A Typical Launch Campaign You Can Copy - The Marketing Campaign Series

Think a product launch is costly and difficult? 10XPRO's John Lint walks you through a launch campaign you can set up in a matter of clicks..

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James Schramko and John Lint

James: James Schramko here. Welcome back to SuperFastBusiness.com. This is episode 887. I've got John Lint back. Welcome, John.

John: Hello, hello, how are you?

James: I don't know how many episodes you've been on. But it's a lot.

John: A lot. Yeah. I'm so lucky. Thank you so much.

James: Look, we're always talking about 10XPRO, it's the platform you have that I've been using as well. And we've got a lot of customer success stories who have been using the platform, which is great. So anyway, no apologies. We talk about the platform, because it's a great solution. But everything we talk about, you can apply to whatever platform you use.

An age-old concept you can still profit from

So if you're still using some other platform, whatever, you can still apply the same principles. So it's not a waste. If you're already stuck on some other platform, That's fine. But the principles we want to talk about today are age-old, and a really important one, because a lot of marketing goes around this topic.

It has been very successful for some people in the industry for many, many years. And that's the launch concept. And it's super relevant if you're just starting out, and you're about to put your first product to the market. Of course, you don't have a huge list sometimes, you don't have a lot of experience, you don't have a lot of time, you don't have a lot of money, you don't have a huge team.

It's very important to get a concept of this launch, to see where it's a good fit. I'm not a huge launch guy, even though I coach people who are, and lots of people do launches, just because I have a more sort of ongoing business model, and I have an established database. But this is a classic case of, don't compare my business now to your business when you're starting out.

That's why I brought in John to talk about the launch, because a lot of his clients on 10XPRO are doing launches. And there's ways you can automate stuff as well. Let me hand over to you, John. And just, this one is a screen share one again, we've tried this format on some previous episodes, even though it takes the team a little longer to produce all of the videos and screenshots, and full transcriptions are available at SuperFastBusiness.com.

You want to look for episode 887. And you'll be able to see the screens and to check out the flow charts, etc. that John is taking us through. So if you happen to be listening to this in the car or down at the gym, maybe do this as the sort of run through to get the concepts. But you can go and get the PDF, you can have a look at all the diagrams or give it to your team, or print it out if you still do that, stick it on the wall and then map out your own launch.

And it's worth noting that some people do charge a lot of money for this kind of training, just to teach this thing. Just this thing is a high-value thing. I paid big money to learn about launches. I've implemented launches in the car dealership, using the online launching type formulas. I have done launches, mini launches, compressed launches, fast launches, I've been involved behind the scenes with people's big launches. So let's lay it out, John.

What a launch actually is

John: Yeah, cool. Yeah, sure. And the first thing to remember is that there are actually multiple kinds of launches and structures that you can set up. So if you're starting out, you can definitely do what's called an internal type of launch where you're just inviting your existing list to a launch. And I'll talk about what is a launch, what's that name? What does that even mean? You know, the launch.

It's not about launching a product, that's not what it's about. It's about doing a series of steps, it's actually a funnel, a specific funnel that is being used a lot in the industry, across different markets, to maximize your sales. It's a fantastic campaign. It's a great funnel. Why? Because of all the things that we talked about in previous videos, which is all about providing a ton of value, a ton of value, before you invite people to take the next step.

So I didn't say to sell your sh*t. I said to invite them to take the next step to discover if they want to get more results. So you need to provide a ton of value before. How do we provide a ton of value when we have an online business? We can't be next to the person. So the way we do it is by teaching something cool.

And the way we usually do this online when you have a website is either via text, like before, right, people can read stuff, but most people these days, it's about attending some kind of class, which means watching a video, right? That's why videos are so powerful online. Like, you're watching me teaching you this campaign. Right?

And hopefully you're going to get a ton of value by watching this, and you're going to love to go to SuperFastBusiness.com to get the blueprint and to get all the extra things that James has there, which is a fantastic website. Right? So you're going to watch a video.

So a launch, what is it? It's a series of videos, usually three, right? Three videos. And we're going to teach you awesome stuff about specific topics. So if you are in the losing weight market, I'm going to give you during the span of three videos that I'm going to release, maybe once every two days, or every three days, I'm going to have a new video, a new tip, a new trick that you could use to get the desired results.

So if you are into golfing, I'm going to show you three awesome stuff that you can use right now to improve your golf. By the end of those videos, you're going to think I'm awesome, you're going to love me, and you're going to probably want to discover more about my golfing mastery course that I've been telling you about during those three videos, right? Because I basically gave you a snippet of my course. And I gave you a tip that is part of my entire course.

So by the end of it, you're like, Hey, this guy is awesome. Those tips are amazing. I've been able to play with my friends. And for once, I wasn't the last one, you know, I was able to improve my drive, and I was putting like a king. And I was scoring like crazy. And now, you know, my friends thought I was a better golfer. So I feel good. John, he's the man, let me find out more about the golf mastery course that he's been talking about.

So now, you are more inclined to, hopefully, take the next step and purchase my course. Same thing happen. That's the strategy. That's what you want to do. That's what a launch is, right? It's not just about launching your new thing. It's about providing a ton of value before you ask for the sale. And right now, if you're watching my screen, if you're watching this video, you see the entire blueprint, right?
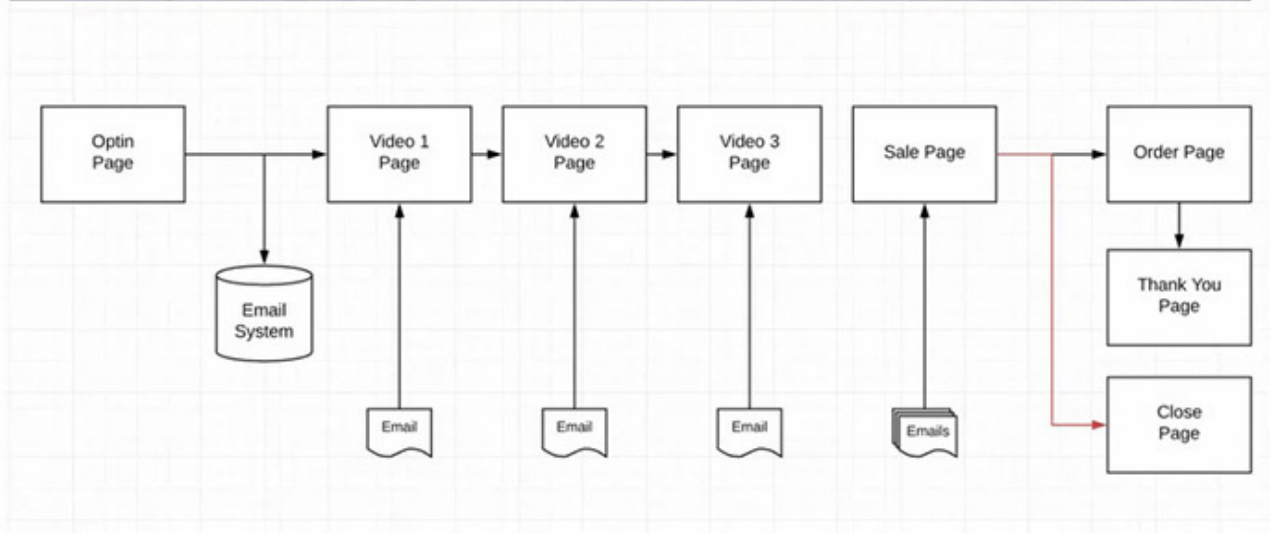
What makes up the launch campaign

And for those who are just listening, I'll just describe what it is, like when we talk about a launch campaign, it's basically what I described. It's only a few pages, as you can see in the screen. You start. If you're going to be doing a public launch, so not just to your internal list, not just to your subscribers, you obviously, one of the great things about doing a launch campaign is the fact that, yeah, you're going to improve your sales, you're going to make more money.

But more importantly, more importantly, you're going to build your email list super fast. Why? Because now you're offering three awesome videos about a specific topic. And if someone is interested in that topic, they will want to opt-in to get access to those three things. So it's almost like you're creating a mini-course, right?

That's why most of the time, online people call this a workshop strategy, the mini course strategy. Bottom line, I am going to join your email list and in exchange, you're going to give me access to those three videos. So if you're doing a public launch, like something that is available for a specific amount of time, and right now, what I'm showing you in my screen is what I call the live launch, because it's happening on specific dates, compared to what I call the automated launch, which happens on autopilot, which is a fantastic way to automate everything.

And of course, with 10XPRO, you can do all of those. You can do a live launch, you can do an automated launch, and it's very easy. But bottom line, a live launch has a series of steps.
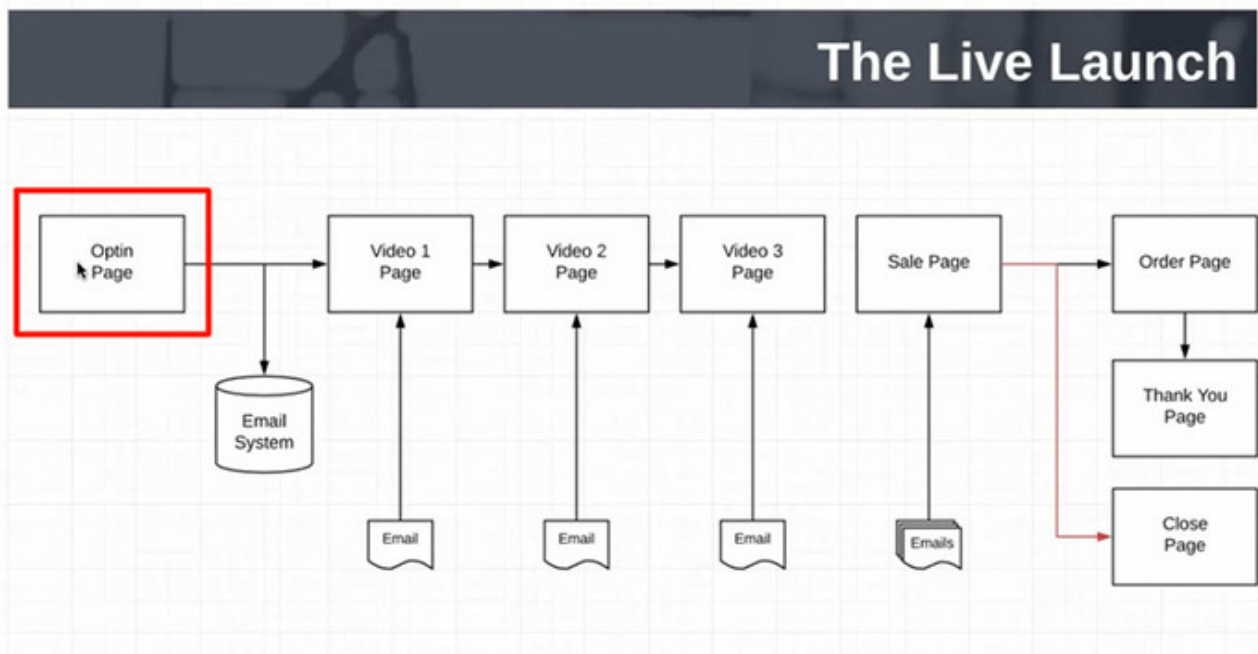
As you can see here on my screen, you have the first step, it's an opt-in page, a page that is going to tell them, Hey, simply enter your name and email, and in exchange, I'm going to give you access to this workshop or to this free video series where you're going to learn X thing, these awesome results that you've been looking for, be a better golfer, lose 10 pounds, get bigger muscles, or get more traffic from whatever, you know. So depending on your market, that's what you promise them.

