

Matthew: This is Matthew Glanfield, Chief Instructor for BBO Teleseminar Formula. This is Call 4, "Learning How to Launch Your Teleseminar Product."

Once you have created your product and have your sales site ready, what process should you go through in order to have the most successful launching of your new product and your new business? That's what we'll talk about today so you can make the most money possible.

If you don't have the note sheet, you can download it from www.BBOTeleseminarFormula.com/members/notes/notes4.pdf.

It is very important that you write down things as you go along. It helps you retain a lot of what you're learning. It helps you to learn it faster as well so you can apply everything you're trained on today as soon as possible.

I know not everybody is ready for this point yet. Some people are still working on getting their teleseminars done. Others who have their teleseminars re still working on their websites. This training will be useful to you once you are at that point. Of course, the sooner you can get to that point, the better. Then we can begin the promotion of your product.

Let's get started. Go to Page 3. You can see that we're on Module 4. It is the final module, "Launching Your New Teleseminar Product."

On Page 4, of the nine steps for this course, we are on the last three. They're pretty straightforward, but I still want to elaborate on them so I can give you a broader sense of what we're doing here.

Step 7 is "You will get your product ready to launch."

Step 8 is "Matthew will promote your product. I do that on a first done, first served basis, as I have said in all the other calls.

Step 9 is "Matthew will help you find JV partners to promote your product." I should add that you will look for your own JV partners as

well. You don't want to stop with what I'm getting to give you. You want to constantly be on the lookout for JV partners.

Let's turn to Page 5 so we can start talking about launching your teleseminar product. There are two basic ways that you can look at a philosophy of a launch.

I first learned about the idea of a launch philosophy about two years ago from a man named Jeff Walker, who is now the recognized expert on product launches. He has a \$1,000 course named The Product Launch Formula that I purchased. It was worth ten times that, at least. Within a month of purchasing it, I did a \$92,000 launch within seven days.

It is funny. I had never looked at releasing products as a launch experience. Even down to a \$7 product or a free product, you can do a whole launch sequence.

What he brought to mind was the fact that there is a psychological, step-by-step process that you can take in order to get the most excitement and the most purchases of your product right at the beginning. That is the Product Launch Formula. He talks about it in three stages—the pre-launch, the launch itself and the post-launch.

When I released ebooks in the first market I was in, I was just releasing them as I finished them. I finished and sent an email to my list saying, “I have just finished this new one. Here is the website.” I didn't know it at the time, but that was a launch. It was just so basic. I left out so many of the steps that I could have used to get people really excited and to get even more sales.

Now launches are quite common. Everybody on this call has probably experienced several launches. You know what I'm talking about. I want to go through that process with you so you can see it more clearly why it is done that way.

There are two basic ways to launch.

You can have a huge launch where all the JV partners promote it at the same time. That is really useful for high-end products, \$500,

\$1,000 or even \$100 products if you have built up a nice, large JV Rolodex and want to get a lot of excitement about it.

It isn't so good for somebody who is starting from scratch with only a handful of partners. You could still do it with all the JV partners promoting at the same time, but there is a lot of scheduling. You have to do a lot of work to make sure everybody understands what is going on.

The second way to launch, which is what we're going to focus more on, a roll-out launch. What that means is you release the product, approach partners and go through a launch sequence with them.

You can do mini-launches with each JV partner. If you think about it, the people on their lists might not even know that your product exists. They go through the whole sequence and the whole psychological experience of introducing that product to them. Why not do it with a whole launch process?

That is the main difference between the two. When all the JV partners promote it at the same time, that is usually later on when you're doing bigger products and have built up a really good relationship with a lot of partners.

A lot of times when I release new product now, I do the big "all JV partners promote at the same time" launch. That gets me a lot of sales right at the beginning.

The best thing about a roll-out launch is you can do it as new JV partners come in. The problem with all of the partners promoting at the same time is that not all of them can do it. It conflicts with other launches and with their promotional schedule.

If you do a roll-out launch and the JV partners can help at any time, then that makes it a little more flexible for all of them to do. It allows for a more steady flow of new customers, rather than getting them all at the same time and then dying out really quickly. You want to avoid that.

Once you finish your launch, you have to make sure that you sustain it afterward as well, which is another trick you have to learn.

I have had launches in the past where I did close to six figures in seven days. After that, we didn't make any more sales of the product, or we made so few that it just wasn't sustainable. We don't want to do that. We want to make a business that will sustain and continue to grow and make sales even after you're done.

