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Membership Website Millionaires

How To Create A Million Dollar Membership Website



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Terry:

My name is Terry Telford. We got two of the Internet's premier entrepreneurs with us tonight. We have Jeremy Gislason and Simon Hodgkinson with us, and were going to try and get as much information out of these guys in about the next 60 to 90 minutes as we can about setting up million dollar membership websites. Now, these two guys just keep pumping them out; they turn out membership websites together, have a list of products on their own and projects that they work on basically on their own as well.

I think it was back in June 2007 where one of their membership websites generated 1.7 million U.S. dollars in 10 days. That's absolutely phenomenal. So, a lot of people are probably wondering how in the world you pulled that off. What we're going to do is really go in depth about that website, which was the MarketingMainEvent3.com project. What we want to do is look at everything from the brainstorming and the pre-launch right through the launch and post-launch.

Then, they wanted to move into having the new software, that's where MembersSpeed came from, which is software that's available for us today. We also have a very, very special guest for everybody on the call but were going to get into that in just a few minutes. First of all I'd like to thank you guys both for being here today and taking the time to really explain in depth what you guys did to generate 1.7 million dollars in 10 days. So, thanks very much for being here on the call today, guys.

Simon:

Yeah, it's great. I think everybody listening to the call tonight is either one of our MME 3 transaction bonus owners or one of the Members Speed project destiny people. We are just really glad there are so many people on the call tonight because we have a lot of information we want to share with people and we have been looking forward for this for while.

Terry:

Awesome. I'm sure people are completely curious about how you guys were able to establish a massive business success together while basically being virtual business partners. How did you end up coming together?

Simon:

When I tell people offline that my business partner is thousand of miles away and we never met on one occasion, people just look at me with open mouth disbelief. I think it proves more than anything that the Internet, and things like Skype and e-mail are all possible, and with those, you can develop partnership with basically anybody anywhere in the world today. Jeremy and I... London to Tokyo is 6,000 miles and we have an eight or nine-hour time difference but it just didn't matter. I think our relationship works so well because we complement each other's skills.

I'm not going to tell you all the great things about Jeremy on the call here because it will just inflate his ego. I think most importantly, we think alike on a lot of things. We share a lot of views and opinions that make it easy for us to work together. When you have a good-looking relationship, it overcomes time differences and mile differences. Before we met and start working together, we were both pretty successful online. I think that's important for people listening to understand how much more successful we've become by working together and we've been able to accomplish an awful lot more in a much shorter period of time that we could ever done on our own.

For example, going back to MME 1 in June of 2005, we put up that together, from scratch in less than six weeks. We got it done, we got it promoted, we got it finished and we got it sold in seven weeks total. That site made 160,000 dollars. Individually, we could not have done that at the time. It took 12 months to put MME 3 together; I'm not going to kid anybody listening to this that you could build a site like MME 3 in 6 weeks because it would just not be possible to do. But what I would say is that I don't think anybody could create a site like MME 3 on their own. If they could, it would be years of work to put it together.

I think, for the people listening, the big thing they need to know is that making money online is a team sport. You need to find someone or a small group of people that you can partner work with and you have to be comfortable working with them long term. You have to find people that have similar a mind set to yourself. On the alternative, you can hire staff to outsource to. Don't think you can do it on your own; that's a really important thing that I want to get across. If you sat alone in your office or at the kitchen table, that going to slow you down and just restrict you way too much.

Just going back to what you were saying Terry, is... well, Jeremy can

give you a little bit more information on this, but Jeremy was running SureFireWealth and I had the InfoClick Newsletter. At that time, in 2004, I was concentrating on branding me. I had a lot of products in the market place that had resell or master resell rights, basically to get my name out into the marketplace to build my list and things like that... that's a whole different topic of conversation.

But, I was putting a lot of those products in the market place. With Jeremy's SureFireWealth site, what he was doing was putting those types of products together for his members. Lots of those types of products are for his members, so I suppose it was only natural that he started buying some of those things from me because I was putting them market place. I guess he was getting good feedbacks from his members about the products and that's what got us talking more.

Once we started talking, we work on a couple of small joint ventures together and Jeremy promoted some products just sort have obliterated all the JV that I got at the time. So it becomes what we are not to take notice of somebody who just jumps over your affiliate competitions. Knowing what a good site he had, and now we look back to his members, it was pretty obvious by that time and I joined SureFireWealth as well. You could see that he had more products than anybody else and that he has better quality products than anybody else.

You can see somebody running a business and you got a really good idea of who they are and what they do. A lot of sites at that time similar to SureFireWealth may have had a quarter of the content of quality product. It's clear that he wasn't just doing it just to make easy money. That's what got us together on the MME, Marketing Main Event site, because Jeremy suggested that we put a package together for SureFireWealth members and that's what events to turn to MME 1. Jeremy, do you want tell people a working relationship?

Jeremy:

Yeah, sure. Just to keep adding on to that, Simon and I started out on basically a customer relationship where I was buying products from him and he was checking on my site and I was checking on his stuff. We started working more together on affiliate joint venture relationships where I'd promote his stuff and he'd promote my stuff. Eventually, we started working on projects together.

As Simon mentioned, I initially wanted to put something together especially for SureFireWealth, but then it just started rolling and

getting bigger and bigger as we went and got all these partners aboard and new products developed. Simon just cracking out products like everyday and was like, "Hey check this out. I just made this." This rolled really quickly so we decided that this was too big just for one certain small group of people. We knew we had to get it out there make it available to everybody, so that's what we did. We opened up the JV affiliate network with it and started out partners. Basically, like Simon said, we compliment each other. Simon's very creative, he's good making products, and he's a great copyright writer. I kind of help develop the sites and on the planning and long-term strategies. We just put them together and we work really well.

Back to the original question about not actually being together in the same office and being so far apart... I think it actually has a lot of benefits because you're both held accountable for your results. You're not sitting in there wasting time, or going out for drink after work together and not the only get up the next day or something. It's probably good that we don't live next to each other; we'd never get anything done.

Simon:

Which is true because every time we have met that's all basically we do.

Jeremy:

It probably good for 6000 miles apart because we'd never getting work done. But seriously by having virtual staff, virtual employees, and virtual partners, I think it's a real benefit because all you see is the result. You don't see what their doing and it doesn't matter because as long as they produce results, it works. If you're not producing results then it's not going to work out. When you get an e-mail that says, "Hey, check this out," or, "Hey, this is done," or, "Hey, look what I did," those are results.

I think having a virtual team can really be a benefit. Especially for a staff... a lot of people like to look busy in the office because their boss is watching them, but they are actually not. But if you're virtual, there's nobody watching you so it's up to get you stuff done. So I think it can be a real benefit especially with an online business. Anybody can do this if you find another business or person or marketer or a designer, a programmer, copywriter whatever: somebody who can compliment you to your business.

What you really don't want to find is somebody who's just like you. If

you're a copywriter, then you don't want to have a partner who's also a copywriter. If you're a developer, you probably don't want a partner who's also a developer because there maybe some clashes once for a while or disagreements or maybe one person has one way of doing something; maybe it's not going to work out. But, also, you're not going to grow quickly because you're going to have to hire other people to do other things.

So, if you have a partner who's good at a lot of things that you're not and vice versa, together you now are much stronger. It can work with two people, three people, four people; you can have bigger groups working together on projects. You can have a dozen people if you wanted, if everybody knows what they are doing. So, I think it's a really big benefit of having an online business to be able to do this. That's just my opinion on having virtual stuff or partners just like that. It works very well for us and I know works for other people.

Terry:

I think that's super. I think the big thing that everybody should be taking away from what you guys have just said is with the joint venture partnership, you really want to find somebody who compliments each other's skills. Like you said Jeremy, if you have two people together that are copywriters, what's the point? You're doing the same thing. If you have a copywriter and a marketer together, that's makes more sense because you got complimentary skills. Another thing is the time you're saving because you are accountable for your work. You're not just sitting there for your normal eight-hour workday and looking busy; you have to actually sit there and do something.

So, you have the productivity happening as well. And then putting together a team on a virtual basis so that you don't physically have to be sitting in the same workspace... all you have to be really be doing is making sure that your producing for your partner. I think one of the big things with joint venture partnerships, especially with the partnership that you guys have, is whenever you have the partnership where you're both responsible I think you probably feel, as I do with my partners, that you are accountable to that other person. So it's not just you sitting there and you get the thing done today, fine, if it has to wait until tomorrow no big deal. You're accountable to at least one other person and if you've developed a team like you guys have, your accountable to several people.

It's kind of that little extra fire under your bum to keep yourself going

and make sure that, "Yea. Today I've got to accomplish this so that I can send an e-mail to Jeremy or send an e-mail to Simon and say, 'Hey look at this,'" as opposed to an e-mail that says, "Oh, well you know I didn't get it done it today I have to do it tomorrow." So, I think that's some of the big key points that people should really take away from what you guys just mentioned.

