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Premier Entrepreneurs Revealing How Wealth Is Created

Million Dollar Membership

The Real Secrets Behind

Membership Websites

Featuring Jeremy Gislason and Simon Hodgkinson



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INTRODUCTION

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About the Publisher:

My name is Eric Lorence, and I have been a Ghost Writer, Author, and Internet entrepreneur since 2005. Like most aspiring web business pioneers, I started off broke and hungry for all the *legitimate* Internet business information I could find. Determined not to spend any money,(of which there was little), endless hours were spent diving through the same old

“5 foot long” pitch pages and ads serving up the latest and *not-so greatest* web business ideas.

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ABOUT THE AUTHOR

Terry Telford

Terry Telford comes from the marketing and advertising world. In 1991, he graduated with honors from the Advertising Program at Loyalist College in Belleville, Ontario, Canada. Immediately after graduating he started his own advertising agency with a partner. 6 months later, Telford sold the agency to his partner and moved to the "big city" - Toronto.

But things were a lot different than he expected. Landing a good job in a big advertising agency turned out to be like looking for a needle in a haystack. Competition was fierce and the job market was quickly drying up.

To pay the bills, Terry took whatever jobs he could find. He sold vacuum cleaners, shampoo and soap, drove a delivery truck, and eventually ended up managing a paint warehouse. Although they weren't glamorous jobs, they were full of enriching experiences.

Terry learned the psychology of sales. What to say and more importantly...what not to say to have prospects beating down the doors to buy, buy, buy.

Along the way, he bought a small mail order company and started experimenting with direct mail campaigns. He worked through the typical learning curve and made all the mistakes in the book. He paid too much for advertising, mailed to cheap junk mail lists and used a good deal of time and money learning the ropes. Luckily,

Telford learned from his experiences. He was able to turn his learning curve into a positive learning experience and profited greatly from his trials and tribulations. In 2001, he hopped onto the INTERNET with the hopes of expanding his mail order business. At first glance it seemed pretty simple. There were Free For All (FFA) sites where he could advertise to millions of people, free. Classified ad sites would run ads for \$5 or \$10, or the big expensive ones were \$20 a month.

To put that into perspective, Telford was spending \$600-\$1000 a month offline on classified ads, so \$20 a month was like hitting the jackpot.

The upside of online marketing was, it cost next to nothing. But the downside was, he was getting very little response. He spent a lot of time experimenting with ways to advertise effectively online. He tried everything and anything.

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All in all, it took 3 years online before he actually had a profitable online business and not just a hobby.

Today, Terry is the Chairman of The Bridgeport Communications Group of Companies.

Terry:

Hi. My name is Terry Telford . Today, we're fortunate to have two of the Internet's premier entrepreneurs with us. We have Jeremy Gislason and Simon Hodgkinson.

These guys are going to show us how to set up million dollar membership websites. And they have the credentials to back it up. In June 2007, one of their membership websites generated 1.7 million dollars. That's US dollars. 1.7 million dollars in 10 days. That's absolutely phenomenal.

The project was Marketing Main Event 3. What we're going to do today is walk through the process from the brain storming and the pre-launch right thru the launch, post-launch and the final MemberSpeed product we can order today.

We also have a very, very special guest on the call but we're going to get into that in just a few minutes. First, I'd like to thank you guys both you for being here today and taking the time to really explain, in depth, what you did to generate 1.7 million dollars in 10 days, so thanks very much for being here on the call today guys.

Simon:

Thanks Terry. We are really glad there are so many people on the call tonight, because we've got a lot of information we want to share with everyone and we've 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 being virtual business partners. How did you end up getting together?

Simon:

When I tell people offline that my business partner is thousands of miles away, and we've only met face to face on one occasion, people just look at me in open mouth disbelief. I think it proves more than anything that when you're doing business on the internet, the sky's the limit. Anything is possible.

You can develop partnerships with anybody anywhere in the world today. Jeremy and I are 6,000 miles apart and we have an 8 or 9 hour time difference. It just doesn't matter. I think our relationship, on a whole, 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 I'll inflate his . I think the most important thing is, we think very much alike on a lot of things. We share lot of views and opinions that makes it easy for us to work together. When you have a good working relationship it overcomes time differences and mile differences.

Before we met and started working together, we were both very successful online and I think that's important for people to understand. We were already successful, but together, we've been able to accomplish much more than we could have on our own.

For example, going back to MME 1, we put that together, basically from scratch, in less than 6 weeks. We got it done, we got it promoted, we got it finished and we got it sold. In 7 weeks total that site made \$160,000. Individually, we could not have done that. Jeremy has the organizational skills and I am completely disorganized.

It took 12 months to put MME 3 together. I'm going to kid anybody. You can't go away and build a site like MME 3 in 6 weeks, would just not be possible to do. And 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.

The big thing you need to take away from this is, making money online is a team sport. You need to find someone, or a small group of people that you can partner and work with. You have to be comfortable working with them long term. You've got to find people that have a similar mindset to yourself.