The kind of value you offer in three videos

When they opt-in, of course, their details are going to be sent to your emailing system, you are going to be building your list. That's what I'm describing right here in my blueprint that you will have available in SuperFastBusiness com. But then once I opt in, I'm going to land on the video one page. The video one page is the first video where I tell you about this cool opportunity, what things that you can do to get better results, right? That's the gist of video one.
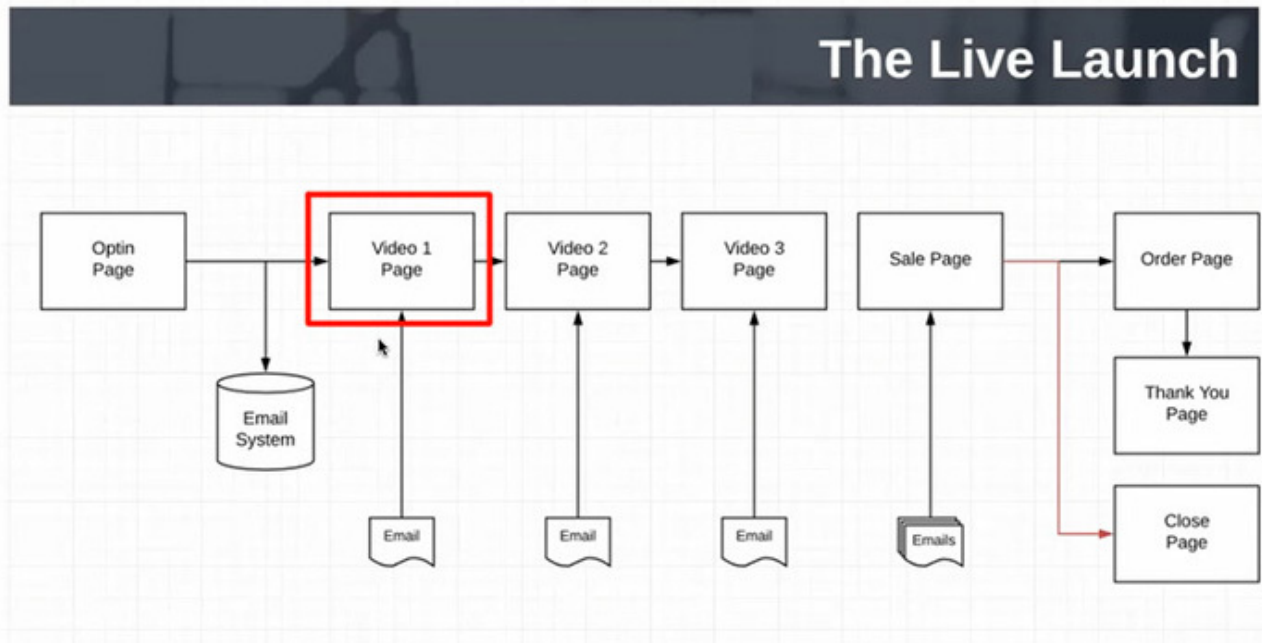
And you're going to learn about me, you're going to try to position yourself as an expert, obviously, by providing that value, you might talk about some of the people that have gone through your course. And you might want to inject some proof and testimonials there. And of course, at the end, you're going to deliver that promise, which was a nice tip or a nice trick or a blueprint, something of value that is going to help them take one step that's going to help them go closer to their desired result.

That's what we do in video one. And it's basically just a page with a video and where you provide value. And of course, you always, at every single point, you always want to hint about the fact that this is part of your training program, or as part of your services or as part of a course that you have, so that they get used to understanding that, okay, this is one element of this awesome cool thing that this guy has that could help me even more if I decide to take the next step.

As you can see, video one, that's it. Once they are in your list, now is your opportunity to tell either your current subscribers or the new people who opted in about the next videos that are going to be released, right? So a few days later, you release another video, which is another page with a video, and you tell them, In this video, you're going to learn these, these could be X mistakes to avoid to get that awesome result, right.
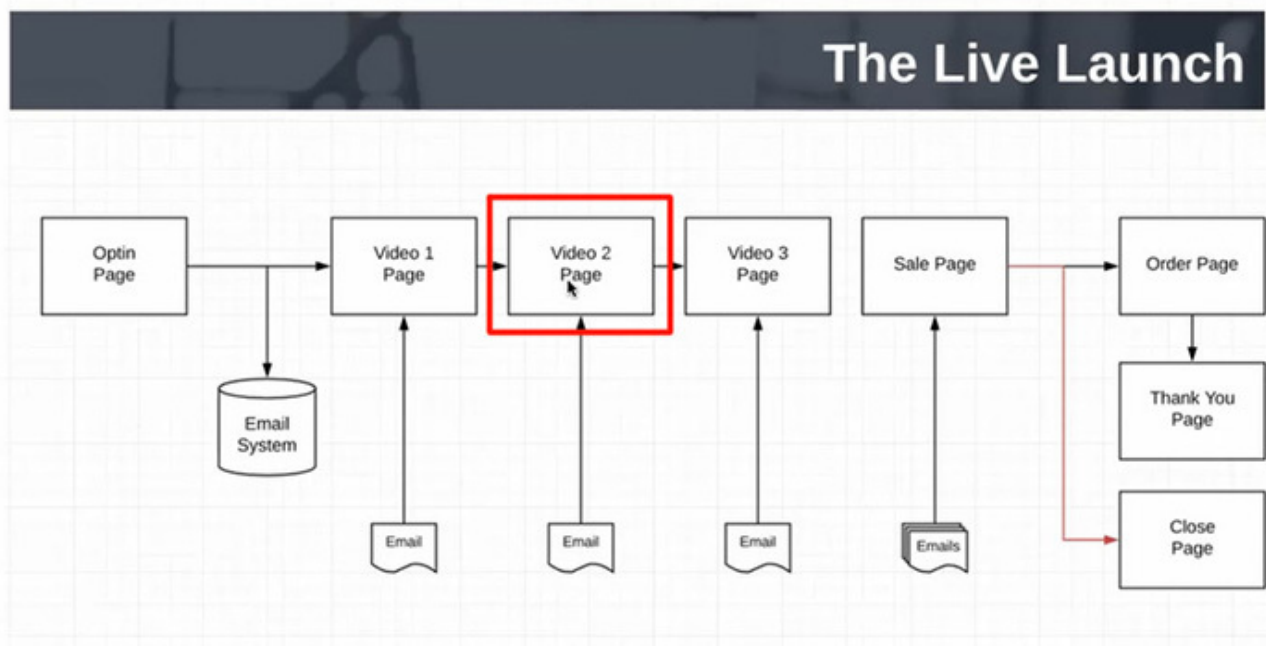
So in the first one, it was a tip, this one is X mistakes to avoid, that is a good framework that people use. Or it can be just another thing that you could learn to get more results. And again, in all of these videos, you do the same things, you kind of talk about you, your results, some other people's results, you get that proof, that testimonial injected there. Tell them that is part of a course that you're creating that's going to be released soon. So you tell them about it, right? So that's video two.

Two days later, three days later, you can have another video, which in this one, you do kind of like the same thing. It could be a tip, but in that one as well, it can be what we call the user experience, right? It's like, what would it be like to be a member of that course, for example? What are all the things that you could learn to get more results, right?
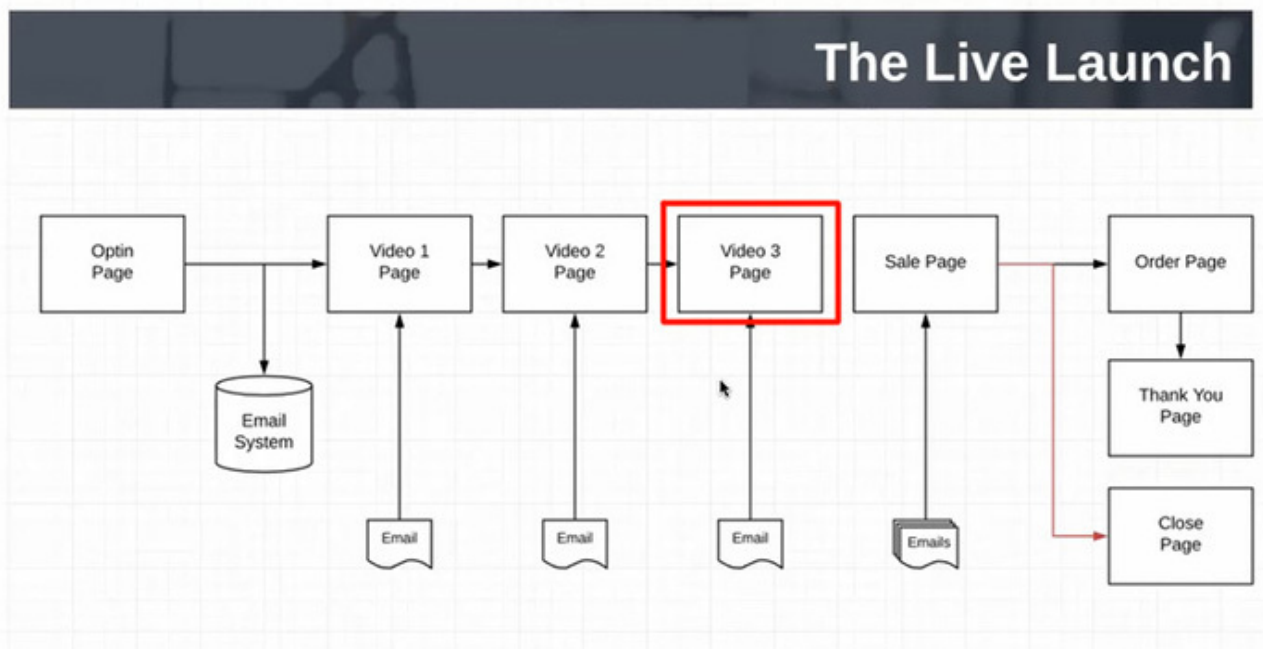
And that could be, for example, a typical strategy here is to give them the blueprints, right? Let me give you the blueprint of, I don't know, being the ultimate golfer. Well, you need to do this, this, this and that, this, this and that. Then this, this and that. It's kind of like a blueprint where I get a bird's eye view of the whole thing.