Now, before we go any further, I wanted to do a little bit of something very, very special. Normally on a teleconference call, people will wait until the end to give you a special bonus or something special about the call. We're going to do it right now so that anybody can go and get this right now. This is really, really exciting because it's one of Simon and Jeremy's brand new membership websites. Before I tell you what it is, I just printed off a short list of the benefits that you're going to get from this website, then I'm going to tell you what the cost is. This website gives you... and I'm going to read this benefits just boom, boom, boom, boom; these are the bullet points right off of the websites.

You're going to learn how to design a membership website for maximum impact. You're going to learn how to watch your membership website like the pros. How to easily take advantage of expert knowledge. How to keep members coming back again and again. How to market your website for rapid growth. How to sell your memberships for huge profits. You're also going to learn the exact steps that you need to take to start your membership website. You're going to learn how much it really costs to build a million dollar site. You're going to find out where to find the tools that you need to get started. You're going to find out how to involve other members and build communities very, very fast. You're going to find out how to harness word of mouth advertising and marketing for massive success. And you're going to get the subscription models that are going to profit you the most.

Now that's a really short, little summary of what's in the website. I'm going to probably blow you away when I tell you that these guys are giving all this information away for free. The membership website that this guys set up is absolutely free. I'm going to give you a website address URL in just a minute where you can go in and actually get yourself this free membership... you're going to get all this stuff that I just mentioned plus a whole bunch of more stuff in there as well. So, you'll sign up for free and then you're going to get an e-mail that basically gives you a conformation link and you click on that link. The next page you're going to see is an amazing, basically upgrade to the

next level up and I think it costs \$50 or something right guys?

Jeremy:

Yup, \$47.

Terry:

Don't even bother reading the sales copy, just go and order it. It is absolutely phenomenal; it's going to make your website rock. So, what you want to do is you want to go to the website and the address is millionairemembership.com. You're going to get all that plus more. I'm not even going all the details about it, but it is an absolutely amazing package. I've been a member in there for about four or five days; you guys just released it and let me in there. It's absolutely phenomenal. I can say this is a website that blows me away. The free membership blows away some of the paid membership websites. Don't even sit there wondering whether you should do it; you definitely should just go there and do it. Upgrade to the next level for \$47 and you're going to love it.

It's absolutely guaranteed: Jeremy guaranteed it, Simon guaranteed it and I guaranteed it. So you have three personal guarantees that you're absolutely going to love this. But let's get back to you guys. You really put together a phenomenal partnership but how did you actually get online before you actually ended up getting on and doing the Internet thing? Where did you guys come from?

Simon:

My background has been sales. I've always worked in sales and marketing but it's been industrial and engineering sales and marketing. When I first got started, I was curious if the sales environment really totally different from the online marketing environment if you will. And I guess getting online, which probably back in the late 1990's, I saw the growth in the Internet marketing and the Internet as a whole. I have friends that probably came out of college and they are working in IT Companies. As a sales man I was earning pretty good income; I did so well as a salesman that I became a sales manager a national sales manager. Some of those guys... the salary that they were earning was actually towering over mine. Some of those guys were earning hundred of thousand of pounds per year. And I've known them since they were four or five years old and realize they are no smarter than me.

So, what was the Internet? I needed to know about it and what I could do with it. And basically I started reading about web design and

search engine optimization. This was five or six years ago and that doesn't seem like a long time, but it's amazing the change that happens over that short period of time. I actually got hooked in affiliate marketing and I started building my own site. This was when I was still working my nine to five job. I started moonlighting; I was creating websites for some of my day job clients. They didn't have websites and didn't have a clue what the Internet was, but just knew that they had to have websites because that was the big thing back there. I was in pretty good relationships with my customers and clients and I knew the market place because that would be the area that I worked. I build sites for them that worked, before the days of flash; it's very basic things.

But I got started together with the referrals. So I was getting an awful lot of people asking me to do their website, and of course this was a side job; it was a weekend thing for me. And a lot of these companies didn't have a website, right to the sales, brochures, or any basic things like that, so I started to do that as well. After a year or so, that basically spiraled and I just got people saying, "Can you do the site for me?" or, "Can you do the sales brochure for me?" and I just got work coming up to the ears. I had a full time job and a full time job again. But, I got to the point where I was actually making as much money doing that as I was working nine to five hours; that hours were a lot different from that. And I was doing a lot of traveling and all those sort of things and I'm just thinking, "Well you know... here I am I'm working like a demon. I can half it and make more money."

So, I decided to quit the nine to five to set my own company as a web designing marketing company. I still had a lot to learn but I knew a lot more than the client thing, but in the land of the blind the one-eyed man is king as they say. But, the problem was the salesman in me; I was constantly on the lookout for more clients. I got more clients than I could actually keep doing the work for. I outsourced some of the site design and the layout and things like that. But, at that time not knowing how to write source properly and not knowing similar things that I needed to know, it was pretty chaotic. I was working seven days a week, 14 hours a day. I did that for about six months straight and I was making a lot of money. But I was just literally burned inside; I was frazzled. I guess I've started a second sideline with the Internet marketing. I created a few products of my own and I was doing a little bit affiliate marketing.

One of the first products that I had that was a big success in Internet marketing was Magic Button. That was literally something that I had

done for a web design customer. It was a floating DHTML player. I'm not going to bore people; I'll leave all the technical details of it. People see pop up boxes on websites and un-blockable pop ups on websites... I actually did that in January or February of 2004 when I actually put that out in the Internet marketing arena. So, it's been on there for about four years. That was an incredible success; I think it just hit at the right time. People were getting java scripts and pop ups being blocked. This was something different and that software was very simple to work it and to build it. It sold a few thousand copies for me.

So, when that started to happen, I was matching the income that I was doing working myself to death building all this websites and sales letters and brochures. So, I quit again, but this time I actually quit my only job, my own business, and became a full time Internet marketer. Really, I've been very lucky. One of the things that I tend to do is spend a lot of time looking where there is a demand for products. One of the things I spotted is that there are a lot of re-sell and master re-sell rights and products that people could take and sell for optimization for traffic generation for list building, and all those things all sorts of products. The market is more and more saturated.

I could see that there would be a demand for niche products. I think, at the time, there was really only the site Nicheology that was available for people that offered resell-able contents in niche markets. And I've been very successful in some of those markets; I created collections of recipes, gardening related things, and things like that and it worked very well for me. I had low priced, big quantity products. So, I thought that I could give people that same option, to jump out of the Internet marketing area and get into the niches where there was really no competition.

So, that started Niche Power Pack, and I think that was one of the first niche packs that I did. That was probably very early in 2005. I think it had about 20 products in it. The next one had 50 in it and the next one like a 150 in it. I think it was during Power Pack Three, which was probably in April or May of 2005, that Jeremy and I have already started talking and we done a couple of small things together. I think Jeremy became the number one affiliate in Power Pack Three. And so really that's my history of I've been doing online.

Terry:

Excellent. What's your background and history, Jeremy?

Jeremy:

I will be brief here but basically my father has his own a business. I kind of grew up in an entrepreneur family. I just knew from a young age that I didn't want to work from somebody else; I just knew that somehow. And when I got of school and stuff I did some traveling and I ended up working for a couple of years for a company and I just decided it wasn't for me because I just thought I can run a company better than the owner. So I left and started my own company over here in Japan back in 1997. So, I haven't worked for anybody since then and I don't plan on doing that again.

Basically, when you start your own business, you have to do everything and it's hard. Business success is a lot of determination and drive but there's also little luck involved sometimes and timing and things like that and it all ties together. And the business did take off and we ran it for ten successful years and we finally decided to close it down this year. This is because it is too much to run that along with the online business, which has been growing phenomenally over the last couple of years and that's our main focus for now 100%. So while we have the offline business going, I would try to learn everything I could. I just read a lot of stuff by Napoleon Hill or Robert Kiyosaki or things by Bill Gates or Donald Trump and books by whoever was already successful or maybe have written something very good from a long time ago.

I like to read some of the older stuff because a lot of stuff is more legit than some of the stuff nowadays. What you'll find is, if you ever read The Sixteen Laws of Success by Napoleon Hill. Everybody recommends Think and Grow Rich but I would much rather recommend The Sixteen Laws of Success – read every single volume. It's quite deep and quite long; it might take you a while to get through them all, but it's much better. If you look at any self-help book out there nowadays, it's basically the same kind of philosophy or content that Napoleon Hill wrote almost a 100 years ago because he was surrounded by great minded individuals such as Henry Ford, Andrew Carnegie and all these people he had the chance to interact and be with. That's another thing: if you ever have the chance read the autobiographies by successful people from a long time ago. They're very interesting. Not only can you pick up a lot of history, but you can pick up a lot of the mindset in the business.

That's probably the most important thing when your in a business is the mindset because if you have the wrong mindset you'll probably have a hard time or your business might fail. So, you have to have

the right mindset. You really have to switch off from being an employee and think like an entrepreneur. A lot of it is thinking. So, I read a lot, I watched a lot of training things, DVDs, listen to a lot audio's, and read tons of books over the last fifteen years. I also study those who are more successful than I am right now.

