business but mostly you did all the legwork doing the interviews. A product in a training that a lot of people value and wanted and I think that made getting opt-ins a lot easier. [laughs]

Ray: Well, yes. I guess it would, wouldn't it?

Sean: We really didn't have to- I felt like we didn't have to con-- once it got going and momentum got behind it and people started to realize that were in the interviews we didn't really have to like push it down people's throats. I felt like people just want to be part of it they're like--

Ray: You're saying if you have a good product that people are interested in and they want, that you don't have to shove it down their throat?

Sean: Yes.

Ray: You just tell that about it.

Sean: You don't have to be pushy.

Ray: Just tell about it—

Sean: And they want to be part of it

Ray: And they want, "Oh, that's it, this is a big deal here."

Sean: What went well is that on the big picture is that we created a product that people really liked and we didn't have to push people too hard on it. And going back to what went well with the launches and one of the recap podcasts or something we did several months ago was, we were nimble again we were able to adjust on the fly?

Ray: We did a lot of that this time.

Sean: We did a lot of that and outsourcing some of the work that we would have done otherwise. We actually hired a team to do all of the web page stuff for the summit--

Ray: Oh my gosh, if we'd had to do that-- [sighs] I mean it's possible if just starting out you can't afford to hire a team. You could, you could have done this whole thing with lead pages for instance.

Sean: Oh, absolutely. But if you can afford to perhaps someone else manage that and just tell them what you want, so you don't have to worry about the code and all that stuff. Oh my gosh, what a difference that made that was great.

Ray: Yes, yes.

Sean: There are a lot of things that went well, what do you think well?

Ray: I agree with everything you said and then I would say that the interviews themselves went well. I think they were different than normal interviews and this was one of those things where we were nimble because, I started by having a kind of a leading topic for everybody, it was the same topic and I sent everybody questions.

Because, I thought that would prepare them more they would feel less vulnerable and almost to every person on the list, they were turned off by the questionnaire. So I sent an email out to all of them and said okay we're not going to do the questionnaire, we're just going to have a conversation.

I just I just realized, "Well, I want to talk to all these people, so I'm just going to talk about what I want to talk about." And I think that that organic natural conversation and listening to what they had to say and pursuing--this is something I learned from Mike Stelzner is he listens really closely when he interviews somebody and then he when he hears them go off on kind of an interesting tangent, where most interviewers ignore that because they wanted they want to stick to the script-

Sean: Right.

Ray: -Mike chases after the rabbit. That's what I did, and I think that went really well we got some unusual even for people who had heard like Jay Abraham or who had heard John Carlton before. I think we took them to some places they've never heard from these guys before.

Sean: Yes.

Ray: I think that went well. Let's shift to what we could do better next time.

Sean: Absolutely and there are things.

Ray: There are a few things. [laughs] I'll start off with the first big thing that stands out to me and that is, we did not really get our speakers to promote. Now Jay volunteered stepped up and did it and Daniel Levis promoted as well but, I told people you're not obligated to promote you can if you want to but you're not obligated to. I think next time I will be more definitive and saying, "It would really mean a lot if you could promote."

Sean: Yes, I mean it's is an interview.

Ray: It's in their best interest

Sean: For their people

Ray: We could have made them affiliates and they could have gotten paid for any sales that were made. I think if we had done that we would have probably ended up with 20,000 leads instead 10,000.

Sean: Yes and then I know you said this but for people who aren't 100% clear on what we're talking about, I just want to make a clarification that the people that we

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interviewed they were not our affiliates. So the 10,000 leads that we got, did not come from the people that we interviewed, they came from our friends and our affiliate network that were promoting our summit.

Ray: Right.

Sean: That had interviews from different people. As I was listening I'm sure, people might be confused. It's like, "Well, how I my supposed to build a list, if I don't ask my interviewees to--"

Ray: Right, that's good, that's a good point. We have people who have signed up to promote our products, and our first-- and I don't know how many people actually promoted this event?

Sean: I don't know either, Mark does. [laughs]

Ray: But, he's not here.

Sean: He's not here.