Alternatively, you can hire staff or outsource, but don't think you can do it on your own.

Going back to what your were saying Terry, I really got started with Jeremy when he was running Sure Fire Wealth. He was a regular customer of my info clicks newsletter. That was about 2004 when I was concentrating on branding myself. I got a lot of product into the marketplace with resell or master resell rights, basically to build my brand. That's a whole different topic of conversation, but Jeremy was buying all my products for his members.

I guess he was getting good feedback from his members about the products and that's what got us talking. We worked on a couple small joint ventures and

Jeremy obliterated all the other joint venture partners I was working with at the time. It becomes pretty hard not to take notice of somebody who just consistently wins affiliate competitions.

Knowing what a good site he had and how he took care of his members, it was pretty obvious he was a reputable guy. A lot of sites at that time were similar to Sure Fire Wealth, but had a quarter of the content. It was clear that he wasn't just doing it to make easy money. That's what got us together on the MME site, because Jeremy suggested putting together a package for **Sure Fire Wealth** members and that turned into MME 1.

Jeremy do you want to tell people about our working relationship?

Jeremy:

Yeah sure. Simon and I started out basically with me being his customer. I was buying his products and he was checking out my site. We started working together on affiliate joint venture relationships where I promoted his stuff and he promoted my stuff and eventually we started working on projects together.

As Simon mentioned, I initially wanted to put a special together for Sure Fire Wealth, but then it just started rolling and getting bigger and bigger as we went and we brought partners aboard and new products developed and Simon was just cranking out the products everyday. It rolled very quickly so we decided it was too big just to allow one small group of people to access it. We decided we have to get it out there, make it available to everybody.

And that's what we did. We started out as partners. Basically, like Simon said, we compliment each other. Simon's very creative. He's good at making products, and he's a great copywriter. I help develop the sites and work on the planning and long-term strategies. We just put them together and we work very well as a team.

The original question about not being together in the same office and being so far apart, actually has a lot of benefits. We're both held accountable for our results. You're not sitting there wasting time, going out for a drink after work together and not getting up the next day or something. It's a good job we don't live next to each other, we'd never get anything done.

Simon:

That's true, because every time we have met, that's all basically we do.

Jeremy:

It's probably good we're 6000 miles apart, because we'd never get any work done. But seriously, having virtual staff, virtual employees, virtual partners, its a real benefit, because all you see is the results. You don't see what they're doing. And it doesn't matter, as long as they produce results, it works, and if your not producing results well then it's not going to work out.

When you get an email that says, "hey check this out, hey this is done, hey look what I did" those are results. I think having a virtual team can really be a benefit. There is no time wasted. It's not like working in an office where you just look busy for your boss. If you're virtual, there's nobody watching you, so it's up to you to get your stuff done. It can be a real benefit, especially with an online business.

And anybody can do this if you find another business or person or marketer or a designer, a programmer, copywriter whatever. Somebody who can compliment your business. What you really don't want to find is somebody who's just like you, if your a copywriter 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 maybe one person has one way of doing something and the other person has a totally different way of doing things.

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 you're not and vice versa, together you are much stronger. It can work with 2 people, 3 people 4, you can have bigger groups working together on projects if you like. You can have a dozen people if you wanted to as long as everybody knows what they are doing.

Terry:

That's super. I think the big thing everybody should take away from what you guys have just said about joint venture partnerships is, you really want to find somebody who compliments your skills. Like you said Jeremy, if you get two copywriters together, what's the point? You're doing the same thing. If you get a copywriter and a marketer together, that makes more sense, because you've got complimentary skills.

The other thing I think that's really important is the accountability for your work. With a joint venture partnership, especially with the partnership that you guys have, you're both responsible to each other. I think you probably feel, as I do with my partners, that you are accountable to that other person. It's an extra fire

under your butt to keep yogoing and make sure that you accomplish things. Then I know I can send an email to Jeremy or send an email to Simon and say hey look at this.

I think those are two of the key point's that people should really take away from what you guys just mentioned.

Now, before we go any further, I want to do something a little special. 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 your going to get from this website. You're going to learn how to:

design a membership website for maximum impact

launch your membership website like the pro's

easily take advantage of expert knowledge

keep members coming back again and again

market your website for rapid growth

sell your memberships for huge profits

start your membership website

determine how much it really cost to build a million dollar site

find out where to find the tools that you need to get started

find out how to involve other member's and build communities very, very fast

harness word of mouth advertising marketing for massive success

get the subscription models that are going to profit you the most

Now that's a really short summary of what's in the is website and I'm going to blow you away when I tell you these guys are giving all this away for free.

The membership website that these guys set-up is absolutely free. When you

join, you'll get an email. In that email there's a confirmation link. When you click on that link, the next page you'll see is an amazing upgrade. I think it's like 50 bucks or something right guys?

Simon/Jeremy:

Yup, \$47.

Terry:

Without even thinking about it, don't even bother reading the sales copy, just scroll to the bottom of the page and order it. It is absolutely phenomenal it's going to make your website rock. So what you want to do is go to **Resale Rights Mastery**. You're going to get all that plus more, I'm not even going into all the details about it, but it is an absolutely amazing package.