So, if I was making \$100 a month I always studied somebody who is making a thousand dollars a month. If I was making a thousand a month I will always studied somebody who is making ten and so on. If you're doing a million dollars a day, study somebody who's doing a billion dollars a year. You want to study people who are bigger than you and you want to strive to improve yourself. That's just kind of what I do on a daily basis and I just never stopped learning or trying new things. If I find an interview or something that looks really good, I'll take some time and listen to it. I'll find a couple of books every month that I read and I am just constantly trying to absorb new material and just try to improve the business.

That's kind a how my philosophy of entrepreneurship is. I think, for anybody listening, the mindset is really important. It's not just work hard and blood, sweat, and tears. That's also involved, but you have to have the right mindset. The online dabbling started back in 1998 or 1999 we got our first computer and finally figured out what e-mail was and that stuff, but it's just kind of progressed. I have tried things such as network marketing and those kinds of things back in the 90's over here and in the states. While they didn't work out, I did learn a lot about people skills, how marketing works, how downlines and recurring income and all that kind of stuff kind of ties in. I didn't really like some of the philosophies and a lot of the people on top seemed pushy and I just didn't like that so I got out of that.

But back in 2001, 2002 and that time frame, the Internet was still growing very big and online business was all on the rage. There's a lot of out there technology. I'm very fascinated by technology. If I found some kind of new technology I would just study it. I'd sign up for an account, become a member, buy the software, and just figure out how the heck it worked. I found it very interesting. I spent a lot of money the first couple of years online. There were a couple opportunities or so-called programs, which of course didn't work out so I lost some money. There was money well spent as well such as joining membership sites, buying software, and studying how things work just for research purposes just to learn my way around. A lot of money was spent just learning.

So, even if I lost money, I looked on it as a learning experience and that's fine; I learned something from it. And eventually I started working as a register back in 2003. I started out as a customer actually, then I made a lot of suggestions to the owner improved to his business and he brought me on as a partner and I worked with him for couple of years. And I really got learn a lot more in depth about how the inside and the behind the scenes things work with online business, especially membership sites.

It was really good because we built membership sites from scratch. We just took an idea and then putt that idea on paper; we wrote it down, gave it out, and told our programmers what we wanted to do and they make it come to life and tested it and launched it and sold the product or service. It was very interesting and it's very good to learn that process because once you know that process you can just keep launching site after site after site and keep better at it each time; get better and faster. So, it was a good experience for me. I basically started my own company in 2005, SureFireWealth Incorporated and SureFireWealth.com. Things just progressed from there as Simon said we hooked up and the rest is history.

Terry:

That's very, very cool. I think one of the really key aspects that you just touched on, Jeremy, is the learning and the mindset. You really have to keep learning as much as you can: read books, listen to interviews, listen to audios, watch DVD trainings, listen to CDs whatever it is keep, going keep learning every single day. Keep learning and learning and learning and set your mindset appropriately so you're thinking like a entrepreneur and you're thinking like a businessperson as opposed to thinking like an employee where you really looked at a linear earning potential and think, "Well, if I'm working for an hour that's going to make me \$50 or a \$100," or whatever you get past that point into the entrepreneur mindset.

And I think it really puts you in the right mindset to be able to go to the next stage where you guys got. In a three year period together you guys put together multimillion dollar partnership and you've got products on your own but I think the biggest one very, very exciting was 1.7 million dollars in ten days, which was like we said was MME 3 or Marketing Main Event 3. And just evaluating and watching you guys and seeing things rolled out, there are basically four steps that you've gone through: a brainstorming and planning process, then, the pre-launch system, then you launch the product or the site and then you going to a post-launch.

So, what I'd like to do is really kind of cover each of those areas and see what happens behind the scenes. I want to peel back the layers of the onion and see what happens in every single process as you guys go through it. So, if we started off with the brainstorming and planning... how did things start there? How did you start brainstorming and planning for MME 3? That's probably an easy one because MME 1 would be the main starting point. But, how do you start brainstorming for something like this?

Simon:

Just to correct you there, Terry, it was 1.7 in seven days.

Terry:

Seven days.

Simon:

One of the things that we have with our site is good knowledge of the marketplace that we're in: that's critical. Jeremy and I spoke to people that have lost hundreds of thousands of dollars marketing and promoting into marketing that they weren't familiar with. People who are incredibly successful in their own business and their own markets have gone somewhere that they don't know the market, they hired knowledge, and it just didn't work. I think that's one thing that's been on our side is that we have good knowledge of the market place. In reality, we are our own customers. If you are your own customer, I think that it gets you fifty percent of the way to where you need to brainstorm because you know intrinsically the market wants.

I sell products online and Jeremy sells products online. We know what the problems are. We know what the issues are that affect the people that are in our market place. I know some things working for me or if there's something that I need for my business and isn't out there or there's something out there that isn't good enough, there's a very, very good chance that there's going to be big demand for it. What we do isn't rocket science. What we do is sell information or physical products online, or use the Internet to promote offline products. Basically, that's all there is to it. If something is not working for me I know it's not working for thousands of those people out there. That's a great start: know the market place.

But I think that relying on intuition, while it's valuable, to just rely on that thoroughly is risky. The key thing is to listen to your customers. We ran a big survey I think it was about 3 1/2 thousand people took

part in that survey. All those people were either subscribers or members that were doing the same thing as us; they were selling products online. We asked them to let us know how we could help them. What was that they didn't have in their business? What did they need? What did they want to learn? How much money are they making? How much money they want to make? What causes them the biggest problems? All those sort of questions.

The first part of the survey was sort of a drop down box to ABCD the second part was an open ending question that asked, "Tell us what you want. Whatever you can have... if you can have anything what idea would it be." And literally we sat down for nearly a month and read through all of those and we picked up themes and trends going through all those things. And I don't think anybody at that time had done a survey in our niche of Internet marketing that got such a great response. That's a gold for us the result is MME 2. So, listen to the customers: listen to the market place, go to forums and see what people complaining about, find problems and try to be the person that provides the solutions for that. That's a great way to start the brainstorming off.

Going back to the not working on your own and working with a partner, Jeremy and I got on Skype, and I'll be like, "Jeremy I have a great idea! It would be great if...." And I think it's a great idea, but Jeremy goes, "Simon, that's crap." And I go away, and the day after, I think he's right. But then what Jeremy does is he says, "But if you tweak it so it could do this and this, it would be been better." So we knock ideas between each other back and forwards. Ultimately, it's a great way of brainstorming rather than sitting there with your pencil and a notepad and just of thinking of ideas on your own. I think you have to bounce ideas off of people who know the market place.

Sometimes I say things to my wife... I say, "What do you think of this?" and I just get a blank look. I think you have to talk to people in the marketplace. Talk to your customers and if you have a business partner, speak to those people and bounce ideas around. When it came to MME 3, we decided very early on the best thing we could give to our customers, the people that bought from us previously, and our subscribers was the system that we actually used to run MME 2 and that we were using to power SureFireWealth.com. I mean if you think about it what better thing could we have done? That software alone in six months with the previous MME made us three quarters of a million dollars.

So, it was logical for those. But, what we had to do was give the software that we were using ourselves because it was the best tool that we have. We could go away and we could make AdSense sites, generators, and other things, but it would not been the best thing that we could give. Something I've leaned over the years, and I know a lot of marketers who wouldn't have dreamt of giving away the prize technology or the secret software shall we say, but that was the best thing that we could offer and we did it and that brought in another 1.7 million dollars a year later.

The big pay off was by sharing and giving a great value back. The problem that we had with that software was, custom built for the application that we used it for; it ran Jeremy's business and it ran both sites. But, we realized that not everybody would want to do what we did. People need more flexibility and more control. And unfortunately I bought software and membership style management systems in the past, and they are not flexible enough. So what we had to do was get the software in a much more developed stage so people could use it to different things it have that flexibility built in rather than people having to take it apart and not be able to do things.

While we were doing that it was like two kids opening the front door of the sweet shop because we have a very good program behind us so that's the bonus. What we did was we sat down and we brainstormed how could take what we had and make it fantastic. I mean MemberSpeed is now six months down the line and it's a lot better than it was in June. In six months time again, it will be better still, and six months later it will be better still, and that is because we listen to what people want.

We have a forum on the MemberSpeed site and we've recently been polling members to find out what plug-ins that they want for future releases. We have a suggestion box built right in the software; if you would like to submit an idea, submit an idea and it comes to a control panel on our site and we get to read through all those and see what things people want. Then, Jeremy and I will discuss them and we'll discuss them with the programming team and that's how it works; it's a joined effort. I think that's the big thing. The two big things I would say on that is bounce around ideas with business partners and groups of marketers that you have put together. Also, ask your customers what they want. I think if you ask people what they want, they will tell you willingly and learn from that.

Terry:

Excellent. Now what's your perspective on that, Jeremy, from the brainstorming and planning perspective?