Ray: I think getting the speakers themselves, that the people who were interviewing to promote would be a-- probably double the number of leads that we get. So if you are going to do one of these for sure, try to get speakers who are interested and willing to promote. That's one thing I think we can do better. I want to start this story and then I want to hear your perspective on it, because I think you have a fresher perspective on it than I did but--

Sean: Okay.

Ray: The way we did the app sell, the initial app sell, it was like this, you came to the page and the offer was, you can get access to these 25 plus interviews for free, just put in your email address.

Sean: Right.

Ray: Then once you did that, you went to a second page and there was a video that said, "Hey, you get them all for free, but if you are kind of stressed out about not being able to listen to all the interviews before they get locked in the vault, you can upgrade for \$97 and get-

Sean: VIP access.

Ray: -VIP access. Get life time access to the recordings and the transcripts."

Sean: I mean, this is the standard online app sell 101.

Ray: Yes and this is what everybody who does a summit does. We didn't get too many complaints about that?

Sean: No.

Ray: But a very close friend of mine, who I didn't really have his permission to say who he is but, he's a well-known guy. He just send me a message and said, "This rule did not seem- this did not seem like you Ray, it seemed kind of pushy."

Sean: Kind of internet marketing.

Ray: Kind of-- yes that's what he said. He said, "I felt like it was a little tricky, a little manipulative, because on one hand you said you said you can get it for free, but then immediately thereafter you said well, you got it for free but we're really going to make it so hard for you to listen to all of them, that you have to pay us."

Now, this guy loves me, he is a dear friend and he tried to do this in the kindness words possible and, so I stood over this for few days, and we talked about it a bit, and-- Now I want your perspective on all that. What did you think, when we first got- when I shared that message with you? You remember?

Sean: Yes, initially I was like, Oh I-- there were concerns but, this is pretty standard practice and I don't think too many people are going to think that it is pushy. So I wasn't supper concerned but we can put maybe some different ways to package it kind of slightly differently but then, you actually spoke to him and he posed it.

Ray: Yes, we had a conversation and he said, "Do you know what would have been better, it would've been better if you said, this summit is \$97, and you get all recordings and all the transcripts in just \$97." Because he said, "Ray this thing was totally worth much more than \$97. The value is off the charts, I just felt weird about the way you did it. If you'd said the summit is \$97, but we understand that some people are out of budget and maybe you don't have the \$97 right now. So we have created a way for you to get access to the interviews for free. There's only-- there's one little catch and that is you have to listen to them within two days of them being released, because they then go back in the in the vault. But those of you who can't afford the \$97, this is option." We thought, "Well, that's--"

Sean: Something along that line because I even thought, "Well, what if it was on the page, well, here are the two options," like almost like the two pricing tiers?

Ray: Yes.

Sean: Free but you only get access to each interview for 48 hours, \$97 lifetime access.

Ray: That feels a little less.

Sean: Yes. It just seems a little more straight forward.

Ray: Yes. I thought that was a great idea and we'll undoubtedly experiment with that when do this the next time we'll test it and see how it works.

Sean: Because, I'm guessing a lot of people will click the free option, but then once they start to experience the frustration of losing access to interviews, they'll want to upgrade.

Ray: We will remind them that the upgrades are available.

Sean: Right. You know and that's not tricky that's completely above board, it's not pushy it's just-- yes.

Ray: I think something else that we can do better is, we were really-- we've been so busy this year, so many great opportunities and we kind of crammed all these until the last minute.

Sean: Yes.

Ray: So if we are going to it again, which we will, we will a lot more in advance.

Sean: Yes. Oh, and now that we've done we have a framework.

Ray: Yes, yes, I mean we know-- a lot of stuff we just didn't know. We talked to our web developer, and we were taking to her we were like, "Oh, what do people do? Like what pages do we need?"

Sean: Yes, "What happens if someone does this?" Like--

Ray: She was kind of laughing at us--

Sean: Yes, I know it's like, "All right whatever." [laughs]

Ray: Kind to us at the same time.

Sean: [laughs] so yes.