What that does, is that now, I start to understand, oh, these are all the other things I could learn to be better, to have more results. If it is in online business, then well, you know, I could talk about all the different traffic sources, I could talk about all the different ways to build your list, I could talk about the different funnels that you can use.

So now you get to understand, Oh, wow, okay, that's everything I could do to have a successful online business. That's super interesting. That gives me that blueprint, that user experience. And that also makes me want more. And that gets me curious to find out more about it, because of course, the payout at the end is that, well, here's the good news is that actually, I'm going to open the doors in a few days to my mastery course where I'll reveal everything that we've been doing, where you get to learn all of that in details, right?

So again, it's about providing value, get them to know you, like you, trust you. All of that, and then get them motivated to take that next step hopefully, which is to find out more about your product, which will be released, as you can see here in the blueprint, after you provide those tips and those videos, you release them, you build that community, you build that excitement.

And now, it's just a simple matter of doing the same thing that we've been talking about in the previous funnels, right? We talked about that live sale funnel. And I talked about, this is one of the most important campaigns that you need to master because it's always the end of any other funnel that you might use in the future. Like, I'm talking now about the launch. But if I were to do a webinar, the webinar, the end part of the webinar, is always a sale campaign, right? It's a limited sale campaign.
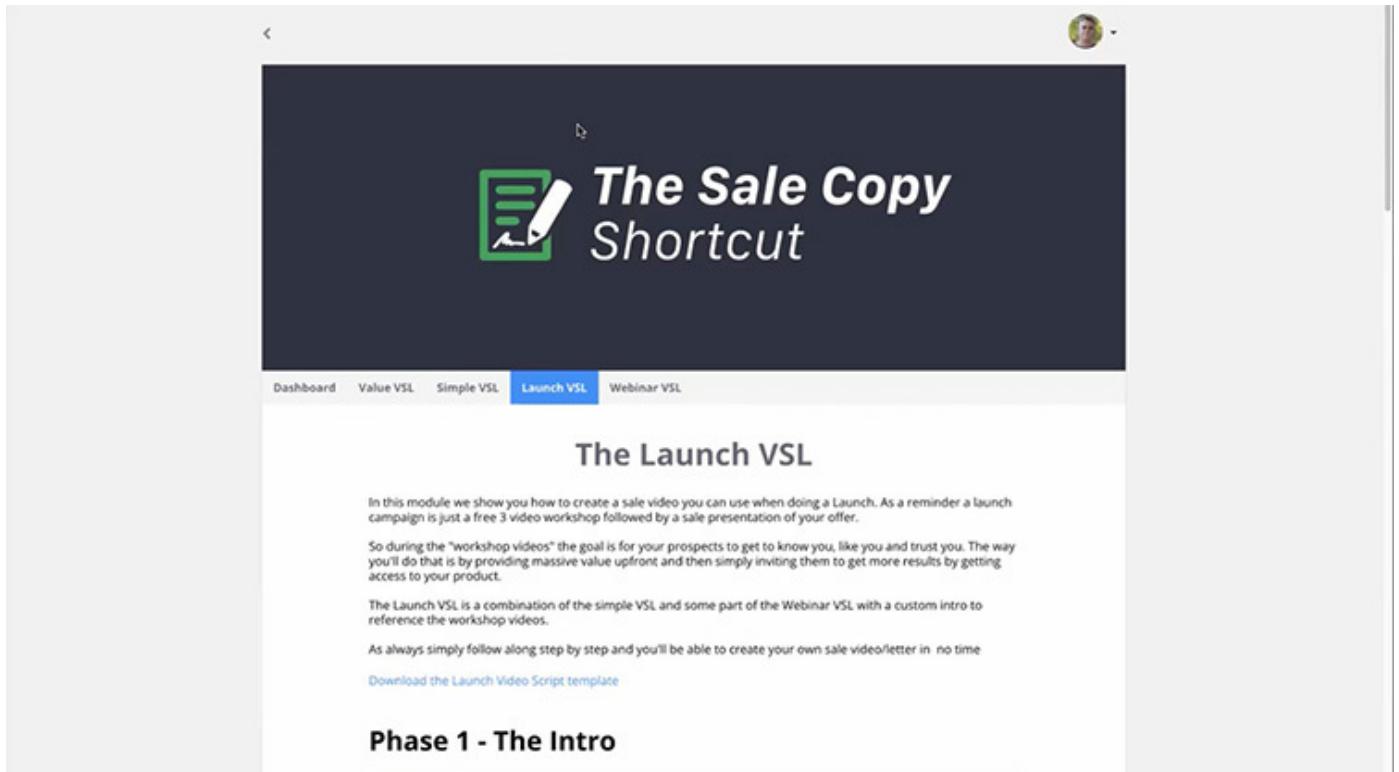
From sale page to close page

And the sale campaign is a sale page, an order page, and a thank you page, right very simple. Sale page, recaps the offer, tells me about the membership site, tells me about the course or the service, tells me why I should get it, what am I going to get and how can I get it, right? Obviously, it tells me about the bonuses, the guarantee, all of that stuff that you can learn to craft a powerful sales letter.
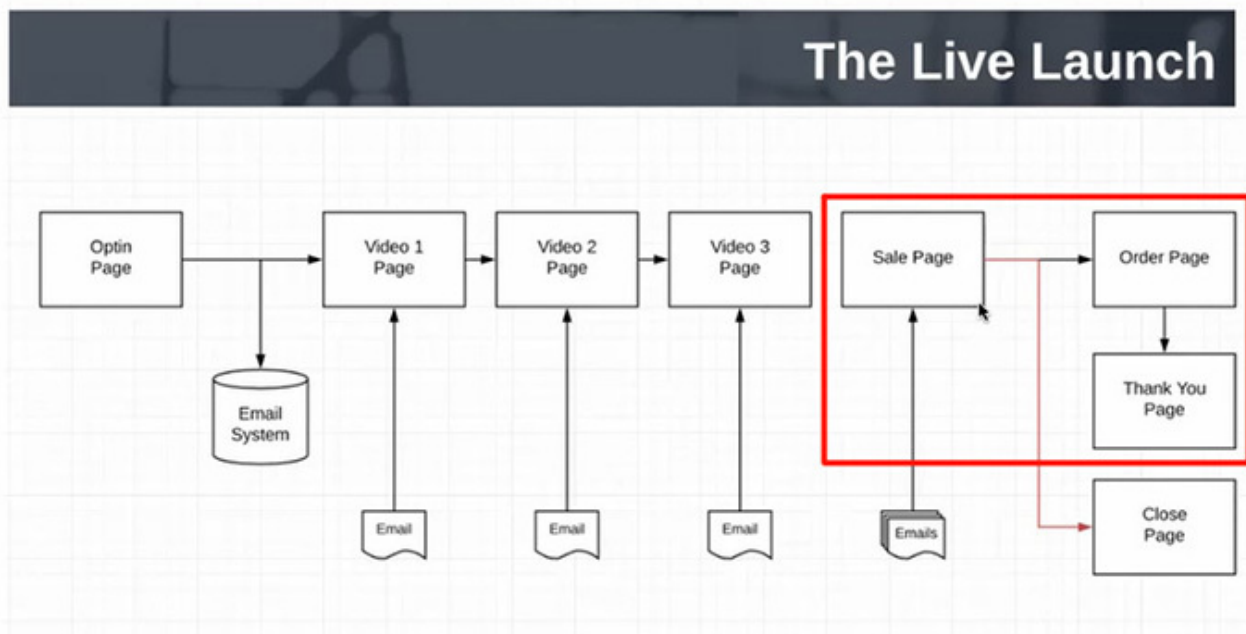
And by the way, when people become a 10XPRO.io member, I give them access to this blueprint, I give them access to the entire campaign, and I explain that in details. You can see that this is one of the course that we call More Money Now, where I teach all of those things in greater detail. I show you what you need to say in the emails.

But also, you have access to another course called the Sale Copy Shortcut. And in that class, I give you a template that you can use to have a very powerful sales letter or sales video, based on the funnel that you're using. And in this case, this is what I call the launch VSL, the launch video sales letter, where I show you exactly what you should say in that page, and how to create a powerful video based on the launch model, which basically will reference those three videos that we released before.

So I'll show you how to transition from giving that value, because some people get a bit stuck in that step. They're like, Well, I've been teaching, but now I'm a bit scared of asking for the offer. But if you do it the right way, you shouldn't be scared. It's just a natural progression, and in anyways, I help you with that script here, I give you the entire template, I show exactly what you need to say.

The Launch VSL

In this module we show you how to create a sale video you can use when doing a Launch. As a reminder a launch campaign is just a free 3 video workshop followed by a sale presentation of your offer.

So during the "workshop videos" the goal is for your prospects to get to know you, like you and trust you. The way you'll do that is by providing massive value upfront and then si... access to your product.

The Launch VSL is a combination of the simple VSL and some p... reference the workshop videos.

As always simply follow along step by step and you'll be able to...

Download the Launch Video Script template

Phase 1 - The Intro

- The Welcome
- Quick Recap of 3 Videos
- The Awesome Comments
- Introducing Product Transition
- Who this is NOT for
- Who this is Perfect for
- Reminder of the Benefits

- The Welcome
- Quick Recap of 3 Videos
- The Awesome Comments
- Introducing Product Transition
- Who this is NOT for
- Who this is Perfect for

And then you have the little videos breaking down that script, showing you exactly how to position the offer, how to transition, how to do bonuses, how to do an offer recap, destroying the prices, etc., etc. right?

campaign is just a free 3 video workshop followed by a sale presentation of your offer.