Jeremy:

Only brainstorming right now? Planning?

Terry:

Brainstorming and planning, yup.

Jeremy:

Okay. A lot of what Simon just said... I would agree on that and I have a few other things. The planning of MME 3, as Simon mentioned, was done at least a year advance. To have a big project like that just doesn't happen just overnight. There were a lot of people involve and there was a lot of planning and a lot of changes as we went along. You have to be flexible; I think that's the key when you're in the planning stages and the pre-launch stages. Be very flexible and be prepared for anything that can come up. Maybe a problem happens, maybe something happens but also positive things can happen like you have new idea and you can implement it.

For example, during the building of the development of the software, Simon and I together were talking on different things that we were doing. While we knew we wanted some products that are available for people that downloading and re-sell, we also didn't want to have another MME 2 or MME 1; we wanted it to be different and unique. MME 1 was basically a lot of products and joint venture contributions, which were a lot of other membership site things that we brought together. MME 2, we built on that, and we added things such as the Joint Venture Zone and the Member-to-Member Offer Zone, and a few other things. MME 3 we wanted to be just so mind blowing that it was unbelievable for the price.

While were thinking of different things we could do, we had this idea to interview people and sell the products; a lot of people do that. But, we want to be little different and better. So, we decided to do was the Mastermind Series, which is available for all MME 3 members. And while we were developing the software, we contacted a lot of different people that we wanted to interview or maybe they had something in the industry that we thought other people could learn from. We basically interviewed them on Skype, recorded it, had transcripts made, and had squeeze pages made and sales pages made and everything. And also sample audios. We made an entire product line

out of these interviews. There are ten interviews in total.

Then what we did was we took side-by-side tips by those and used them in the pre-launch because we really wanted to give away as much content we could during the pre-launch. This is very important when you're planning your launch: you need to move the free line over; you need to provide some kind of value or some reason for people to get interested in your product or service during your pre-launch. The whole purpose of the pre-launch is to get attention. A good market to study is the movie industry and the recording industry. If you look at how they launch new CD's or downloadable music and new movies, the pre-launches start several in advance, sometimes even further. They are all over the place: billboards, advertisements, radio plugs, TV commercials and that kind of stuff.

Every time you go to movie what you see? You see previews of upcoming movies. So, when you go to a movie, you already know what you going to see; you already planed what you're going to watch. It's not like you go to movie theater and say, "Hmm. I wonder what I want to watch today." I guess some people do. But usually it's like, "Hey, there's a good movie there and I want to go see it," because they saw the preview and things like that. So, what you want to do is get people ready to not even read your sales page, basically just go on launch date (sorry Simon... I know that might offend you) and just click order button and order.

Simon:

You know that killed me. I spent three weeks writing the sales letter and I actually read it with a timer. It took 35 minutes from top to bottom to read that sales letter and the first order started about 35 seconds after we launched it. While that was nice, it was also bang your head against the brick wall because we just could have put a simple order button on the page.

Jeremy:

People have done that. If you have a really good pre-launch, you can basically just put up an order button and people will buy it. But, you do need good sales copy too. So, during the planning stages, plan how you can somehow provide value to everybody out there in your target market: some kind of value or content to get attention basically. You can give it away free reports, free books, movies, audios, and all kind of stuff. But it has to be good stuff. You can't just give away a free report that's five pages long that's basically a sales page for your product; that's no good. You have to give actual, solid

content. That was one thing we did during the planning... we thought of how we could give away free content. So, we also made a free report that we released, as well as preview movies.

Simon was on Camtasia and we were thinking what else we could give away. So, we said, "What about show people what our software can do?" So, Simon hopped on Camtasia and made some really cool videos about what can it do. I think that was a big factor in a lot of people's decisions because they saw these videos and they're like, "Wow, look. It can do this and this and this. I want to buy it." And the goal of that was to show people what it could do. The goal of the Mastermind Series audios releasing in a little tips was not so much to get them interested in buying the audio series, but more the mindset. We wanted to show people the mindset and some helpful content for people.

We didn't want people who are not entrepreneurs to buy MME 3. We wanted serious people who were going to buy it and use it for their business. So, we wanted to help people with the mindset. All the customers got the entire series, and each audio interview was like anywhere from an hour the two hours long and there are ten of them in there. There's just solid content... there's no selling at all in those audios; it's just solid content for people to listen to. And on top of that we even had videos made to show people step by step how to resell those and everything else. We basically put together different parts of the package because you can get somebody the keys to the Ferrari, but if they don't have their license, they're going to crash it.

So, we gave people the software to build the business but we needed to give them the mindset and that was the goal of the mastermind series. And then we also give them some other products like JV Zone, Member-to-Member Offer Zone, and other things on top of that and just a big combination. Everything did have a purpose, maybe a lot of people didn't see it all come together like we did, but everything did actually have a purpose. So when your planning make sure everything has a purpose, make sure there's a reason why your doing this, make sure you understand your market and try to provide as much free content as you can during your pre-launch to get attention. Basically, make products that you can sell for ten dollars, 50 dollars, 100 dollars or more and give it away.

People are going to be thinking, "This is cool. This guy is giving me this for free? Wow. I can't wait to see what his offering for sale. This is so awesome, I can't wait to buy his product." So, I think that's real

important. And also, when you're planning, you have to be in constant communication contact with people such as your affiliates and your JV partners. You could hire an affiliate manager, but when working with partners, one thing I don't like to do is hire somebody who's going to take care of all the partnership because I want to do that personally because it's the relationship. I will sit down and write personal e-mails and e-mail them to each person. I don't want to just have a mass responder and have my staff or somebody e-mail all the JV partners. I think it's kind of cold.

So, keep in warm contact with all your partners involved. I did that for several months during MME 3, so basically all of our top producers on the launch were people we have good working relationship with for a long time. We were in constant contact with them through Skype, MSN, and e-mail back and forth and things like that. So, it's really important to plan your launch strategy? Is it going to be just you or are you going to have partners help you launch it? If you have a list of a million people, then I guess just you could launch your product. Even if you have ten thousand, you can just launch it yourself if you want, as long as their responsive. But, by involving partners with your product, you can do so much more. You can cover more ground; there are so many more areas you can reach. Word of mouth; people talking about you.

That's another key: word of mouth. When people are talking about you that's good. You have to just kind of manage all that and make sure you're very open with your partners. Show them your products, give them full access, tell them what you're doing, and tell them exactly what's going on. Don't try to blow smoke or try to hype things up. Just be just very straight on with your partners because they understand business. They're not idiots; just work with them one on one. Other things you have to decide are what software you're going to use to run your business, who's going to write your copy, and where are you going to market? There are a lot of things you got to decide depending on your product.

Basically like Simon said, it's good that you can have someone to talk to about it in the planning stages because if you're by yourself it's really hard. You can do it, but it's a lot easier if you're talking with other people. So, I will suggest for a big project or even a small one, try to find somebody work with on it. Or, if you do it by yourself, try to ask other people as you're going along and when your finished ask their opinion.

There are a lot of things involved in the planning stages: you have to plan the building of your product, the development, the marketing, the pre-launch, and all of those things you have to plan. Every product is different. I'm just telling you what we did for ours, but you can apply this same strategy in any market. Plan how to build it, plan how to launch it, plan in giving away free content during the pre-launch, and that kind of thing. Hopefully anybody can have a successful launch doing that.

Terry:

Excellent. You went right from brainstorming and planning into the pre-launch where we're looking at reports, audios, videos – basically something of value that you can give away for free. As well as the other side of the business, building relationships with your joint venture partners and your joint venture prospects. Simon, is there anything else that we should be thinking about when we're looking at the pre-launch phase?

Simon:

Jeremy covered it a little bit there with the Marketing Mastermind Series. I'll just cover a little more on that some of the other reason why we did that as well. As Jeremy said, the key thinking that was that we're going to give people the Member's Speed software. That is great for a business because you can do anything you like with it. As Jeremy was saying, we want people to get the mindset and that really, really helped to interview people at the top of the game in all different parts of marketing. So people can go away and listen to those and get some ideas and start thinking about where they could use the software.

For the people listening to this now, there was also another reason behind doing those calls. We both knew that one of the things that we had to do was attract attention as the launch. We also wanted that didn't know us. Our best customers have bought MME 2 and we did the best part \$700,000 all with that. The day after MME 2 closed, our question was, was MME 3 going to be bigger? Our initial goal was a million and then went to 1.2 million dollars and we settled at 1.5 and eventually made 1.7.

When you needed to attract a wider audience, we had to create a broader appeal. The people that we interviewed were experts in markets that we weren't necessarily well known in. All Internet marketing is divided to many sub-niches and we wanted to bring people in from all those areas that might want a membership sites but

would not necessarily have heard of Marketing Main Event 1 or 2. We spoke to people on copywriting, mind setting, business-building people like Ted Nicholson, Mark Joyner, Mike Filsaime, and Richard Butler on mindset. Lots of great people that know the stuff in markets that we didn't have a necessarily have a connection with. When we made the snippets of all those calls and started to give them away, those people also promoted those snippets. So, they became our partner in the promotion side of things as well.