That is the basic psychology behind the launch. The reason we do it is to build the excitement and the anticipation so that people are more prone to act when asked to act.

Let's talk about the launch sequence. This is on Page 6, "Getting the most out of your JVs."

If you are going to have somebody with a list of 10,000 or 100,000 people promote your product, you want to make sure you have as many sales as you can. If it is somebody who just has 100 people on their list, you're not going to be too worried. All the work that you put into it would only make a difference of one or two sales.

Think about it this way. If all you did was say to your JVs, "Here, send out one email to promote my product," let's say they have 10,000 people on their list. They could pull in 0.5% sales from their list.

I'm not saying that these numbers are realistic. I'm just making them up to give you an example.

So 0.5% of 10,000 would be 50 sales. If they send out one email, they could make 50 sales for you. That is not bad. You make a few hundred dollars, plus you make a few hundred dollars on the upsells. You might make \$1,000 to \$2,000 from a single email and be very happy with that.

If you're able to get them to do a bit more than just send out a simple email, you might be able to increase your conversion rate from 0.5% to 1%.

When you have a person with a list of 10,000, the difference of 0.5% would mean another 50 sales. You would double your sales. For a person with 100 people on their list, obviously the difference would be that you'd make two sales instead of one.

You want to make sure that, depending on the JVs you're working with, you get the most out of them so you can leverage that and build your business faster. The way we do that is through this launch sequence.

We do a pre-launch and a launch. Afterward, we do a post-launch. I'm going to describe these three steps.

The very first step, if you look on Page 6, is the pre-launch. I put in brackets, "Optional for \$7 products." It is optional, but I want everybody here to try to get their JV partners to do this.

What happens in a pre-launch is an email is sent out telling their list about this new, upcoming product that they're going to release the information on. They can't purchase it at that point, even if it is ready. You don't want them to be able to purchase it at that point. You're trying to build up anticipation.

The email is meant to sell them on it before they're even offered the product. That way, when it actually comes out, they're able to really jump on it.

What happens through the pre-launch is you try to build up a pre-notification list. I'm going to talk about this in more detail when we get to Page 7. The basic idea is that you have them send out emails before they can actually purchase. They sign up for a pre-notification list where you will alert them when it is ready to go.

Step 2 is the launch. You get them to send out another email the day of the launch. You also email all the people on the pre-notification list saying, "It's available. Buy it."

Step 3 is your post-launch, which is what happens after the launch is done. What follow-up do you do with the people on the pre-

notification list? What follow-up do you do with the people who joined your opt-in list without actually purchasing your product?

What do you do with the people who did purchase your product? How do you follow up with them to maximize revenue and minimize refund rates? There are all these different things to maximize what you can do with your business.

If you turn to Page 7, this is where we're going to start going into details. We're going to talk about each of these three steps and what you can do.

Let's talk about the pre-launch. Once again, this is optional with your \$7 product. Some of your JV partners won't want to send out more than one email. You'll jump straight to the launch.

Just give them an email that promotes your product. You're skipping the pre-launch. It saves you a bit of extra work, but it might be a little less effective if you don't do one.

Here is the basic process.

1: The JV sends out an email announcing your product.

2: They send them to a pre-notification sign-up squeeze page.

You can use YourSqueezePage.com to do this. Just make a simple squeeze page that says, "This is what we're going to be releasing. It's going to help you with this, this and this." It is almost as though you're selling the product. Then you get them to sign up for the pre-notification list.

3: They send out a couple of teaser emails, possibly with videos, audios and sneak peeks. It could be a video talking about the subject.

If you're doing a product on teleseminars, for example, you can talk about the power of teleseminars and maybe send out a couple of audios. They go to a page that has an audio they can listen to. For sneak peeks, you might give them a chapter of the transcript.

4: Tell them the specific time for the launch.

5: Make sure to email the pre-notification list at least two times before the launch.

Here is something that's really interesting. You can automate all of this. You could automate launches. If your product has already been released and you don't want to have to go in there and keep changing dates on it to say, "It is going to be released again," you can do this all through an autoresponder.

When the JV sends out an email announcing your product, it puts them on an autoresponder. That puts them on an autoresponder sequence. The messages are timed.

The welcome message says, "Thank you so much for signing up. I look forward to sending you a couple of previews before we actually launch." On Day 1, the autoresponder might send them out a video. On Day 2, it might send them an audio.

On Day 3, it might say, "Tomorrow, we're going to be launching this product. As soon as you get the email, make sure you are one of the first ones to get it so you can take advantage of all the information." Then send out the fourth email on Day 4, which sends them to the sales page.