So during the "workshop videos" the goal is for your prospects to get to know you, like you and trust you. The way you'll do that is by providing massive value upfront and then simply inviting them to get more results by getting access to your product.

The Launch VSL is a combination of the simple VSL and some part of the Webinar VSL with a custom intro to reference the workshop videos.

As always simply follow along step by step and you'll be able to create your own sale video/letter in no time

Download the Launch Video Script template

Phase 1 - The Intro

▶ The Welcome   −

▶ [play]

10XPRO

Download the Video File (You may need to right-click the link and select "Save Target As")

▶ Quick Recap of 3 Videos   +
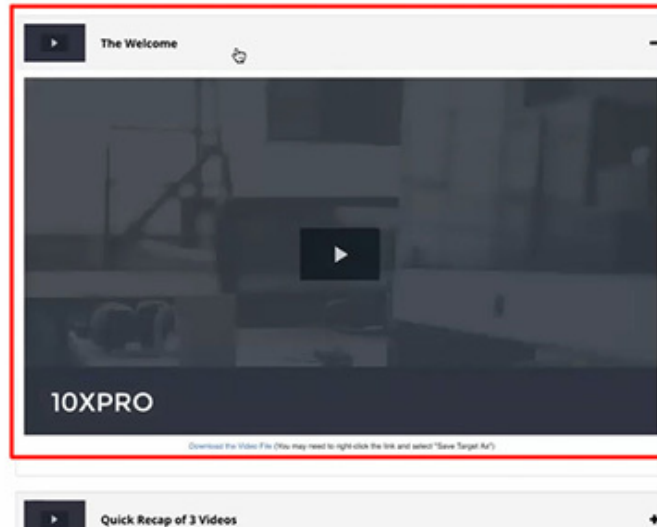
But going back to the map, which is here, we have a sales page, we make an offer, it's going to be available for a limited time. Why? Because there are some special bonuses.

These could be extra modules that you're going to have, these could be, for example, what we are doing now, maybe coaching sessions on Zoom, these could be live Q&A calls that you're going to do. So for the next six weeks, you're going to be live online answering your members' questions. And maybe that bonus is unique.

And that's why you're doing this launch. That's why you have that limited time offer. And it's going to be available right here, right now. And they have four or five days to buy it. And that's going to motivate them to take the next step, that's going to increase urgency and scarcity, which is always extremely important if you want to maximize your conversions.

Sales page goes to an order page, we've talked about this in the previous episode, and if you need a reminder, check out the other episodes that we recorded with James, where I go in details about that. I don't want this video to be too complicated, too long. I love it. But I know that some people don't want to be two hours with me talking about stuff. But I can, if you want to, there's no problem.

You know, in any case, you have the order page. And then after that when they submit their credit card, they go to the thank you page, right? And then whenever you're closing, because you're doing a live campaign, I also have a link here that says, Well, once you close it, you're closing access to the pages, to all of those pages.

And then if anyone tries to go to any of those pages, they can reach a close page where you can tell them to contact your support team. And then you can follow up with them manually or however you want to do it. And then basically the launch is closed, but the fact that it has a limited time offer, it's extremely powerful.
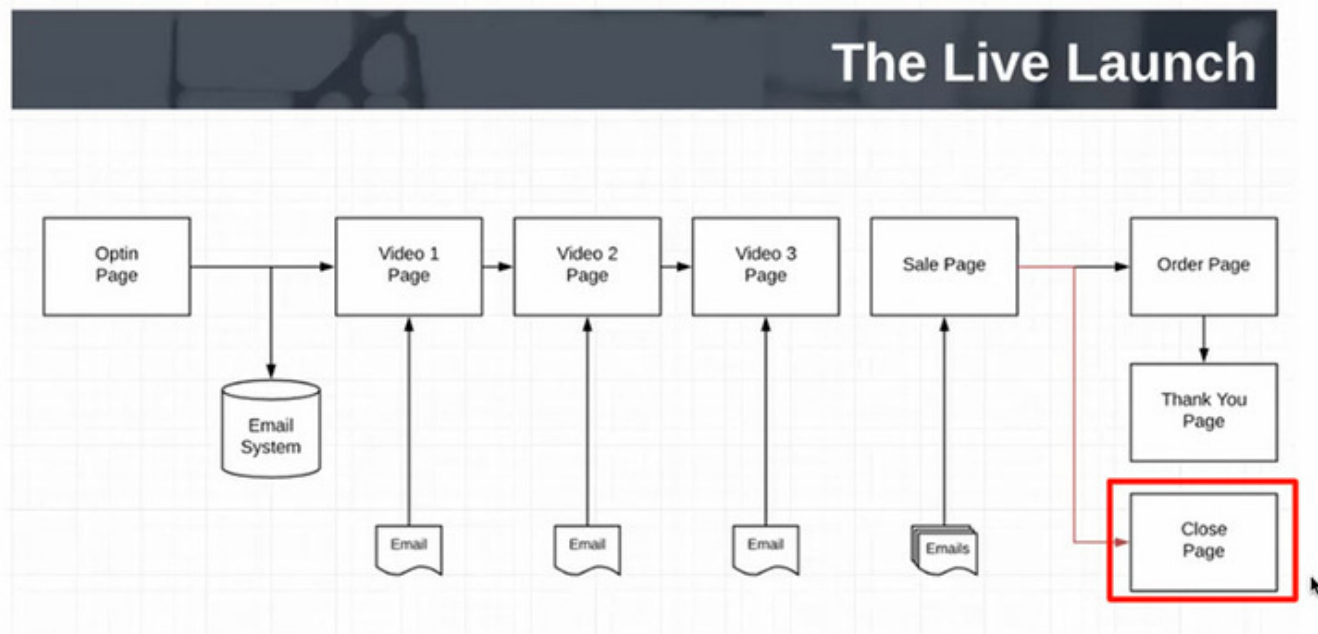
How to build a launch in 10XPRO