So, it worked in two ways: it brought people in that didn't necessarily know who Jeremy and Simon were, and people that wanted to hear what those guys had to say, not what we had to say. It widened our audience. It was a real test of what comes and of what we give away it was hours of material through PDFs and videos. So, people could see it wasn't going to be just products just like the previous events; it's going to be different. Jeremy was saying that we give people any bit of content on the basis that they see we're giving this away, and then wonder what the hell are we going to charge a thousand dollars for. That was one of the things we wanted to do.

I think that people that listening to this that have their own products or their own membership sites and want a successful pre-launch, there are a number of factors you have to consider. In the pre-launch, you have to build a desire for the product. In a way we did that with MME 2 for MME 3 because a lot of people wanted the software that we'd used to run both sites. Even though there are many mini-niches within the Internet marketing niche, good news travels fast. People hear that we made \$700,000 in a week and they're going, "What software did you use to run the site?"

So, there was a desire already for the software and the people listening need to spend some time. They need to create a buzz with whatever content that they use, whether it's PDF, audios, videos, maybe software. Just for example, let's say that someone who is listening to this has a software product that they want to sell and they want to launch it or maybe offer, in the pre-launch, a light version of that software. So, people can actually start to use it, get to see the capability and the possibilities that they can have with that software. They can follow it up by the full version. That's an option... to use software in a launch.

There are lots of other things as well we got press releases; we used press releases quite extensively. Basically, whatever the people that were listening here can do is get people talking about what's coming –

pull that boost. And like what Jeremy saying, it's very important to work with JV partners and affiliates. One of the things that we did with MemberSpeed we actually created about 100 test accounts on sub-domains.

Jeremy:

I think that's pushing 200. This was review accounts of the software that we set-up personally. Each one for every potential JV partner and out of that 200, about a half actually promoted.

Simon:

They got a chance to play around with it prior to it. We all see this launches where people say, "Oh you know Joe contacted me personally and he let me to do this." Those guys who promoted it heavily are the one who probably used it the most. They saw what it could do so there were genuine. Even though we have sort of cut and paste e-mail copy to go out there, most of the people do the reviews based on their own experiences with the software.

The other thing is when you get to a launch of that site you also have to understand what makes some of the JV partners tick. We had a competition and the first place prize in that competition was \$10,000 plus commission. But the thing is, Jeremy and I both know for a fact that for the people that were up there on the leader board, the money was secondary for a lot of them. Those people who are millionaires making ten thousand dollars a day doesn't really matter if they win ten thousand dollars. It's nice, but it doesn't always matter. If you build the buzz to the product and the site, one of the things you have to consider is building the buzz for the JV or the affiliate competition that's going on behind that site.

You have to try engineer in some sort of competitive element into that promotion. A lot of these guys they want to win these things. Right now, Jeremy will tell you, we are dropping basically a \$1,000 bonus in our members and subscribers if you sign-up to one of our friends membership site. It's \$47 to become a member of that site but we put a genuine \$1,000 worth of bonuses together for people to join this site. It's a great site. It's not because we are desperate for the cash, because in reality \$47 is not an awful lot of money.

The guy I'm talking about has won so many of our competitions. This time we said that we have win his. Sometimes it's the double thing: you have to promote the product you got to promote the launch of the product to the customer, and you have to spend probably much time

building the buzz and creating that competitive element for the JV partners and affiliates and get them buzzing about it as well. It's very much like the AIDA copywriting formula. It's the same thing as in a launch that's on a pre-launch. You've got to get attention (A). You have to generate interest (I), you have to create desire (D) and you have to take people to take action (A). So, the copywriting AIDA formula can be applied to a product launch as well.

Jeremy:

Yeah just to add something there... what Simon mentioned about JV partners and contests, anybody can able to do this when you're launching the product. Have some kind of incentive to get people to promote. It really does work. It's not really the money; people just want to win. When you're planning your product launch, not only do you have to plan the launch of the product itself, you also have to plan the launch of your JV side promotions. We basically launch our JV promotions privately several months in advance.

We give most of our warm contacts our good three to four months advance notice that we were doing something big was coming. We told them that MME 3 was coming in June. So, give people lots of notice. It's unbelievable how many JV contacts people will send out and say, "Hey I got this great product launch; it's going to make a lot of money. The launch is Tuesday," and today is money. It's like, come on. I get those all the time and I just delete them. The thing is, you have to plan that well ahead of time. You have to think about your partners and your affiliates. You have to think above their schedule you have to respect their time, don't waste their time, and plan accordingly.

If you know one of your best producers for your launches is also launching a product on the same time as yours. Most likely you're going to have a hard time giving them to promote your product because it's a conflict of interest. You've got too keep your eye on the market place as Simon said earlier, you have to know your market place, you have to know what's going on, kind of keep your ear to the door and listen to what's going on. We know a lot of people so we pretty much know what's going on. People contact us and tell us what's going on. So, it's a little easier for us to plan because we did it so far in advance we just said, "Alright. We've got to be the launch of the summer." So, everybody else just backs up and nobody wants to launch their product end of May or early June because MME 3 is coming out. That's because we told everybody three or four months in advance that it's coming. If they want to launch a product, we have a

huge one so get ready.

We had a competition and we had the official JV sign-up a good month in advance where we basically created a unique page and sent it out where JVs can sign up and review the site of the product. That's something that you need to think about when you launch your product is the JV site. Give people and your partners full access, and write an actual sales page just aimed at your JV partners to get them to sign up just to get them to promote it. It's really hard work sometimes to convince people why they should promote your product.

Everybody thinks his or her product is the best product in the world. Trying to convince somebody else that is another story, so you got to prove it, you got to show them, you got to convince them why they should promote your product. Yes, you're nice, but a lot of the time, people are more interested in the quality of the product and the quality of your service. If that's solid, then they will look at the money and then they will see if there's any competition. There are two... I will give you an example. This week is a crazy week. There's like a product launching everyday or two or three a day. I think I have 50 JV requests in the last couple of weeks from people. But it's like, "Sorry, we're booked. Nice product. Wish you well. Hope it does great, but sorry can't help you out." I can't send two e-mail a day.

We have to be selective and one thing that we were selective about was people who have helped us in the past that's number one. Also, of those people who have helped us, what's the product like, what's the quality, and what is it. After that, are they having some kind of competition or contest to make it interesting? So, we chose the best one for us this week because we wanted to return the favor to the person who was our number one for a long time, and also he has a contest in front of it, and it's kind of fun to try to win. It's like sports: it's an event that you want to win. So, there are a lot of things to consider when you're launching your product. Those are just some insider tips for people listening about how JV works.

Terry:

Excellent. I think that's a real key to get your joint venture partners competing with each other to try and get the top dog position. Now one of the things you mentioned Simon, I just wanted to go into a little more detail about, is, to create a buzz for the products and the joint venture partnership and stuff, you guys sent out a press release. Now was that a press release for the pre-launch or was that a press release announcing the launch?

Simon:

The press release wasn't announcing the pre-launch, it was announcing the launch, but we used it in the pre-launch. I hope that made sense. The press release told people what was coming: the launch of the software. It told people that when it was launching, what it was going to do, and where they could come and find it. I think we did press releases that were sent out through PR Web, and they work very well. I continue to use those things because they do an awful lot of exposure. We used them in the plug-ins to bring many people to the MemberSpeed.com site as well. It was an overall area.

I think if you focus to some particular area your limiting yourself the more time to expand planning and going to this pre-launch phase, where your going to attract attention from this many different places as possible. We knew your going to get the attention of our JV partners, subscribers and members. We knew you going to get the attention of our own members and subscribers but because of the nature of this product is suitable not just for Internet marketers, but basically for anybody who has a business online. We wanted to that that again into a wider audience beyond our current market into a business. So, press releases were written in style to attract business owners and just general business owners, not necessary entrepreneurs or Internet marketers. Using the PR web services... they got syndicated very quickly the link and the traffic coming in from those is very good, too.

So, I'd recommend people to use that, but also to look in different ways. There are thousand of one ways to promote something online. In addition to promoting the product itself, announce it to the world that you got something coming and do that with foreign marketing, press releases, TV reports, videos on You Tube, social networking, and whatever you can use to attract attention and create interest and build the desire to the public and it's going to benefit you.

Terry:

Awesome. Absolutely fantastic. Now we've gone through really the brainstorming and planning stages. We got through the pre-launch. Now, coming into the launch. What kind of things should we be looking for and preparing ourselves for like when it's a launch the size that you guys did? What kinds of things do you kind of pre-plan and putting into effect for the launch?

Simon:

The big thing is to have everything in place. It's critical. If you're going to do maybe 200 or 300 sales, it's still important but it's not as critical as something as bigger as that. You have to test things like crazy and make sure everything works in advance. You got to get your site ready, you got to prep the people that are working for you, because seriously, on the launch that sort of scale, there's nothing is going to prepare you in that craziness; it's just nuts. So you got to make sure that things that you maybe thinking do that the following day... e-mail copy to send out on day two, make sure it's already written.