You could automate that. Just have JV send them to the pre-notification list so it goes through that automated launch process. That is a very powerful way of doing it.

You can also have your JV partner send them directly to the sales page when it is actually time, when he knows four days have passed. You're able to automate it and have them send out the email. You're able to make even more sales.

Another nice thing you can do in the pre-launch is offer a bonus for the first X number of people or the first X number of days. This is more a launch that you do all at once, not so much a roll-out launch.

You can say, "For the first 100 people who sign up, we're going to do a bonus teleseminar. You're going to get full access to that." "For the first 100 who sign up, I'll give you the transcript as well." You can withhold the transcript and give it as a bonus for the first 100 if you like.

Do whatever you want to do. You can determine whatever bonuses you want to give. Your JV partners might be able to contribute bonuses as well.

Those are the elements to a pre-launch. All it is really meant to do is build up anticipation for the product that you will be releasing. The more anticipation you can build up, the more success you'll have when you actually release the product.

Technically, you could even start your pre-launch before your product is ready to go. You do want to make sure you'll have it ready for the launch date that you specify. You don't want to delay it. Otherwise, you might lose a bit of the enthusiasm. Your JV partners might not be so happy about that, either.

What happens once with the pre-launch is done? You launch. On Page 8, let's look at the launch. I put in brackets, "Not optional."

You have to launch your product. If you don't launch your product, you're not going to make any sales unless you start doing Google AdWords campaigns. Even then, you have launched your product. It is really just a matter of technical terms.

1: Announce a special bonus for the first X buyers.

This is optional because if you didn't do a pre-launch or if you don't want to do this, you're not going to have a special bonus.

2: Send out an email to promote your product.

You should have pre-made emails for your JV partners. You should have two or three of them. Some JV partners only send out one, but some will be happy to send out two. Some might even send out

three if the promotion goes really well for them and they make a lot of commissions from it.

Have those pre-made emails so that all they have to do is plug them in and send them out. When you send them to your JV partners, give them their affiliate link if you know what it is. If you don't know what it is, give them instructions on how to get it.

You can even use these pre-made emails with your list. If you have built up a list related to the product you're doing right now, you should definitely be doing a launch process with that list.

This goes for the future as well. If you come back to this training later on, you'll see that it is still useful at that point.

4: Send out an email the next day talking about how crazy the first day was.

You don't want to lie. If you launch and there are no sales, you aren't going to be able to do this.

If you launch and find out you are busier than you had expected, even if it isn't a huge number, use it as social proof. When people see other people doing something, they want to do it too.

Send them an email the second day and say, "We had a really busy day yesterday. I had a lot of emails to answer. A lot of people were wanting to purchase this product. I have been given a lot of feedback. Everybody is loving it. These are a couple of testimonials I have already. Make sure you grab it before it's too late."

Of course, you're sending this to your pre-notification list, or to people who signed up on the opt-in box. Remember, on the sales page, we have a popover opt-in box that they might sign up for. These are people who you're trying to actually push to make the purchase.

5: If there is a special bonus, you want to send an email the day before it ends and the day that it ends.

If it is a seven-day limit, on the sixth day you want the email to say, "Only one more day," "Only 24 hours left." On the seventh day, you want to say, "Only four hours left." Then remove the bonus at the right time.

If it is a certain number of buyers, you want to send an email when it gets close. If it's 100 buyers and you have 80 sales, you want to email and say, "We have already sold 80. We only have 20 bonuses left."

Once you get to 95, you want to send them an email saying, "We only have five of the bonuses left. First come, first served. As soon as that 100th product is sold, I'm going to remove it from the sales page."

You want to keep people excited about it. You want to make an event surrounding the release of your product. That way, you can get the most out of it.

I'm going to talk about how to get JV partners later on, and how to get them to push promoting as well. That is where I want to spend the most time today.

Launching your product is not a complicated procedure, especially with the \$7 product. You just need to get people to email to promote your product. You need to have sales emails ready for them to send out and promote your product.

Turning to Page 9, here is an important step that is often left out. This is the reason that most people have a medium to big launch and then it just fizzles out afterward. They forget about the post-launch.

What do you do after you're finished launching? Let's give a hypothetical situation.

You launched your product with 10 JV partners. Let's say you did very well, with 500 sales within the seven days. Maybe 10% of

them took the upsell, so you got 50 upsells as well. You made a few thousand dollars. You're really happy about that.