Now that's the strategy, right? Now, how do you do it? Depending on your system that you're using, it's going to be complicated. If you're using 10XPRO, it's super easy, because the way you do it is like, I'm sharing my screen now, you go to the campaign section. And people need to remember that the reason why I built 10XPRO is because we were building launch campaigns for our clients.
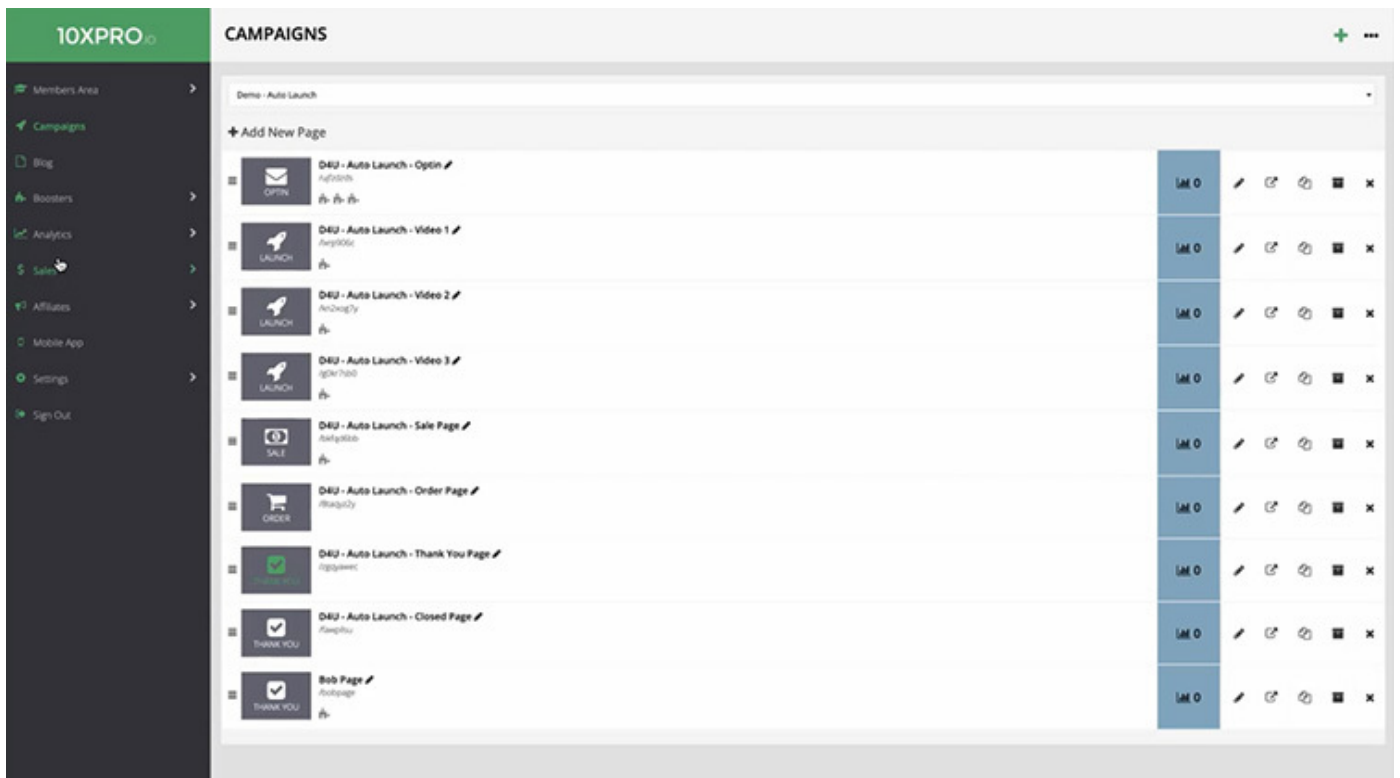
So instead of repeating the process all the time, I wanted to have a system that I could ask my team to click one button to have everything that I just described, instantly set up for our clients. And as you can see, I can go to campaigns, I can click on this plus button, I can say, You know what, this is the James demo campaign,or demo launch campaign. And I'm going to click on the live launch, right?
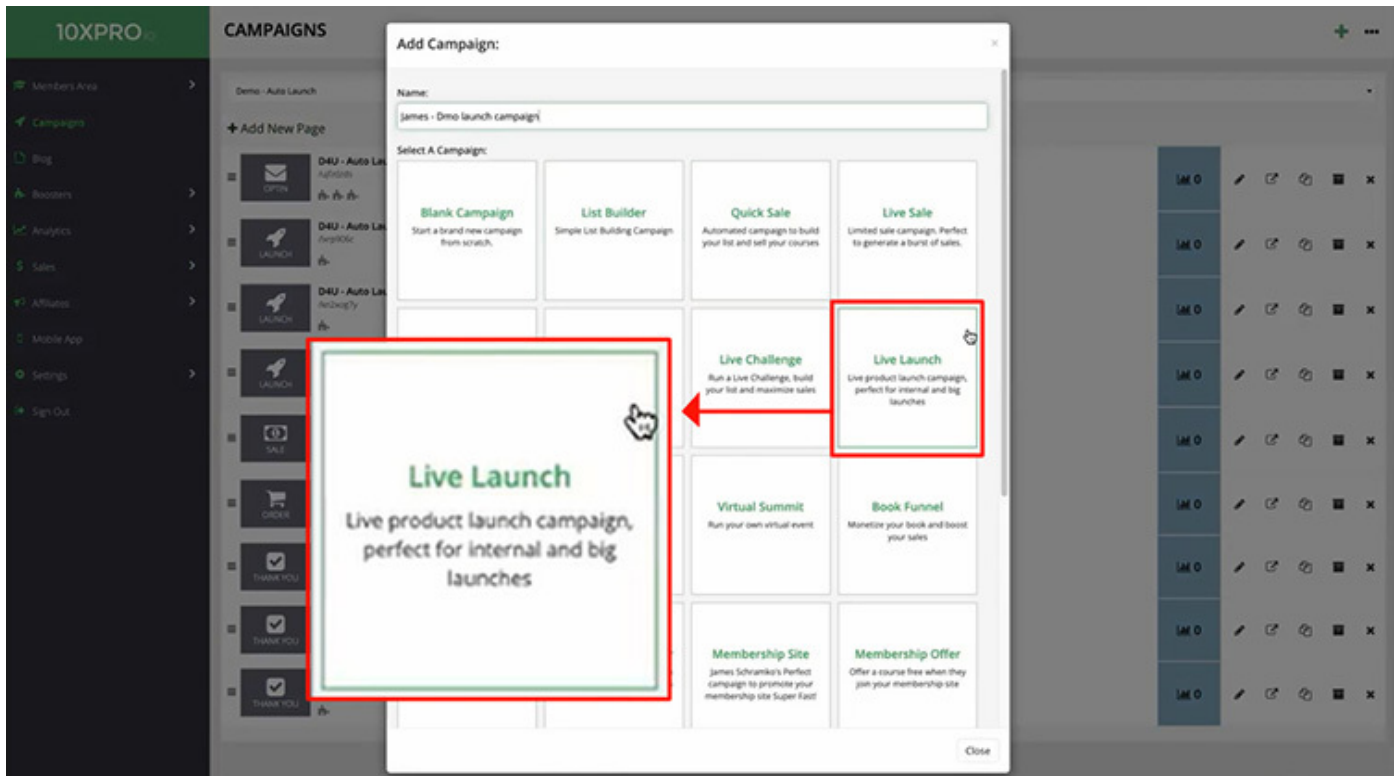
I click one time, the page refreshes, I mean, that took less than a second, and you see all the pages that I described, opt-in page, launch page one, two, three. That's video one, video two, video three, sale page, order page, thank you page, and the close page as well. All of that is templated. Meaning that you can get started with that.
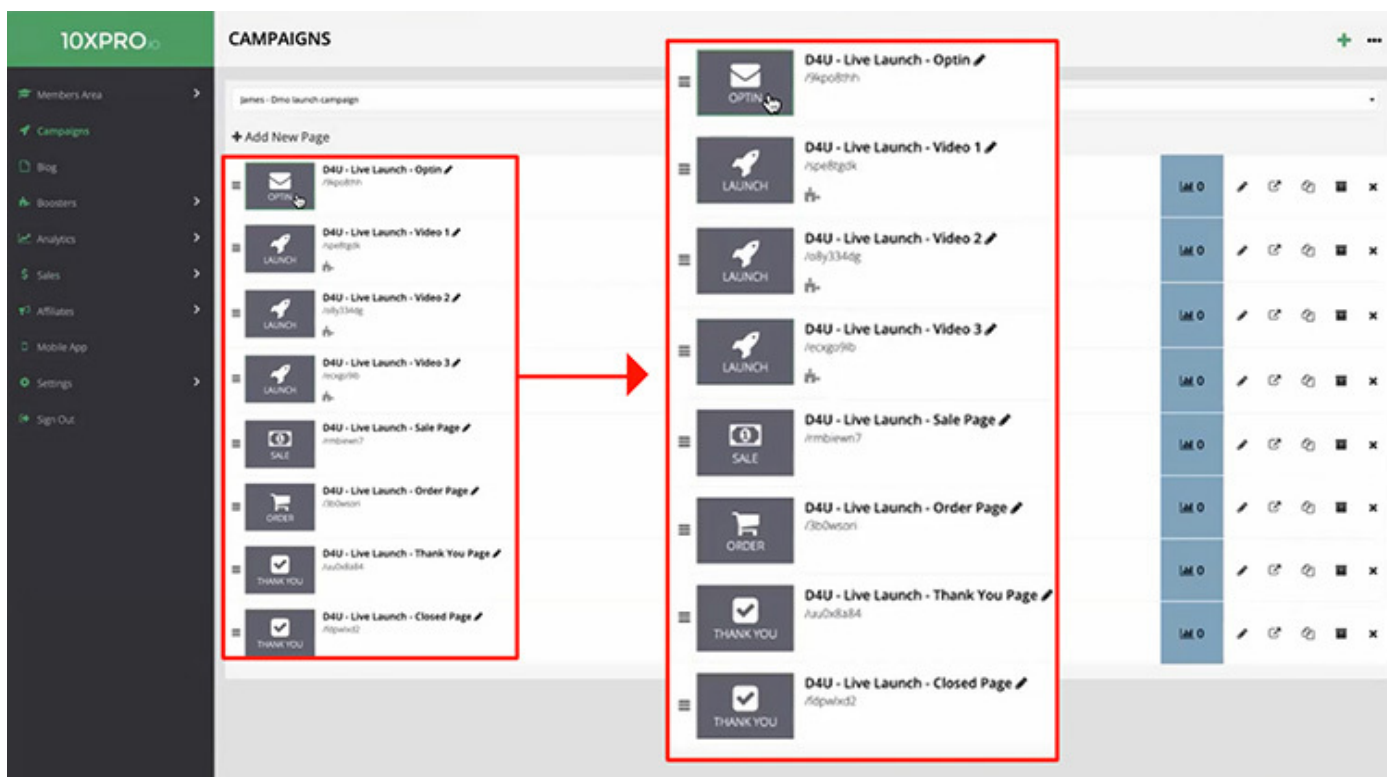
Of course, you're going to customize it. You're going to put your logo, you're going to put the colors, and you know that with 10XPRO, you just use your mouse and you modify the sliders and the font, whatever. But that's it. You're customizing the pages that you see, if you want to use a different opt-in page template, you can use a different one.

But bottom line, here is like, for example, I'm showing you an opt-in page on my screen right now, you make a promise, enter your details and you're going to get access to this free workshop, free mini course where you're going to learn this, this and that, right? And obviously, if they are interested in that topic, they will see that as a great value. And they're going to opt-in, join your list, right?
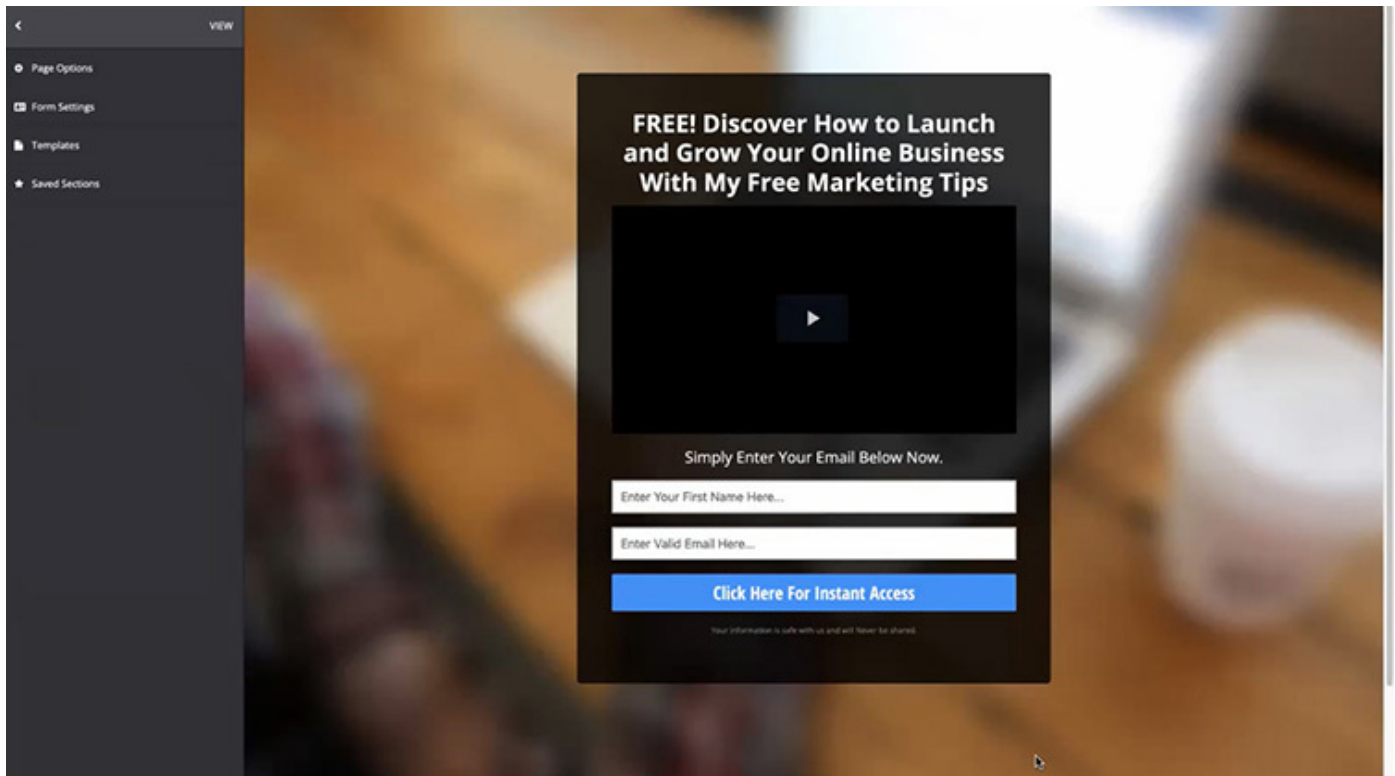
If you're inviting your own list, you're doing an internal launch, it might not even need the opt-in page, but then everything else is the same process. The fact that you're just going to email your list and say, Hey, I just released video one. Here's the link. Video two, video three, sale page. And then that's it, right?