Make sure you got a backup of all the big things in place... providers and payment solutions – as many things as you can. Make sure you got backup all things like that. Make sure that your affiliate program is tracking properly. Do some tests to make sure all the payment links and the download links work. And if you don't have a support desk, get one. You haven't got a cat in hell's chance of providing support through e-mail for something like that. You have to put a support in place. Jeremy and I on MME 1 and MME 2 handled a lot of the support ourselves and Jeremy how mad was it?

Jeremy:

It was crazy.

Simon:

It was absolutely crazy. Seriously, I think June the weakest the MME 2, we were probably working 18 hours a day just replying to e-mails. Were literally got to the end of MME 2 and we done the best part of \$700,000 and we would just both so tired, it was like, "Great see you tomorrow." That's not a feeling that you want to have, but we were literally exhausted and the build up of the things is taxing enough. But, then to just get hit with e-mail after e-mail after e-mail after e-mail and you got to reply because you could lose sales by not replying. You can have people that can't find something in the site and they need help.

So, have a support desk so that they can respond back to people. Make sure that the logging on the site work. Any single one of those areas that breaks during the launch it can be disaster it cost you major stress. Planning is boring we know it's boring everybody hates planning, but it's very important. I think in the first hour of Marketing Main Event 3, when that went live, it generated somewhere in excessive of \$100,000 in sales within the first hour. Now can you

imagine what would have happened if that site crashed?

I don't think I would have liked the idea of losing \$100,000. Maybe it wouldn't have been that much, but it could have been \$20,000 or it could have been \$30,000 or it could have been \$50,000. Not only that, if you've been prepping up your JV partners and your affiliates and said, "Guys, we're having the launch at 9 o'clock in the morning," and 10:30 the sites still not there, you're letting other people down as well there's nothing worse. What you going to do, just talking about launches, and this is something that everyone that's got MemberSpeed listen to this... it's something that everybody should do. You got to create a reason to get people to order now. A million and one things can happen in the process if you don't. So, if you spend all time and effort in some cases money in the pre launch period, you got to make sure that the actual launch works. Everything got to work. If it doesn't, you have to have backups and you got to be ready in case you have a problem cause some problems will happen.

One of the things you want to do is when people get to that sales page, when people see your offer, you have to get them to order now. One of the ways to do that is to put bonuses for the first number of people to come in. Different bonuses... you got access to this call as one of the bonuses of the site. Now here's the thing if anyone who runs a successful Fire Sale that's listening to this call, they'll know this is perfectly true. If you got the price going up or you got 100 bonuses on the site for the first 100 people, the orders in that first hour or the first few days can be huge. But, once the bonuses have gone, or once the price goes up, the order volume could drop massively.

I spoke to people that run Fire Sales where the price starts at \$97, it then goes to \$197 in day five. Day five, they might as well go home because there's nothing coming in. People get it straight away because of the price or because of the extra bonuses that are offered. We wanted to create an incentive of MME 3. We wanted to get them to order now and we use bonuses to do that. We had a whole series of bonuses that were on the site. But, what we didn't want to do was have a lack of bonuses affect sales for the rest of the seven days. Let's put it this way, if we said, "The first 100 people are going to get this. The next 100 people are to get that." By day two, those would have been long gone did even history there wouldn't be a thing in the page.

So, anyone coming in after that time, there's no incentive to get them in. What you can end up doing and we've done this in the past and

I've done this in the past, is that you think of what bonus you could put up now, and you end up all committing yourself in all creating an awful lot more work to yourself. So, because we didn't want bonuses disappearing on the page to affect sales we actually built, which a lot of people listening to this now can get access to, is our Stampede Manager Plug-In. Basically, what happened was, all the bonuses stayed on the page. People got access to the bonuses later but they still have to get any of the site fast get more of the bonuses. I think we had ten or 12 bonuses on the page.

If people were first 100 they got to pick four bonuses or three bonuses if they were in the next 100. It was a decreasing scale; I don't know what the actual numbers were at the moment. Those bonuses, because we gave access to the bonus through the stampede, they never left the sales page. It was always that incentive. Even if there was somebody coming in 23 hours and 59 minutes of day seven, they still had the chance to get the top bonus if they will ready jump into stampede.

Now, the things Jeremy and I have discussed this on a number of occasions. We said that we'll never really know how much more could have been added in that sale. Our guess somewhere between in ten and 15 percent because they never left our page. They still came in and bought because they were "incentivised" by those bonuses. And ten or 15 percent in this instance was nearly \$200,000. So if you're listening to this and you've got the Stampede Manager in MemberSpeed, make sure you use it in your launch because I think you will see that it will make a bit difference. It gives you a lot of flexibility and different ways to "incentivise" and you could use it to progress new members even... if they upgrade, you can offer them bonus and things like that.

So, use incentives, and get everything working in the launch. That's really critical. Test it. Jeremy and I promoted mostly in the past and three minutes in to it, you've just blasted out e-mails to 150,000 people and the site goes down. That's happened to me and it's happened to Jeremy. The next time that person says, "Will you promote my offer?" my mind wonders back to the day that I had to spend 24 hours replying to my own subscribers apologizing sending them to a page that didn't work. So, they don't get top priority on the list. Make sure that everything works – that really critical.

Terry:

Excellent. Do you have anything to add to that, Jeremy, about the launch?

Jeremy:

Yeah. What the question again?

Terry:

Were looking at the different aspects that we have to be concerned about when were launching in the launch phase.

Jeremy:

Ok yeah. Have all your ducks lines in a row. Just to get back at the bonus Stampede for a second here. The bonus Stampede was something that we've never seen before. I think for anybody listening and for us it is a new concept. Everybody does the same old first ten get this, first 50 get this, first 200 get this. And what happened is, like Simon said, the sales drop after those bonuses are gone, the sales go down big time. So when you're planning your launch you also should plan to have some fast action bonuses because they can greatly help your sales. You want people to take action.

And another thing that we did on every single event was time limited. The first two I think were for then days and the last one was seven days. So, people knew that they had a certain time frame to get it and then its over. If you leave it open-ended people look at like, why don't you just keep selling it? You could have made two or three million. Well maybe we could have, but I don't think the sales would have been so high in those seven days if it just open-ended and you can get it any time. You have to get a reason for people to buy it right now, not later. If you give people a reason to buy it later, a lot of times they don't at all.

So, you have to give people a reason to get now. A reason to get it right now, in addition to having time limited, is to give people a bonus. Give something really cool that is a great value if they buy right now. The bonus Stampede as Simon explained was really cool because it didn't matter when you bought MME 3, you still had a chance to get that bonus because it was like the first 500 get four bonuses then the next 500 get three bonuses and then the next 500 get two bonuses and then after that one bonus. It was a pretty fair system because we didn't launch any of the bonuses nobody get a bonus until MME 3 was closed.

So, after it closed I think the next day, we gave everybody a notice that said, "The bonus stampede is going to go live at eight or nine AM eastern standard time, so be ready to get your bonuses." I think the only thing that was maybe unfair about that was people's connections speeds, because you have some people on broadband that can just go on there, click what they want, and they got it in just a couple of seconds. And then you got other people who are maybe still on dial-up living in the jungle and the outback in Australia or somewhere and they just the site would not work.

Simon:

Or living in Manchester in England.

Jeremy:

Or living in the UK still on copper wire. I think that was the only downside because it depended on where people lived and their connection speed, because that's the biggest complaint we got cause people were saying, "I couldn't get the bonus I wanted because the page loaded is slow." The server was fine the people's connection speed, so that was the only downside. But for everybody listening that's something that's right in MemberSpeed that you can use yourself for your own launch, use it. Just make you have good server to support it that doesn't go down. Getting back to other things that you need, make sure you have solid hosting, like Simon said because you don't want your site to ever go down. Monitor your server during the launch. We had a dedicated server that can basically handle 1,500 GB of traffic a month. That server was running 800% load during the first hour of MME 3. We seriously were sweating thinking, "Oh no it's going to go down," but luckily it held out.

Simon:

We had one of our tech support guys who was on the phone with us during the launch who was monitoring the server. And if people remember back to Star Trek in the 60's, before my time I might add, but I've watched the reruns. And Scotty is near the engine going, "She's not going to hold much longer captain." Well, that's basically the tech support guy. You got to make sure that it is good because otherwise if you're getting that volume of traffic it will just be frazzled. I don't think our service got it perfectly well; I think we actually took a couple people out in line somewhere I think.

Jeremy:

We actually have three dedicated servers. We wanted to set-up a load balancer so that the load of the balance between all three dedicated

servers, but we actually didn't have time to get that set-up before the launch. As soon as the launch was over the hosting company contacted us and said, "Hey we can have that load balancer up now." We said, "Sorry guys, we just finished. We don't need it anymore." Luckily things went well, but we have plans putting that up. So, plan your server, plan your hosting, don't take a \$10 shared the hosting account if your going to have hundreds of thousands of people going to your site.