What do you do next? Obviously, you want to find other JV partners to promote it. You're going to keep doing that. But you don't always find JV partners to promote it.

What are you going to do with the customers you have acquired? First off, you need to focus on a few things. It is not just important that you get somebody to purchase your product. It is important that you get them to consume your product.

The more people you get to consume your product, the lower the refund rate. Not only lower the refund rate, but the higher the value of those customers.

When I launched BBO Traffic Formula, we had a point system in place. We were able to see who was actually completing the course, or at least who was reporting points.

The refund rate of those who at least completed a few points was astronomically lower than those that had zero points. Most of the refunds came from people who had zero points, which means they hadn't really done anything. The people who stayed without asking for a refund were those who had completed some of the steps.

Your goal is to get people to consume your product. That is why we put them on different autoresponder lists.

For those who actually purchase your product, you want to send them a few emails in an autoresponder sequence saying, "I hope that you have had time to listen to it. By the way, if you go to 10:20 in the program, you're going to find a great tip on how to make more money through AdWords. That made the whole teleseminar worth my time."

Tell them specific things like that to get them to listen to certain points. You can say, "Go to Page 40 of the transcript. Take a look at the resource the person I interviewed was talking about. It's

excellent and will save you hundreds of dollars. That will be worth the \$_____ you spent on this teleseminar. Make sure to read that.”

You want to make sure to follow up with them and help them consume the product so that your refund rate is lowered.

Here is another interesting thing that I found with those who did do the points and those who didn't. Out of those who did the points, the average value of those customers was much higher than everybody else.

Let me give you an example. When we released our coaching program, most of the people who joined our coaching program had completed points. There were only one or two of them who were at zero points. Most people who purchased additional things from me had completed at least part of the course.

We also have a program called the 12-Month Program. Most of the people who upgraded to the 12-Month Program had completed part of the course. You can see there is a bit of a pattern here.

Your goal is not to just get the sale. Some marketers think that the most important part is getting the sale. Then they say, “Yes, customer support is important because you want to keep loyal customers.” They don't fully understand why.

The more you can get them to use your products, the more of your products they will purchase. That is what it comes down to.

Think about it this way. Have you ever purchased a product and just can't wait until they come out with a sequel to it, something related to it or another piece of software that helps with it? You just always want to buy more stuff from this person. That is because you consumed their product.

If you hadn't read their ebook, watched their video or used their software, then you really wouldn't have a great desire to go out and purchase more from them. You just won't see any value in it. That is why you need to help people to consume. It increases their value and lowers your refund rate.

Remember, it isn't just about the refund rates. It is also about increasing their value. That is why I put those two points together.

If you're wondering what refund rate you can expect with the \$7 product, you can expect a 5% to 10% refund rate. That is rather high. You can lower it by helping them to consume the product.

Make some sort of bonus at the end saying, "Once you have finished this, at the end there is a really important part. Email me and I'll give you _____," some sort of bonus. You can do anything you want to get them to finish reading or listening.

You also want to sell affiliate products on the autoresponder, just like you promised that you would do. You're going to do this in a couple of places. Remember, whatever affiliate product you promoted in the teleseminar, you also want to focus on the autoresponder.

The first place you want to do this is in the welcome email. That is the best place to start. The welcome email should say, "Thank you very much for purchasing this product. To get your recording, here is the download link. Thank you. I hope you enjoy it, Matthew Glanfield."

"P.S. Make sure to check out So-and-So's training course. They'll give you all the detail you need to really ramp up your business. Here is the link." That's your affiliate link. Of course, it's the cloaked domain name that you had for your teleseminar.

What about those who didn't purchase your product, who just opted into your newsletter? It is the same thing. In the welcome email, you can say, "Thank you very much for signing up. Please go here to purchase the product." You'll want to ask them for the sale of the teleseminar product. "I know this is really going to help you. Sign up for the teleseminar now. It is only \$7."

You're promoting the \$7 product before you're promoting the affiliate product. You want them to buy yours, then buy the affiliate product afterward.

A few days into that newsletter sequence, you also want to promote the affiliate product. You can say, "By the way, the person I interviewed on this call was brilliant! He talked about how to do Google AdWords really well. Go check out his training at _____," whatever your cloaked affiliate website is so that you can try to make the sale there.

You're following up with your purchasers and prospects and trying to sell them your affiliate product as well. You're also trying to get the people who sign up on the opt-in list to purchase your teleseminar first.

Think about it this way. You have an autoresponder sequence for each of these three lists. For the prospect list, you should send out five to 10 emails in the autoresponder sequence, one every single day, that try to get them to buy the teleseminar.