Ray: Then one other thing I think we can do better and this we learn from Jay Abraham, he did-- and by the way you can check out his stuff at Abraham.com, which, awesome name, he got a domain name.

Sean: He has awesome domain name. [laughs]

Ray: Abraham.com. It's so powerful on so many levels.

Sean: Yes [laughs]

Ray: But his innovation was, "He said Ray I want to a mail for this but I don't want--" Now this is interesting, I just made this connection. He did not want to send to the directly to the, sign up for free, and get the flip up offer, he wanted-

Sean: The App sell, yes.

Ray: -he wanted people to get access to his interview before they had, to put it in their email address. That actually worked really well. I mean we didn't- we weren't tracking it like we should've been, but I know we did see surges of traffic when he mailed those two times. I'm thinking, I don't know for sure but, one of the things I thought about was, "What if we did for every speaker?"

Sean: Yes, that makes sense to me too or like that would be an easy way to get them to promote. Like to put up a page with their interview, and then an opt-in button down at the bottom.

Ray: Yes, there are interviews in the clear, you don't have to opt in to see it.

Sean: Right, it's above the fold and in the clear.

Ray: That's- I think that's a pretty cool idea.

Sean: Yes.

Ray: We probably we'll test that next time. Those are some things that would—we can do better. Any other thought on that?

Sean: I mean there are some other things but, I think those are the big points.

Ray: Right, cool. There you have it. That's one way, and it's just one way to get 10,000 subscribers in nine days. We'll have the short notes you can get them a little bit later on, I will tell you where to find them. And also, right now, as you're listening to this episode, Jeff Walker is promoting his product launch formula and you still have time to get the free training that he offers once a year, and we'll have a link and that's where you go and get that. We are affiliates to that program, so if you buy it, it doesn't change your price because we are affiliated so we get a commission. So just be above board about that.

Highly recommend it, if you don't have it, you should get it. Click that link and even if you are not going to buy it, if you're like, "I'm not buying any courses," the three videos that he gives in his online workshop, before he makes the offer of the product launch formula, they're--I mean, I know people who've made- had big launches, just by watching those videos.

Sean: Well, we've said quite often when we're working with clients, and we are talking about-- some people are like, "I don't want to give everything away," and we bring Jeff Walker's videos up and our videos up too.

I mean we create these videos that are helpful in about themselves, which is one of your and our core values, of our marketing. The marketing has to be valuable and helpful in and about itself. Some people that's all they need, they just need those three videos and we've heard stories of people who have just three videos and they can do it.

Ray: That's great.

Sean: That's great. Because we don't say that like, that's great, but really we want you to-- really if that's all you need, that's great. Glad we can help.

Ray: I mean that makes me feel good, when-- like when people buy my copy writing book and they say, "Well, I don't need your course, I wrote some copies and I made \$20,000."

Sean: Right.

Ray: I'm like, "That's awesome."

Sean: Awesome. Right, yes, good for you. That's just an example of a piece of marketing being helpful in and about itself.

Ray: Yes. Yes, check out Jeff's product launch formula stuff and we'll have some other links that will be helpful to you short note on this episode, and that is how to get 10,000 subscribers in just nine days.

Sean: Yes.

Ray: Sort of.

Sean: Sort of. If you found the show helpful and you'd like to get it to the hands of other people, please subscribe to the show on iTunes using the apple podcast app and give us a rating plus a review. Make sure to put your name in the website and to the text review itself, at some point we'll mention you on the show.

Ray: It's the mythical mention show.

Sean: The mythical- someday--

Ray: Here is what going to happen, when we have a need to make a podcast-

Sean: We have no content--

Ray: -and we have no content, we'll just going to do that.

Sean: We're just banking up a bunch of proper episodes.

Ray: Maybe a week after next.

Sean: [laughs] You get the transcript to the show by going to Rayedwards.com/257, and do you have a quote worth note?

Ray: Yes I do, from Franklin Downs Roosevelt, "The only limit to our realization of tomorrow, will be our doubts of today." Boom.

Sean: Boom.

Ray: Until next time, my prayer is that you prosper and be in good health even as your soul prospers.

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