And you just drive traffic to those pages, you follow along, simply create those emails, keep them short. And that's it. You basically now, you have that powerful sales campaign working for you. And the most important thing is that you delivered a ton of value here upfront. So now they got to know you, like you, trust you, because you provided that value at the beginning. And now this will help you, hopefully, to maximize your conversions and get more sales.

"When you're starting out, people don't really necessarily know you, right? So you need to prove to them that you know what you're talking about."

- JOHN LINT

And that's why this is a very powerful strategy to use when you're starting out, because when you're starting out, people don't really necessarily know you, right? So you need to prove to them that you know what you're talking about. And the way you do that is not by saying, Hey, look at my credentials and my whatever paper I got. It's by actually creating valuable content, giving it to them for free or in exchange for an email if you're building your list.

And now that's it. You're proving to them that you can help them by actually helping them first. And then after that is, again, no stress, if you need help creating that sales page, you've got the template as part of 10XPRO.io Academy, but bottom line, you just tell them, Hey, listen, I hope you enjoyed the content I delivered in the previous three videos.

We talked about this, this and that. And if you'd like to take the next step, I simply invite you to join and discover more about the private course I have, and I call it this, and let me take two seconds to tell you about it. Here's what's inside. And if you're interested, then the link is below. Click on the button below. No stress, no hype, no being crazy sales copy guy, just be an honest, transparent, clarity.

And just tell them what you have. Invite them. If they want it, cool, if they don't, that's okay too. Because if you build your list, that's great, because now you have an opportunity, maybe next month, to do another campaign. Maybe in another episode, we can talk about the webinar. But you could do webinars, you could do the sale campaign, you could do affiliate offers, it's fine.
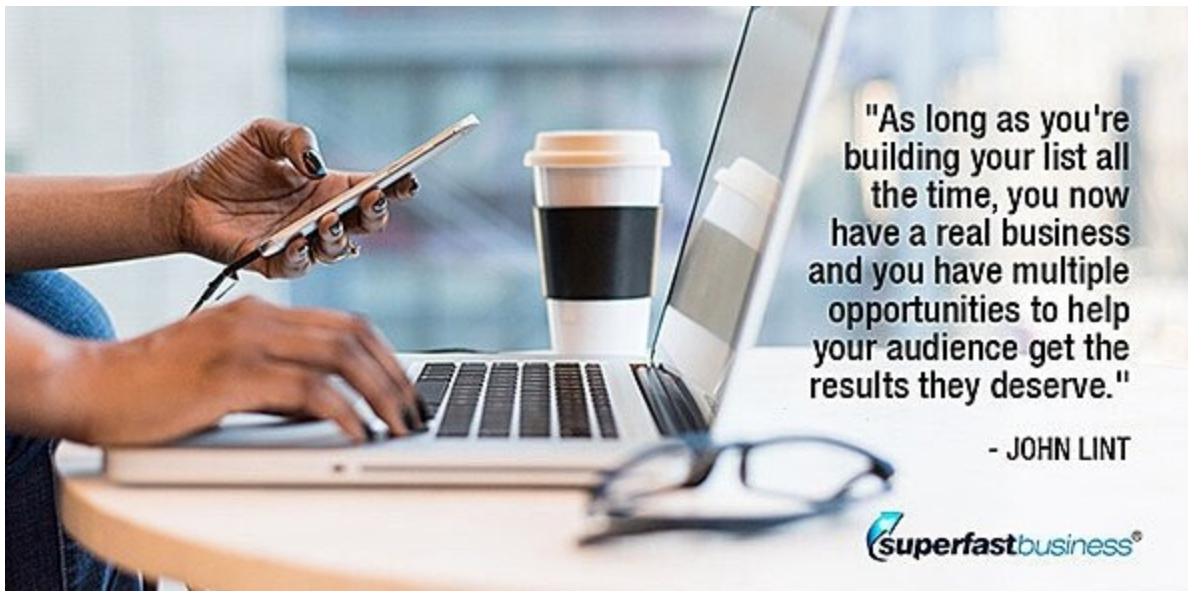
As long as you're building your list all the time, you now have a real business and you have multiple opportunities to, again, help your audience get the results that they deserve, whether through your own products, or through someone else's product, if they feel that other people are a better fit for them at that time. So hopefully, that was a quick overview. I wasn't too long. But that's basically a launch campaign in two seconds.

Other things you can do on the platform

James: I like it. So with some of the launches that I've seen, when they're looking at one of the trainings, they can see some sort of grayed out boxes or indications that there are other trainings coming. Can that be done in this platform? Can you put a grayed-out image? Is it just a matter of putting whatever image you want on the page?

John: Yeah, I mean, in 10XPRO, when someone buys a course, they get access to what we call the Members' area. And when you log into the Members' area, you see the courses that you have access to. And you can get access to the courses in different ways, whether you buy them, whether the admin gives it to you manually, whether you opt-in, you can also opt-in for courses.

But also, as an administrator, let's say you want to promote all the courses, because you might want to make sure that people buy them, then you can specify that actually, this course even though someone doesn't have access to it, they can still see it in the members' area, because I decided as an administrator that I want to promote that.

Because some people don't want to do that, necessarily. You might want to hide some other courses because they are private, you don't want people to find out about it, because you're doing special campaigns for it. There's multiple reasons why you want to hide them. But if you want to show them, you can simply tick a box. And you can say, You know what, I want to show that, I want to promote it in the members' area.

And if someone doesn't have access to it, they will see that, whatever icon you have uploaded, they will see the name. And the button, instead of saying view, which is what happens, it's the default behavior when I have access to a course, I can view it, I can enter it. Instead it will say, more info. And when I click on it, I can go wherever the administrator decided he wanted me to go.

So whether you want to send me to an order page, or to a sales page, or maybe even an opt-in page, because depends on the strategy, maybe you want to give them for free or you want them to opt-in before they get exposed to the offer, it's up to you, right? That's the beautiful thing with 10XPRO, we always think about, what are all the different things that you might want to do.

So it's not a cookie cutter thing where I force you to do it. It's all about, well, there are different strategies online that people in different stages of their business might want to use. And these are the different ways that we can customize the layout, the courses, to do the things that we might want to do.

James: So with some people, if they have the launch video one, they might show the video, well, they've got the opt-in page, there's page one. Are you saying that the launch video page will be public-facing and outside the members' area, or it will be inside the members' area?

John: Yeah, yeah, absolutely, yes. That's why I was confused. Your launch is always a public campaign. Right? It's always a public campaign. So you have as part of a launch campaign and the launch pages, we have usually on the top, when you're doing those type of three videos, usually have a navigation. Let me try to show you this page. I think I uploaded some. Here, for example, here, right?
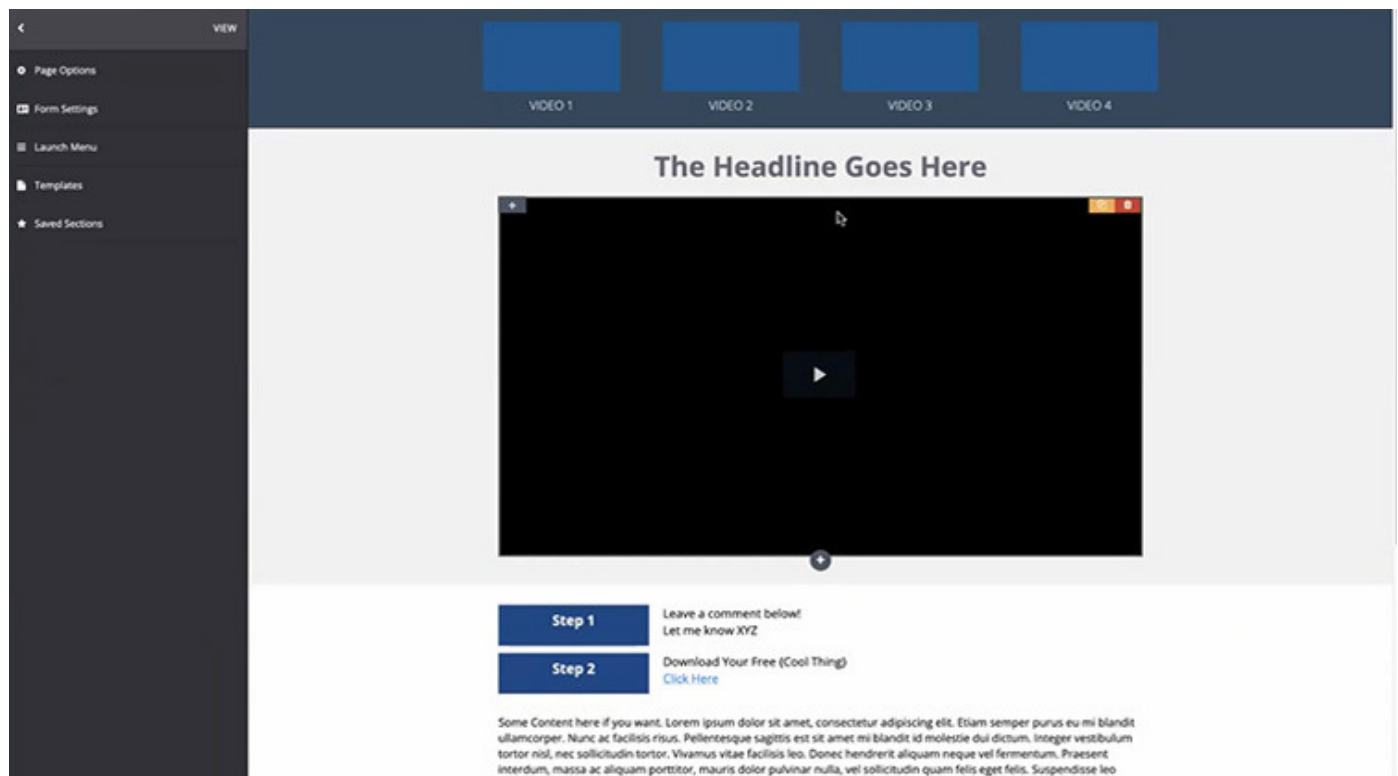
James: That's it. That's exactly what I was asking.

John: Yeah. Okay.

James: Can we see that there's going to be different, and we just put a thumbnail of the videos, as in like you say, coming soon or whatever you want?