Each of those emails should talk about different benefits or different things that you covered. "At the five-minute mark, we started talking about this. This is what I learned from that." You can even share some of the things that you learned to give them a preview of why they want to listen to that teleseminar.

You should have five to 10 emails in your prospect autoresponder to try to get them to sign up for the \$7 teleseminar.

In the \$7 teleseminar list, you should have two or three emails to try to get them to buy the upsell, the second teleseminar. You could have more than two or three, but I find it is better to leave it at that and encourage consumption.

You want to have at least a few messages in the upsell autoresponder to promote the affiliate product, and also to encourage them to consume the upsell, the second teleseminar they purchased.

The basic idea behind this is constant communication with everyone on your list.

You need to constantly communicate with them to build up that relationship, try to sell them more products and also to give them good content.

That is the next point. You want to send out useful content through your newsletter. Start sending them useful free content at least weekly, just good content on the subject you are speaking about. That will help to rebuild the relationship. You don't want to just promote product. You want to send out good content as well.

Lastly, you want to start promoting other products. This turns into your business. You want to start sending out good content and promotions for other products and building your business.

Later on, you're going to build more products and sell those to the same lists. Eventually, you get to the point where you'll be able to do very good sales just with your own list. You'll still always want to use JV partners and always want to be on the lookout for ways build your business and make more money.

You'll get to the point where you can release a product just to your list and make a few thousand dollars from one email. That's a really nice point to get to. It allows you to have a lot more control over your business. It also allows you to test out a product before you get JV partners to put their efforts into promoting it.

The best way to keep a JV partner is to have a promotion go well because they'll want to promote for you again. The best way to lose a JV partner is to have a promotion not make any sales, which happens. It doesn't mean that you've lost them. It just means you'll have to work a little harder to get them to promote again, or you need to find out why it didn't make any sales and fix that for them.

Let's go on to that subject on Page 10, "Getting JV Partners." This is more specific to the BBO Teleseminar Formula classroom. Most of these things will apply to anybody selling any type of product, but I want to talk more about you, what you're doing here and how we'll promote your product.

I want to talk about five different ways that we'll powerfully promote your product. All five ways will be extremely effective in both the short term and the long term. What we'll do is really exciting.

On Page 10, we'll talk about how you will get JV partners. I want you to complete all five of these methods. If you complete all five, you can't help but have success both in the short term and the long term with your product.

1: Contact Matthew to schedule the promotion of your product.

I will promote your product. Once we get started, I'll schedule specific times of the week where I will be promoting products. I will promote up to two products per week. That's my limit. If everybody gets done at exactly the same time, we have 10 weeks' worth of promotions to do.

I could cram five into a week and make it only four weeks so certain people don't have to wait as long, but that will make all the promotions that much less effective and all of you will make less money. This is why it is really important for you to get done as soon as possible.

Theoretically, if everybody gets done soon, somebody will have to wait five to 10 weeks before they get a promotion from me. It doesn't mean they won't get promotions because there are other JV partners they'll work with, but they'll have to at least wait that long before I promote it.

You want to get this done as soon as possible. I have a time limit. This time limit is huge. You have to get it done before the end of the year. If I get an email from anyone after the end of December saying, "Okay, my product is done. I want you to promote it," that's too late. At that point, the offer for promotion is over.

I only want to work with people who are serious about getting this done. The end of the year is pretty generous considering that's another five months away. You should definitely be done before that point.

Some of you hopefully will be done within a week. Some people are just putting the final touches on their websites right now and have already done their teleseminars. That's great. As soon as you're done, send me an email. If it's after August 31, that email address will no longer be working, so send an email to the help desk to schedule your promotion.

If you're the only person promoting that week, which will only happen if you're one of the first people, I will send out two emails. I will send out two emails for most of you if the first email doesn't pull in as many sales as we want it to or pulls extremely well.

You'll contact me and pre-make a couple emails for me. I'll probably modify them to my style, but I still want you to put those emails together, send them to me and say, "I'm ready. When is your next promotional slot available?" Then we'll schedule it.

Of course, you won't wait for me before you start contacting other people. It doesn't matter who goes first. You just want to start getting people to promote it. You don't want to wait however many weeks it will be before I can promote.

I'll broadcast out to my list. We have about 20,000 people, and that number is growing daily. One advantage of waiting 10 weeks before I promote is that the list will be bigger. The disadvantage, of course, is that there will be 10 weeks where you don't have those people on your list so you won't make sales.