Another thing to think about is your payment processing. What are you going to use to collect payments? There are a lot of payment processors out there (third parties). There's Pay Pal, which is one of the biggest ones. You have things that Authorize Net, 2CheckOut, and ClickBank. There are a lot of third party payment processors out there that you can use to run your payment processing system or you can use your own merchant account. So, you have to look in that and have that fully set-up and fully operation-able and fully tested. You have to test your payments. Set-up affiliate links and buy from dummy test accounts. Track the sales, track the hits, track the commissions make sure everything's working. All the e-mails are going out the AR e-mails and stuff. Make sure everything's working basically you've got to test, test, test.

If you're going to expect high volume and your using a third party or merchant account you need to contact them and tell them in advance what's going to happen. If you don't... let's say you're running along steadily \$100 a day or \$500 dollars a day or \$1,000 a day processing to your merchant account. Then suddenly you hit \$200,000 today. Your merchant account is going to say, "Whoa. What happened here? Let's check this out."

Simon:

Somebody's butt in Pay Pal is going to get clenched very tightly from \$1,000 to \$200,000.

Jeremy:

Yeah see you need to contact them. Luckily I have an account manager at Pay Pal so I contacted him about a month in advance and told him what were doing. I even gave him full review access and said, "Hey, here's the review of our site. You can login, check it out, make sure it's okay with Pay Pal that were going to use it." Basically he just replied and said, "Hey, we hope you do great." Same thing happened with 2CheckOut. We contacted them a month in advance and said, "We're going to be expecting a high volume of sale between

this day and this day. Here's a login access to the membership site we're selling. "Please login, check it out, make sure that everything is okay with you guys." They replied and said, "Yeah go ahead and do your launch. You're fine."

So, make sure that you are lined up. You got your hosting, you got your payment way... those are the backbone of your product launch. Then you want to have great sales copy, of course, so make sure that's done and plenty of time that you can tweak it and edit it and change it as you go so you're not putting a raft draft five minutes before the launch. You want to have it done in plenty of time. So those are the things you have to plan during launch. It's a lot of testing. It's really boring, but you have to do it. You have to test every single thing: every link in your site, every AR message that goes out, every page, every download, every feature, whatever you have to test, test, test, test. Make sure that thing is perfect because when your customers get your product or service you don't want to have any problems because if you do, then your supports going to hit hard.

And as Simon mentioned have a support desk if you can, and hire some people to take care of your support even if it is just during the launch. Hire some people that can take care of support during the launch because you don't want to be spending the time handling the support if you have to do the marketing. You're running your business, you're the one that needs to be marketing and contacting your JV partners and affiliates and making the sales during the launch.

You shouldn't have to be sitting under support desk answering thousand of questions that are coming and things like that. Have professional people to help you out. I think we had 67 people on our support desk during the first week and Simon and I jumped in whatever something that we had to handle came up. You need to think about support issues; I think those are your basic issues when you think about. Hosting, payment gateway, support, your sales copy and then some kind of bonus incentive.

Terry:

Now where do you actually host your sites Jeremy?

Jeremy:

Where do we host it?

Terry:

If somebody is looking for serious quality hosting like you guys are using... where do you actually host your sites?

Jeremy:

We use the Planet. We've been using them for a couple of years now. They're pretty good. We've had zero down time in the past couple of years. Things maybe went up a couple of times for some little glitch for a few hours but it was easily fixed. They have very good quality. We also have a hosting service at MemberSpeedHost.com. If you go to MemberSpeed.com, it has a link on the. It's a good service. There are different packages together for people who need maybe a low end to start with or maybe a higher end if they're more serious. It depends on what you need for your business; if you need a shared host or dedicated host. We actually have a private rack right now where nobody else is living on that rack. It's all ours. It depends on what you need for your business.

Terry:

Excellent.

Simon:

If people go to MemberSpeedHost.com, at the moment were actually running something. If you want a free domain name as well, we have a plan that starts at \$8.95, which is a lower end plan. We have a budget plan and then a higher end plan. The higher end plan, if you look at that, you get 300 GB a day to transfer and 20,000 MB a day storage. You can actually put 30 domains in that account. I think for most people who want to raise their traffic, that would be a great plan. Plus there's a guarantee of our support as well. So, if your looking for a host, I mean, our hosting that we used in main sites is very expensive, but if your looking for good price and good service then the people can get a good deal at MemberSpeedHost.com. Sorry. End of advertisement.

Jeremy:

We use the Planet because they have one of the best-dedicated servers around and that's what we needed. We needed full-dedicated servers, private racks, and things like that. That's why were going with the Planet. Big companies such as HostCaters, they use the Planet and a lot of this middle companies used the Planet. So, if your looking for something really, robust, but you're preferred to spend anywhere from a couple of hundred a month to \$1,000 to \$2,000 a month. I think that might be out of reach for most people, so that's

we have MemberSpeedHost.com, which is more affordable for most people.

Terry:

Just to add to that, with the Planet, it's very... if people are looking for something technical that they're a programmer themselves or they have a programmer, the Planet is the great place to go because you're going direct. If you're somebody like myself who, I don't have a programmer and I'm not a technical person, don't bother trying to go to the Planet directly because it's not going to work. If you're looking at a shared service, definitely go to MemberSpeedHost and get it there. If you're looking at a dedicated server but you don't have your own technical staff or you're not technical, HostCaters is the Planet's reseller and that's where my... I have a dedicated server as well but it's through HostCaters because I can't deal with the Planet because they are very technical.

They have all this hoops to jump through that I didn't understand what they are talking about. HostCaters is basically the reselling arm of the Planet, so you can get a dedicated server through them and they take care of all the technical stuff so they are the go between. If somebody is looking for the stage before that and before you go and get your own dedicated server, definitely get on to MemberSpeedHost and get your service done there because it's all top quality stuff that you'll be getting in there as well.

Simon:

I'm going to say just one thing on that... we have tech guys that look after the whole thing. I once tried to read through one of the tech support documents on the Planet, and you will need basically a degree in Japanese and math to be able to work out what the hell they are talking about.

Terry:

Exactly. Back to our membership site, we got everything done, the launch is done, the sites open rolling, the smokes cleared, the huge sales spike of the launch is completed, and things are kind of calm down. What's the next thing? What we have to do at the post-launch?

Simon:

Well, I think I can answer very quickly I think. One of the things is you're going to be looking forward. You have a great success and you need to capitalize on that success. That's one thing people should

always be looking to, what's step 2? What's next? I think you build a very successful business if you do that. I could have explained that in more detail, but really that's all you have to do. What's next? How can you build in a success? And I think post-launch, when you have a big launch like this, I think one of the things that you got to do you... your brain does get fried. There are so many things going on so just sit back and enjoy it.

That's another thing that people should do. Sometimes we fail to do that and we go straight to the next project. I think sometimes it's good to sit back and take stock of what's happened and see where you had problems. The biggest thing that we found after MME 3 closed the doors is the volume of support. You could do everything in your power... we have videos on the member login page, and tried to think of everything but we cannot think of everything. So, we have support staff that can help people keep that support desk manned for a period after... we still have it now. That's why we're on here now and not answering support e-mails.

You have to answer people as fast as you possibly can. As I mentioned a little bit earlier, our initial goal for MME 3 sale was to break the million-dollar mark. And it got more and more after into pre-launch, we realized it going to be better than that. I think Jeremy and I were both very pleasantly surprised when it hit 1.7 million... I think it's probably 1.695 million but we were close to 1.7. There's always going to be some kind of mix up. However you write something down, somebody is going to misinterpret what you've said... find a link on site, how to watch videos, how to set things up. The main thing is keep support going and reach out to people who have spent the money. Sit back and relax a little bit yourself take a breather, and then okay, what can we do to move on from this? I think really that's all people need to be aware of, I guess. Jeremy you want to have anything to that?

Jeremy:

Yeah. Just make sure you handle your support issues because they are now your customers. They are no longer prospects; they are your customers so take care of them do what you can to help them out. For selling software, I think that would probably be one of the businesses that you might have a lot of support on it as we found out. Like Simon said, we tested everything and tested and tested and we had about 20 beta testers test it before we launched it. Of course, after we had 50, 60, 100 people using it live, then you have many more people who can find things that maybe were missed or see that

maybe something isn't quite right.

So, the first month we spend fixing anything that came up and answering support: our techs have done a great job on that. If you have a launch, especially a higher end item, you need to expect a few refunds to come in. That's common business; every business has them. So, be prepared. Don't get down about it because it's going to happen. Just figure 5% to 10 % a refund rate, whatever business your in. If you can, have somebody set up for billing who can handle those issues for you. Because as a business owner, it can take a lot of your time when you should be moving your company forward.