Motivation and engagement

John: Yeah, exactly. So that's basically the launch template. And you see there on top, we want to motivate people to wait for the next video, right? Hey, video two is coming. And this basically works if you're doing a live launch, then as an admin, I'm controlling when video two is going to be live, because I'm deciding. But if you're automating the thing, you're doing automated campaign, then the system will do all of that for you in 10XPRO.

James: I think that's very enticing. It's basically saying, Listen, there's going to be more emails coming, keep an eye out for them, and be ready for the next training. And we're getting seasoned up with each of these trainings, building up the muscle. And I love these little functionalities below there where you're getting some interaction with comments. And you're downloading the free thing.
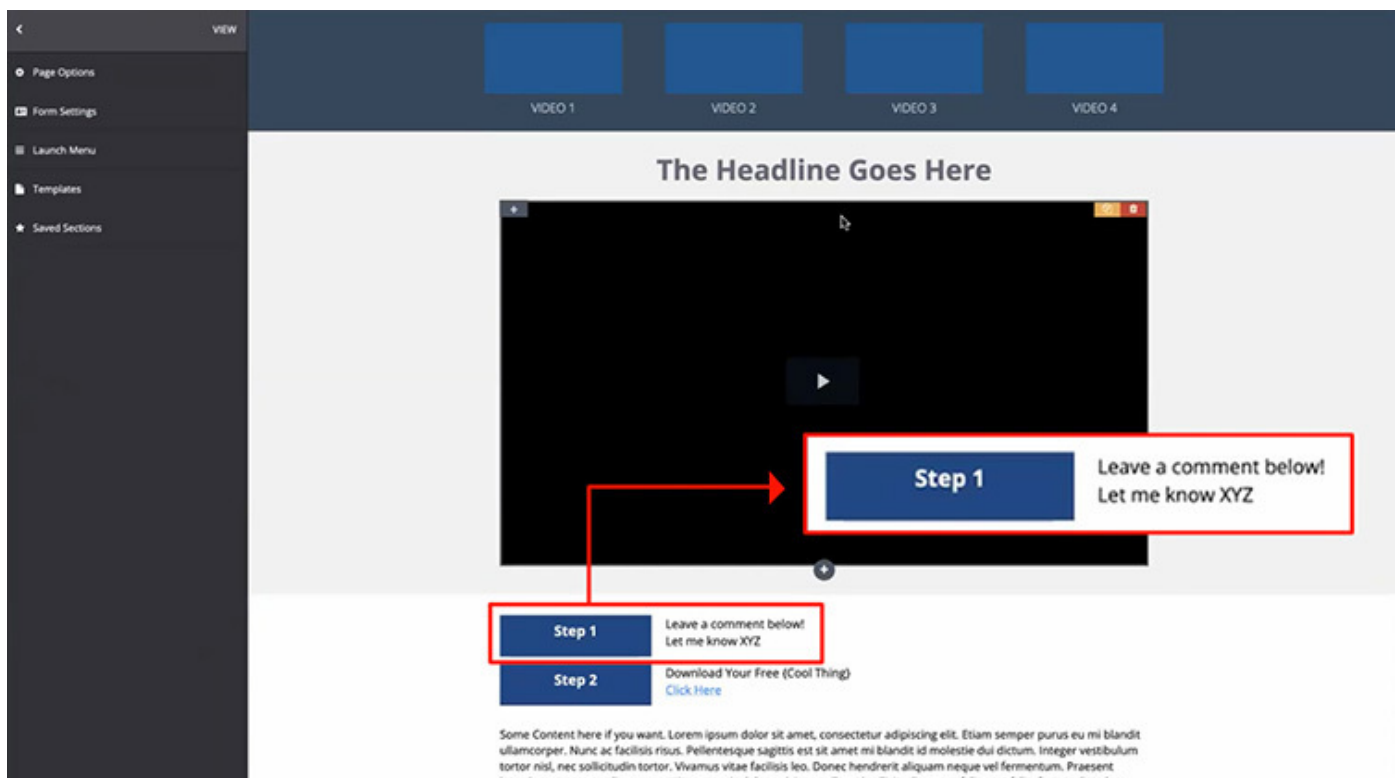
How does the commenting system work? Do I need to plug anything into that? Or is it native to the machine?

John: Yeah, you can plug whatever commenting system you want. These days, a lot of people are using Facebook comments, that was recent. Other people are using their own stuff, like Disqus maybe. So it's up to you what you want to use. Yeah, and recently, we've seen a big shift in using Facebook comments. Again, it's really up to you. You can add it to the pages.

Offering a download is always a great thing to do. Again, it's all about offering a ton of value, right? So great, I'm going to have the video, I can have a blueprint, I can have a cheat sheet I can download. You want to have ideas, some comments below, that's going to motivate people to participate.
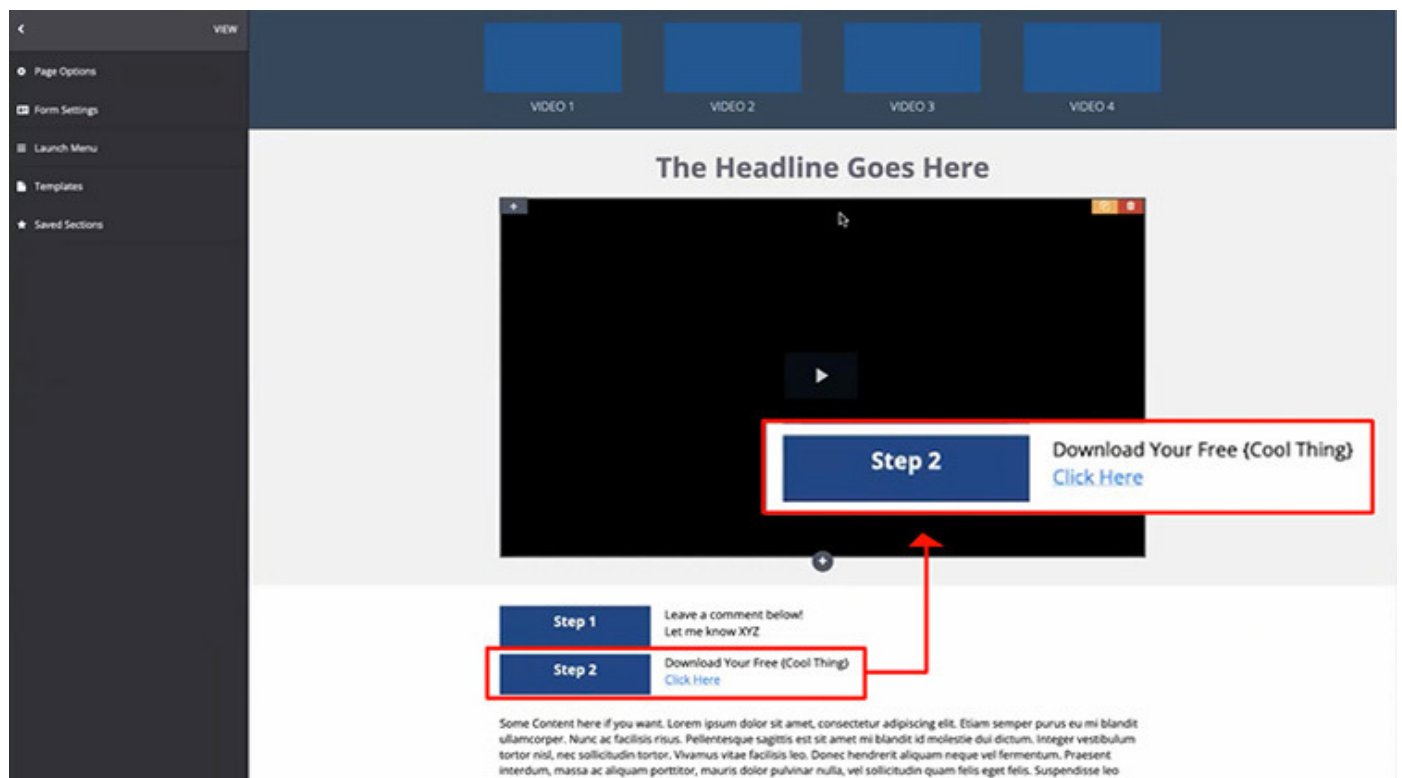
What some people are doing these days, I don't do it, I don't like it, but I see people setting up a Facebook group as part of the process. Right?

James: Oh god, what a hassle. Yeah, I see that a lot.

John: I don't do it. I don't like it.

James: I'm coaching someone at the moment. And they've said, Listen, we sell this product, we've set up a Facebook group, we've got 5,000 or 6,000 people in there. And we're trying to warm them up to buy our product. I'm like, Dude, if you've got the Facebook group, why do they need the product? They've got you on an umbilical cord all the time, and you have to manage the forum and the spam and then keep people there.

And then they're going to have expectations of like... What a difficult way to do the business. I much prefer this. So you've answered my question perfectly, we can have a page that shows what's coming. We then keep sending them what's coming. You've talked about the slightly different styles of videos.

I know they teach that in the launch courses as well, where one is a positioning thing, two is establishing a need for the thing, three is demonstrating proof and capability that this is the right solution, and giving them something super useful. So there's probably some subtle differences between the types of videos you're doing.

Delivering value before the sale

John: Yeah, at the end of the day, I don't want to get too bogged down in this, because it doesn't really matter. At the end of the day, the thing that we're doing is getting them to know us, like us and trust us. And of course, kind of always talk about that course, because like, Okay, and it doesn't have to be crazy difficult.

It's just like, this is one tip that is part of my course, and I'm giving it to you right now. And it's one of the most important things that you can do to improve your golf swing. So it's just like, now they know. You just don't want it to leave it up to the end to say, Oh, by the way, I have a course. No, okay, it's part of a course. I give you a tip as part of my course, I usually sell blah, blah, blah. But you're getting it for free right now. I just want to help you right now.

And you get them to know you, like you, trust you. How do you do that? By providing value, by showing that other people like you instead of saying, I'm the greatest, show that other people are telling you that you're the greatest, and now they're going to start trusting you, because it seems like you're helping other people. You're not just saying that you're helping people, you're showing that other people saying good stuff about you.

So all of these little things to help you position yourself as an expert, and to make sure that at the end, if they just feel like, okay, you know, am I ready now to get that course or not? Obviously, there's a limited time offer, it's a great opportunity for me to say yes.

James: Quite similar to what I'm doing with my 30-Day Challenge where I'm using the platform.