The sooner you can get ready, the better. I'll push it. My goal is to make sure that I'm one of your best affiliates. Of course, if somebody else can beat me, that's great because that means you get a lot of sales.

2: Use Google to contact at least 10 potential partners.

While you're waiting for me to promote or after I promote it, you need to also contact your own potential JV partners. You'll use Google just like you did for contacting your potential interviewees. Contact at least 10 potential partners.

This is more of an exercise than something that's extremely effective. The best way to contact partners is to be introduced by somebody else. That's not one of the things on this list because it's something I have to do for you.

I'll try to set you up for one, two or maybe even more JV partners that I have used who would be willing to promote your \$7 products. In fact, I have a couple who will probably promote most of your products. They really like promoting \$7 products because they convert really well with their lists.

Most likely, I'll introduce you to one to three JV partners. You'll have to work out the schedule for your promotions with them. I still want you to contact at least 10 potential partners through Google. If you just get one or two to agree, you'll make a huge difference for your business.

You'll do this the same way as for the interviewees. You'll go on Google, type in your keywords, do searches, look for people who have products and contact them.

You can do whatever deal you want. In fact, you should get really creative with your deals. You might even offer to give away the \$7 product to their members. Say, "I have this \$7 teleseminar product that I normally give 100% affiliate commissions on. But if you would like, we can give it away as a bonus to your readers."

You'll make a special squeeze page for them to register that puts them directly on the customer list. It gives them the download page, and it also gives them the upsell. You'll offer to give 50% commission, or whatever you're willing to give to that JV partner. Make it as high as you're willing to go so it will benefit them the most. It's a creative way of looking at it.

There are so many creative ways to approach JV partnerships. Just like we talked about on the BBO Traffic Formula, you can say, "I want to promote your product if you'll promote mine. We'll do an autoresponder swap so we can promote each other forever," or "I'll put yours in my autoresponder. All I ask is that you send out one broadcast email." You know that will be very powerful for you.

Do whatever deals you can come up with. They need to be well thought out. Look at each partner uniquely and see what they're willing to do with you so you can get the most out of them.

There's a lot of potential if you go out on a limb. If you become a little uncomfortable with what you're doing, that's a good thing. It tells you that you're pushing yourself to the limit to allow you to grow your business better.

A little secret of life is that if you're never uncomfortable, you won't progress very fast. That goes for business, your personal life and everywhere.

You need to get uncomfortable sometimes. That means you're in a different situation than you're used to. If you're in a different situation than you're used to, then things will change.

Just think about whether you want things to change or not. If you always do what you've always done, you'll always get what you've always got. If you continue to stay within your shell or stay within your worries about contacting people, you'll always get the same results. Think about what those results are.

3: Use the BBO Teleseminar Formula forum to get others to promote your product.

On the BBO Teleseminar Formula Forum, there is a section for JV partner requests. This is not for me. I state that very clearly. It is for requests for other members.

One of the forum categories says, "Member JV Requests. Want to JV with another member? Post your request here. This is not for JV requests for Matthew or any of his partners." You'll email me directly when you want to do that. This is for JV requests among each of you. You are all in the internet marketing niche. Potentially you could all be partners for each other.

You might be thinking, "People in this program won't be powerful partners because they're just starting out. They might only have a

list of a few hundred people.” That doesn’t matter. That’s what you have as well.

These people are perfect to start with because not only will it help you to get a little boost in sales and build your list, it will also help you build a relationship that can be sustained for the next couple of years. As they grow their business, they can continue to help you grow your business.

That’s how I’ve built some of my most powerful partners, by starting out small together. We both had a list of 1,000 people and now we both have a list of 20,000 people. Think about what that does for me, having another partner who has a list 20,000 people.

If you can develop a few of those relationships and form JV groups where you help each other launch your products, then by all means that will be a very powerful way for you to help each other.

When you have your product ready and it can be promoted, I want you to post. The subject of the post should be the type of product. You can put, “JV Request for Teleseminar,” “JV Request for AdWords Teleseminar,” “JV Request for JV Partners Teleseminar,” “JV Request for Member Site Teleseminar,” or whatever you happen to be doing.

You want the subject to be clear so when people look at it, they know what it will be about. Everybody here should be able to promote for everybody else once they have a list. Some of you who aren’t done yet obviously won’t be able to promote for those who are finished because you don’t have a list yet, so just hold off your promotions until later.

This is something you can have ongoing for the next few months, working back and forth with each other.