So have somebody help up billing, have somebody to help with tech support or things like that or help just helping people find what they need. Keep moving forward because we had to send things like member updates to the members, we had to send things to our JV partners like updates and who won the contest and we have to pay commissions. Make sure you pay your commissions on time. Make sure you tell your affiliates when you're going to you pay the commissions, otherwise else they'll all going to ask when they are going to be paid so make a very clear instruction for them. If you're running a contest it's a good idea to pay the prize money right away as soon as your finished, then pay the commissions later.

Those are the things you need to take care of. If your moving forward, make sure you send regular updates to your customers and members. In last six months we've really, really improved the MemberSpeed software; we started an entire new site and company. We've really improved: were up to version 1.8 now working on version 1.9, because we took all their feedback all this issues that came in from the customers and we listened to them and we improved on all the suggestion and things like that.

We really tried to do as much as we can to make our customers happy. Maybe our customers sometimes think we move to slower what's going on but things take time. It's not magic; you can't just snap your fingers and have everything happens at once even though we'd like to. So, it's really important to keep your customers happy and maybe do things like take surveys and ask, "Hey, how do you like my product," or, "Hey what can we do to help you?" or maybe even have a forum set up for your customers. Have easy access to contact your support desk... things like that.

The thing you probably don't want to do to start hitting them with

offers as soon as they just became your customer. I've seen people do this where as soon as you bought their product they instantly get bombarded with offers everyday, every week or whatever. Try to take it easy, especially if you have a higher end items. If you have a ten thousand dollar coaching client, don't start recommending tons of stuff to him, take care of him. We have hardly recommended anything to our MME 3 members actually. I think we've only done maybe two or three endorsement to them in the last six months. Basically it's all updates and things like that. Really, just do everything you can to take care of your customers.

Terry:

Excellent. I think that gives a very, very detailed overview of exactly what we need to do in every different phase in the whole process from the brainstorming and planning right straight through what we have to do after the whole thing is launched. But, if we go a little bit higher up and take a kind of high level overview of, why bother creating a membership website as suppose to selling eBooks or software or DVD's or something like that? What's the high level overview? Why bother doing the membership website thing?

Simon:

That's a really good question. We don't suggest that it's something that everybody should do. I have a lot of products that have sold via basic sales pages and thank you pages. It's not something that everybody has to do. But, let's look at Internet marketing and direct response marketing. What is all about in my mind is building relationships. It's very unlikely to make wealth from one-time sales. You build wealth by creating relationships with people and creating products and follow up products and backend products and product number two and number three and number four and number five. Repeat customers is the big part of the process in direct response Internet marketing. To get that repeat customer, you have to have good products, and you also have to build relationships with people. You have to let people get to know you to see that you have good quality products.

A membership system allows you to do it a lot more effectively. It doesn't matter what you sell; you could sell an eBook, software program or a DVD. If you wanted to, it will be very easy to turn that into a membership system. You basically use a membership site so people can download. And you can have in more value to the product. Maybe, along with the software that you just downloaded, you can put a video on the membership site to show people how to use it. You can

put an instruction manual in that site. You can link to complimentary or related products or services or tools that relate what you're showing people. So, a membership site lets you begin that process of building a relationship far more effectively than just a thank you page where somebody downloaded the product and away they go.

There are some other benefits that some people seem to miss. I think one of the biggest things that gets you lots of sales is reputation, which is your brand. It is perceived that the person who has a member site particularly in the niche market whether it's Internet marketing or fly fishing or the stock market or golf or whatever that niche... if you have a membership site for that niche, people perceive the owner of the site or the person behind the site to have more knowledge than the guy just selling an eBook. Your site can become an authority site. You can't build an authority site on a sales page of a thank you letter. So, that's the second major benefit after the relationship building; it can create the authority for you and your business. So, that's two reasons why I think it's important to have a membership site.

The third I have said this in the past and it's quite true, if you build a list of newsletter subscribers; let's say maybe you have a list of 25 thousand to 50 thousand member list of subscribers, that relationship between you can be ended by clicking a link at the end of every e-mail that you send out to unsubscribe. With a membership site, it's not quite as easy for people; they have to come back to the site. There are different ways that you can price a membership site. It can be a one-time fee or it can be a recurring fee. We tend to use the one time payment option to give people lifetime access to the site so that we aren't under pressure to be paying on a regular basis, but we have the benefit of being in that site.

I think that works. It becomes a lot more difficult if you have a membership site that has recurring billing... unless you have a service that maybe that hosting that people need then you may get people to use current billing. We mentioned the courses that people can take, you can give people the link again at the end of this call, it explains the different pricing models that are available and that they should look at them and see which is best in that particular market. So, I think those are the main benefits of the membership site above and beyond a sales page or thank you page.

Terry:

Excellent. Do you have anything to add, Jeremy?

Jeremy:

Just basically what Simon said, you have better security, because it's very hard for someone to break in your membership site, but it's very easy to find your thank you page and download your product for free. The stickiness factor also: you can have repeat traffic. How many times have you come back to the thank you page to revisit it and say, "Wow, this is a great thank you page?" If you have a membership site, people keep coming back because you have something interesting on there, hopefully, that gives them a reason to come back. You have content in there, maybe articles, maybe a blog, and maybe you have added products.

Also, it's very easy to deliver extra bonuses or extra content or whatever down the road. I've seen a lot of people just delivered in an e-mail and say hey download this bonus. If you got your membership site, say, "Hey. Log into your member area. I uploaded a brand new bonus for you. Thank you for being my customer." As they are on your site downloading your bonus, guess what they see? They could see links to your other products, links to your other sites, and links to endorsed products. So, it's a good way to make passive income.

Membership sites can increase your passive income big time because when you can have your customers coming back again and again to your site and they see things, they're trusting you because they're visiting your site again and again and again. So, you're building that trust and they're going to be like, "Oh, okay. He's recommending something here... I'll check it out and buy it," or maybe, "Oh I'll buy it next time," and they buy it next time.

So, you have a really good opportunity to get repeat traffic to your site, increase your page rank, and in doing that, increase your authority. Get higher ranking in Google because you have people linking to you. You got passive income because people are buying things from your site. There are so many opportunities. But as Simon mentioned, just give people that link because I could talk all day about this and we actually did; that's why we put together that site... to teach people the membership site.

Terry:

Cool. That link is MillionaireMembership.com. You can go there and get all the information about why you need to have a membership website as opposed to just selling products. Now most of the people on the call are MemberSpeed.com members, myself included. I've

used several different systems. I still have A Member and Butterfly Marketing on a couple of sites. Now when I put MemberSpeed on The Business Professional, which is my main membership website, the first thing that hit me is it's incredibly easy to install. If you just follow the instructions that Simon and Jeremy have put together, you can install this thing. I'm a very non-technical person, so I thought I'll give it a try and then I'll call the support desk and tell them I need help. I actually went through the step by step of the instructions and it was phenomenal; I was able to set it up. I went through and I didn't get any error messages and it went very, very well.

The very first thing that hit was the set-up or the installation was seamless; it was flawless and it really, really impressed me. When you login to the back office in your control panel, it's so well laid out and it's completely user friendly. There's videos that explains every single module and it was like a dream come true. The other websites that I've used are decent websites, but they're nothing compared to the MemberSpeed software.

Whenever I did run into a couple technical problems, that weren't actually the software's problem, it was me, I contacted support. Support was back to me within 24 hours when I did e-mail support. Then, I did something rather else, and I don't even remember what it was, and I knocked my site completely offline and no matter what I did, I could not get it back on. It was a crisis; it was a major emergency. I actually called Jeremy and got the number to call the support desk and they had me back online in three minutes. So, these guys are absolutely phenomenal. I would say that MemberSpeed is the best membership software that I ever used personally.

Simon:

That's great, it's nice what you've said. Thank you.

Terry:

That's an honest testimony for you guys. I have to admit, I've got about four membership websites and slowly everything is being transferred over to MemberSpeed. Like you said, Jeremy, things happened, but it takes time to make them happen. So, it does work. If we could leave people with one great big giant bonus that they can get... they have to go to MillionaireMembership.com. It's free; everything that you possibly need to know about setting up a membership website, why should you have a membership website, everything is sitting in there and you could access that for free.

I would seriously highly, highly, highly recommend, when you get to the second page where you have the opportunity to get to the next level up for \$47, click that order button and go and get it. It's an absolutely phenomenal package. At least get yourself the free version of it so you have every single detail that you could possibly ever want about setting up a membership website sitting right there in front of you and go from there.

Make it your goal for 2008 to get yourself a membership website set-up regardless to what you're selling, whether it's software or an eBook. Whatever you're doing, get it set up as a membership website because there is a huge number of benefits of having it done as a membership website as opposed to simply a thank you page. Like Jeremy said, I don't think anybody ever said, "Wow, there's a fantastic thank you page." But if you gave them the information and provided them with a quality website, they will go back to your membership website and you will get comments like, "You do have a phenomenal membership website. I'm really glad to be able to be a part of it."

So just thank you again very much guys. You've been listening to Jeremy Gislason and Simon Hodgkinson and myself, Terry Telford.

Thanks very much for your time everybody. Good night.