John: It's all the same, all the same, whether you're doing that, whether you're doing your book, whether you're doing a webinar, whether you're doing launch, it's always the same thing. We're just prepping them in advance by giving them value and helping them first and then later it's just, Hey, it's a sale, it's like, sale page, order page, thank you page. That's it, then, are you ready now?

James: Well, that's it. At SuperFastResults.com/30, I have an opt-in page. But that's what I'm positioning, Hey, these are tips from my book, get one tip every day for 30 days. I do send the email, people can actually read the transcript of it. And I send them the login to where they can watch the video inside. I've set it up internally as a training program.

So it's internally, and of course, it leads people off to various things that I can also help them with, and some of my partners can help them with. And that's fine, because it's free. It's very educational. And I do get people interacting with me, they send replies to my email saying, I just did this exercise, here's my results, or they're giving me feedback all the way through. And it's fascinating watching people go through.

One of the things I love, if you do it internally like that, is that you've created a dashboard, where I can now see how far people get through the training and where they get stuck. So it's really fascinating to be able to tune that up, which I imagine, you know, an advanced version of this launch would be after you've done it once, you might be able to automate it.

But also, if one of the videos is not getting the result you want, you could replace it and try something different. So you can get all the analytics and statistics in the back end of how that's going, whether it's from your video player or from the page visits, or you know, the campaign, and you know the campaign flow view. Like, it's how many people opted in, made it to the order page, and then how many bought. You've got all that data, which I love.

John: Yeah. And that's the great thing with this campaign. It's a great campaign. If you're just starting out, you're starting to build your list and now you want to sell a product, instead of just sending them to a sales page and saying, Hey, oh, here's my product, just help them before, right? Maybe you're a bit scared of selling, because there's no such thing as selling anyway online, and we should not be selling or coming up with some crazy copy, you shouldn't do that.

You should just give them tips. Tell them, Hey, if you want to take the next step, if you want to learn more, here's what I have. I've been doing this for a long time, I've been helping a ton of people. If you feel it's for you, great. Here's the thing, okay, there's no other secrets. But this is a great thing to do with your current list by just creating those quick videos, quick tips, quick value stuff, and then inviting them.

Traffic, partners and affiliates

Now the next evolution is, well, now I want to drive traffic to that opt-in page. And you can do it in different ways. You can have ads going to it, whatever channel you're using, YouTube, Google, or the other one that I'm not going to name, disgusting platform that everybody uses.

James: It's alright. They changed their name to protect themselves.

John: Yeah, yeah, they changed their name. And yeah, okay, that's okay. So you send traffic to that. And now you're building your list, or the next evolution to that, is that okay, well, looks like my sale page is converting, I'm getting the numbers, people are loving this thing, it's giving me a ton of value. So what can I do?

Well, now I can partner with other people. And maybe I can motivate them, so that they can mail their own audience to get access to that mini course right here. And the only thing they need to do is to go to that opt-in page. Again, that's going to help you a lot because whether they buy or not, like I said, buying is a bonus, it's great. But it's not the main priority. The main priority is to build your list.

And if you're delivering a ton of value here, you have your partners mailing to that, and then you're building your list, you're providing a ton of value that's going to help you maximize your sales, which makes sure that the partner is going to get a commission. And that's basically doing some kind of affiliate launch, right?

You can do this one-on-one at the beginning. You don't have to invite an army of affiliates, right? Because that's a lot of work. But you can start with one guy and say, Listen, I have an awesome training here, people are loving it, simply tell them about the opt-in, and we're going to make money because obviously, the course is awesome. It helps them even more, everybody's happy, everybody's win-win.

The next evolution of that is to do it with more affiliates on board, that's a little more work, a little bit more stressful. But if you know what you're doing, everything is ready, the videos are ready, the sales page is ready. It's just a matter of coordinating many different partners and telling them, Hey, today is video one, make sure you mail this email so that you tell your audience about video one.

They mail. And obviously, the next thing I didn't explain, but it's part of 10XPRO in the strategy, is that all of these pages are actually protected by a special feature that we call the guardian. And that's very important, because those pages are not just public pages, they are protected pages.

But it doesn't mean that they are inside the Members' area like your course, James. It's just a public page, it's a protected page, protected system that makes sure that only the people who opted in can have access to it. And if they haven't opted in, they will be redirected to the opt-in page so that they opt in, because that's the goal of this campaign, right?

James: That's genius. Genius.

Taking things a bit further

John: Yeah. And basically, that's how you do a bigger launch. Right? If you want to, you could do that once a year, twice a year, that's fine. And then the next evolution of that, once you have something good, is to say, Well, you know what, I want to use this as part of what I call cascading profits, which is a series of campaigns.

And I talked about one of them in the previous podcast, which was the automated, limited sale campaign, right? Well, you could do an automated launch. And that means that anytime someone joins your email list, formulates a blueprint that you might have, let's say they go through a quick sale campaign where you offer, let's say, the course that goes with that blueprint, but let's say they don't buy, maybe they didn't buy because they didn't know enough about you or whatever.

Well, a perfect opportunity is to put them into an automated launch automatically. Your emailing system will put them into another campaign. But the doors of all of these pages would be open and closed based on their own registration to the launch campaign, right. And now, they can grow and get all of this content, get to know you, get to like you, see that you're the real deal. And again, they have that limited sale campaign that works on autopilot, making them another offer, all on autopilot.

And that's why I call it cascading profits, because you go from one campaign, if they don't buy, which is the most important thing, by the way, the most important thing in your online business is to focus on the people who don't buy. You need to have a plan of action for the people who don't buy. If they don't buy in campaign one, what you do, you cascade them into campaign two, they don't buy, cascade to campaign three, etc., etc., etc.

And if you change the types of campaigns, you're not just asking to buy the same product. You're providing values with different angles and different modules, I think, you say that, but whatever, different ways, and it never feels like you're pitching them anything.

James: I coached a multimillion dollar company and they had campaigns that they called pinwheels.

John: Pinwheels, okay.

James: And they would rotate a customer around between 30 or 40 different campaigns. This is a great addition to our campaign series.

If you need more reasons to love 10XPRO…

Now, just on that affiliate thing, what affiliate program do we have to integrate with 10XPRO to make that work?

John: It's built in.

James: Built in! Oh, my god!

John: Built in.

James: Now, okay, just on a side note, someone's listening to this or watching this. And they think, John, this is mind-blowing. This is mind-blowing software. Maybe, I just want to make my business just being an affiliate for 10XPRO and getting recurring commissions forever. Would that be an option for someone?

John: Absolutely.

James: You should get in touch. John's got all this for 10XPRO. Like, I've been talking about 10XPRO for quite some time. I partner with it, to promote it, because I love the platform. I'm in the process. As we record this, I just briefed my team about our migration of bringing some of our prime assets across to our new home at 10XPRO as well.

So we're getting behind it in a deep way. I'm sending feature requests on a constant basis, sent you one yesterday, John.

John: I got it.

James: Saw something I liked somewhere else. And so I think, as a family, as SuperFastBusiness audience and members, and 10XPRO people, there's a lot of crossover. One of our mutual clients, he went through our original training, John, he took that $1 trial, or whatever it was, and set up a course, it was a year ago.

He set up his thing a year ago. And he was just setting that up. And anyway, he's just invoiced a client right now for $175,000 for his current membership, for a multi-seat license. That's what can happen in one year. So we have proof on proof on proof on proof of how good this platform is. John is just tapping the surface. We're trying to keep this usable.

Like he said, he could talk for days about this, and him and I often do. I'm just scratching the surface of what it's capable of. But smarter people than I get in there and they love it. I was speaking to another client today who's just got on board. And he's just getting in there. He says he just wants to spend all his time playing with the amazing features. He can't believe it's there.

John: This is my life's work. This is all the tools that I've always wanted. I built this for myself at the beginning. And that's why the name, you know, 10X, speed, get started fast, but pro, get the pro tools that you might need in the future. You never know what you might want to do. Like you were talking this year about doing book funnels, and we've been doing that. It depends on what you want to do, right?

James: Just like a quick sort of thing, I've got book funnels, challenge funnels. I've got a membership. I've got information products that have chapter releases. I've got a dashboard and cart, and everything that go with it. And I could do affiliate stuff. It all works via an app. There are a number of other plugins, I've been sending push notifications, it just does everything that it should do. It's just amazing.

So the best thing is I just briefed my team on how the migration will work and what our plan was that you helped me map out, because you actually go, you do a weekly call for all members of 10XPRO, help them with strategy and implementation stuff. You know, the upshot of it was, after three or four minutes of explaining the migration thing, they just said, Great. Like, it's all there. It all makes sense.

So it's stuff that in the old days, you'd have to have, like, 15 briefings with some agency, and then they're going to quote you 60 grand to put it all together. That happened to me. Two thousand and nine, I started SuperFastResults, my first forum, I was quoted three grand a month, and an upfront bill of 15 grand to get something close to what I ended up starting with. That had a few extra features. But that was in 2009.

So you know, if you take that out to 2022, that would have been a lot of money spent over that time for a platform that more than likely, I would have gone through multiple developers, had nightmares. I'm not a guy to muck around with software. I'm not a software guy. You're the software guy. I hope I do a good enough job letting people know about this program.

Anyway, that's a live launch. Got questions about a live launch?

John: Let me know.

James: And if you happen to have 10XPRO, then get into the weekly call with John and ask him all about it. Show him your funnels, your campaigns, ask him based on what he's seen, doing these campaigns for big organizations as an agency, what would he change? Where can he help? He's all over it.

So that was something I was thinking about this morning when I was walking back from my surf, John, is how you log in every single week and help your members. That sort of support is unheard of in the software game. So, congrats, and thanks.

John: Yeah, take advantage of that. No problem.

James: Yeah. Take advantage of John. That's really the punch line.

John: Do it. Yeah.

James: Thank you so much for sharing us with this one. And all of the map that John's been taking us through is available on SuperFastBusiness.com, Episode 887. So yeah, good one. And there is actually, by the way, a campaign series. My team have built a campaign series. So all of the campaigns John's been taking us through are available on SuperFastBusiness in the campaign series. If you get those campaigns in place, you're playing with something really powerful.

John: Yeah, absolutely. You're building your freedom. You are mastering your business, and you're building a machine that's working for you. And to me, this is extremely important. And if people want to learn more about it, I can come back. We can do other campaigns. We can start going to automation, let me know, let me know.

James: Yeah. I've booked episodes. I want more campaigns, John. More campaigns. Thank you.

John: Thank you.

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