That’s how I found my best partners, through joining a program like this. They had a forum where everybody could interact. They had a JV request area where you could make partnerships with the other members, not with the owners of the product or the big-name

gurus. Now those people form the foundation for some of my strongest partnerships. I want it to be the same for you.

Later on when we open up the BBO Teleseminar Formula to more members, you'll be able to leverage even more. As more people come in, you can start to partner with them. It won't just be internet marketing when we reopen it again. That's not where you'll stop.

4: Find at least five other BBO Teleseminar Formula members and do an autoresponder swap with them.

If you could do an autoresponder swap with everybody, that would be great, but I recommend only one swap per week in your newsletter. You don't want to bombard your people with so many promotions. If you did it with all 20, somebody will be at Week 20. That's five months out. That won't be extremely beneficial right now, but it will be later on. It's a good long-term project.

You need to find five people who will do an autoresponder swap with you. That way, everybody can get to the beginning of somebody's autoresponder. Eventually you can have six, 10 or up to 20.

Everybody in this group should eventually do an autoresponder swap with everybody else. You can do that before your list is built.

Suppose there is Partner A and Partner B. Partner A has already built up a list of 500 because he finished his product first. Partner B is just starting. They have their product ready to go, but don't have a list. They can say to Partner A, "Let's do an autoresponder swap. Sure, you won't benefit right away. I don't have anybody on my list, but as I partner with other people, it will filter over to you to build your list as well."

It becomes a long-term benefit for Partner A and both a short-term and long-term benefit for Partner B. It doesn't matter what stage you're at. You should do that with everybody.

You will not believe the synergy you will have when you work together, even with just five other members. If just five of you got

together to do this, then another group of five and another group of five, you could see a huge increase in your business.

You'll all have different strengths you're pulling. Some people have managed to get really strong JV partners. Some may have really powerful interviewees who would be willing to promote other people's products, who will be willing to promote their product. That will filter over to everybody else.

By doing autoresponder swaps with each other, you'll find that it will be a huge benefit to everything you do.

Let's go over what we've talked about so far. You'll contact me to schedule your promotion. You'll find at least 10 potential partners on Google and contact them. If you get zero results, that's okay.

You'll use the forum to post that you want JV requests. You'll give all the information about where to find sign up for your affiliate program, what it is about and what it pays so everybody in this group can become an affiliate for you. Then you'll find at least five other BBO Teleseminar Formula members to do an autoresponder swap with.

There is something special you'll do with one BBO Teleseminar Formula member. Preferably it will be the same topic, which is why I say only one, but it's not necessary.

4. Host a teleseminar with another BBO Teleseminar Formula member, just the two of you, to discuss and report on what you've learned by interviewing the people you interviewed.

Let's say two people have done their teleseminars on AdWords. One interviewed somebody and on the other interviewed somebody else, or they interviewed the same person and hopefully the material was a little different. You can host a teleseminar together to discuss what you learned.

Do a 30 to 60-minute teleseminar just talking about what you learned. People find a lot of value from hearing other people talk about what they've learned from somebody else. You're reporting.

Remember, there's more than one way to teach. First is being the expert. Or you can interview the expert and have them teach. Or you can report on what you've learned from an expert.

People are interested in all three methods. When somebody comes back from a conference and says, "Hey, this guy spoke," they'll ask, "What did you learn?" They want to know because they can trust that information. It's somebody that they trust talking about an expert they can also trust.

I want you to find one other BBO Teleseminar Formula member. It doesn't mean you have to pair off. You can do this more than one time. You might actually do it with two or three people.

Once you finish this teleseminar, you have a couple options. You could sell it for \$7, but I want you to add this new teleseminar product as a bonus to both your products.

At the very beginning you can to introduce yourselves, "Hi, this is Matthew from www.BBOAdWords.com and John from www.AdWordsTeleseminar.com. We'll talk today about what we learned from these two experts. We want to give you our viewpoints."

You can each use it as a bonus for your own product. That adds value to your products, so you'll make more sales. Secondly, you becomes a lead source for each other. As people listen to the teleseminars, they'll hear that domain name.

You should even split the cost to get it transcribed. If you really want to go all out, turn it into an ebook. That transcript will have the links to your websites. In the call, you'll say the links. That will be another traffic source for you. It adds value to your product and drives more traffic to each of your web pages.

I hope that I'm being clear on how you're integrating with each other to use synergy to build your business.

I hope everybody listening to this is excited about what we're talking about and the huge potential you have as members of BBO Teleseminar Formula because of the access you're getting to the partners you need, not just through me but also through each other. All of you have the potential to build six-figure businesses over the next year.

Would you love to have somebody else who has built a six-figure business as a partner? Of course you would. That means they're doing very well and have a good-sized list. That will be you and everybody else in this course if you really follow through with everything I teach.

5: Contact Matthew to do an autoresponder swap with www.BBOAdWords.com.

Once you have at least five autoresponder swap partners, have posted on the forum, have used Google to contact at least 10 partners and have scheduled a promotion with me, the last thing we want to do is an autoresponder with www.BBOAdWords.com.

This will help to sell BBO AdWords, which is just a \$7 product. You get 75% of that on both the front and back end. I'll try to get all 20 of you, or as many of you as I can, to do an autoresponder swap with that. It boosts my sales and builds my list.

All 20 of you will tunnel into that and benefit from each other as well. You'll also benefit from the list I have already grown there and all the partners I have already done autoresponder swaps with in the BBO AdWords autoresponder. You'll be able to benefit from all of that traffic as well.

Once you're ready to call me to schedule your promotion, you can at the same time say, "By the way, I want to do an autoresponder swap with www.BBOAdWords.com."

Even if you have to wait five weeks before I do a promotion for you, I'll still be able to set up your autoresponder swap. You might even get an early promotion from me, just not my full list. It will just be the BBO AdWords sublist, which is not 20,000 but is growing quite

rapidly. We're adding 10 to 20 people to that list every single day, if not more.

If you do all six of these, I hope you can see the immensity of the traffic you will get. None of it will cost you any money.

If you want to go ahead and do Google AdWords, eBay or other things, by all means. You'll want to do as many traffic sources as you can as long as there is money to be made there. Use all the methods you want, but just using these methods will grow your business. It will put it on autopilot as well.

So many of these things involve autoresponder swaps. As everybody you've done a swap with grows their businesses, it will automatically filter into growing your business further. This teleseminar will start to sell on its own. You won't even have to continue maintaining it. You can go on to make other high-end products and make even more money with it.

Sue just made the comment, "This is very excited and has tremendous potential. Wow!" I'm glad you can see that. Hopefully everyone is excited as well. I'm excited to see your success. That's why I've put all these things together.

I brainstormed a lot and thought, "How can we maximize this success?" If all I did was promote everybody, that would get you some success. But I'll tell you a little secret: One JV partner will not make your business the ultimate success.

I had one JV partner send out an email and we made \$20,000 in sales. That was phenomenal. However, if that was all I had done the entire year, that's not enough to keep me in business. You need to leverage it and do other things.

That's why I sat down and brainstormed, "What can they do? They can use each other. They can use Google to contact other people." I thought using each other was the biggest one. We can do the autoresponder swap, which will leverage partners I use for BBO AdWords.

The stuff we're covering here is pretty simple. I'm not going into anything that's really complicated. The real value in this course is not just what we're doing. It will eventually be the promotion and JV status you'll get by doing this. Hopefully you've already seen that value by me helping to set up your interviewees and partners.

The training is very important and worth every penny, but really the value is that it's a fast track to success and help with all these JV partnerships.

Your action steps for this next week:

First, get your product ready to launch, whatever that means. If you're not done with the teleseminars yet, get them done. If you're not done with the websites yet, get them done. Whether you hire somebody, do it yourself or use templates, it doesn't matter. Just get it done as soon as possible.

Don't worry too much if you get delayed. My offer stands if you do it before the end of the year. I know there is one person who had a medical emergency so they had to hold off their teleseminar for a week or two. That's fine.

We're not in a huge rush here, but I'm excited to get you going as soon as possible so I can start to see you succeed. That's why I love doing this.

Get your product ready to launch. Afterward, you need to contact the 10 potential JV partners to promote. Finally, send me an email when you're ready. I will schedule promotion of your new product, start working on getting you JV partners and we'll talk about the autoresponder swap.

Once you're done, the last action step is going on the forum and posting there, finding five other partners and working on doing autoresponder swaps with them.

Keep me and everybody else posted on the forum so you can encourage each other and see each other's success and we can really push all of your businesses forward.

Hopefully everyone has really enjoyed this. This is technically our last training call. We'll still do Q&A calls. You'll still have contact with me. You have my email address until the end of August if you have any questions specific for me. After that, you can use our support system to get whatever you need done so we can help to make sure you succeed.

Thank you very much, everyone. Get to work on finishing your teleseminar and launching your product. I look forward to your success. Have a great weekend!