I've been a member in there for about 4 or 5 days and it's absolutely phenomenal. This is a website that blows away some of the paid membership websites. If you want to build your own membership website, don't sit there wondering whether you should do it. You definitely should. Just go there and do it. Upgrade to the next level it's \$47 and you'll love it. Absolutely guaranteed, Jeremy guaranteed it, Simon guaranteed it and I guarantee it. So you've got 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 online, but what did you do before you got online. Where did you guys come from?

Simon:

My background is in sales, I've always worked in sales and marketing, but it was industrial and engineering sales. When I first got started online, I was curious if the sales environment offline was different from the online marketing environment. And getting online back in the late 1990's, allowed me to see the growth in the internet marketing field and the internet as a whole.

I have friends that came out of college and they were working in IT Companies. They were fresh out of college and they were making twice as much as I was making as a sales manager in an engineering company. They were making hundreds of thousand of pounds per year. And they weren't any smarter than me.

So I started looking around at the internet to see what I could do. I started reading about web design and search engine optimization. And I actually got

hooked on internet marketing. I started building my own sites. And I was still working a 9 to 5 job. So I started moonlighting. I was creating websites for some of my day job clients. They didn't have websites, they didn't have a clue what the internet was, but they knew they had to have websites. That was the big thing back then.

So I started to build sites for them. That was before Flash, they were very basic sites. But I started getting referrals. So was getting an awful lot of work and this was just a sideline. And it all started to spiral. I had people asking me for websites and sales brochures and promotional pieces and I ended up having work coming out my ears. I ended up with 2 full time jobs.

I ended up getting to the point where I actually was making as much money doing my "part time" stuff as I was working at my full time job. And I was doing a lot of traveling and all those sorts of things. So I started thinking, here I am working like a demon at my regular job and I'm making more money in half the time working at my part time gig. So I decided to quit the 9 to 5 and set up my own company as a web design / marketing company.

I still had a lot to learn, but I knew a lot more than my clients and you know what they say, "In the land of the blind, the one eyed man is king. But the problem was I was a victim of my own success. I was constantly looking for new clients. But then I got more clients than I could possibly handle.

At that time I didn't know how to write source code properly so it got pretty chaotic. I was working 7 days a week, 14 hours a day. And I did that pretty much for 6 months straight. I was making a lot of money, but I was just burned out. So I started a second sideline with **internet marketing**. I created a few products of my own and I was doing a little bit of affiliate marketing. One of the first products I did that was a big success in **internet marketing** was the magic button.

The magic button was a floating DHTML player that was basically an unblockable pop up. I actually created that in January or February, 2004. And that was an incredible success. I think it just hit at the right time when people's java script pop ups were being blocked and this was something different. The software was very simple to use and it sold 2,000 copies.

So when that started to happen, I was matching the income that I was making building websites and working myself to death. So I quit again, but this time I actually quit my own business and became a full time internet marketer.

One of the things I do is spend a lot of time looking for demands for products. And one of the things I spotted was a lot of resale rights and master resale rights products. As more and more internet marketers released more and more products, the market became more and more saturated. I could see there would be a demand for resale rights products outside the internet marketing arena. And I've been very successful in some of those markets.

I created collections of recipes, for example. Developing low price high quantity products worked very well for me. So I thought outside the box, outside the internet marketing area and started putting together resale rights products for markets where there was really no competition. And that started this power pack concept. I think I was one of the first to start packaging up these resale rights products. And that was probably very early in 2005.

The power pack had about 20 products in it and the next one had 50 in it and the next one had 150 in it. I think it was probably powerpack3, in about April or May of 2005 that Jeremy and I really started talking. Jeremy was the number one affiliate in powerpack3 and the rest is history.

Terry:

Excellent. What's your history Jeremy?

Jeremy:

I will be brief here, but basically my father had his own business and I kind of grew up in an entrepreneurial family. I just knew from a young age, I didn't want to work from somebody else. I just knew that somehow. And when I got of school, 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. I just thought, I can run a company better than the owners. So I left and started my own company over here in Japan back in 1997.

During the time you start your own business, you have to do everything yourself and it's hard. And business success is a lot of determination and drive, but there's also a little luck sometimes. And sometimes it's timing and sometimes it's who you know and everything all ties together.

So my first business did take off and we ran it for ten successful years and then finally decided to close it down this year, because it was too much to run it along with the online business, which is just growing phenomenally over the last couple of years. So that's our main focus for now.

While I was building the businesses, I would try to learn everything I could. I

read a lot of stuff by Napoleon Hill, Robert Kiyosaki, Bill Gates, Donald Trump and whoever was already successful. I like to read some of the older stuff, because a lot of it is more legit than some of the stuff nowadays.

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 it's quite long. It might take you a while to read, but it's much better.

If you look at any self help book, it's basically the same kind of philosophy or content that Napoleon Hill wrote almost a 100 years ago. He was surrounded by great minded individuals, like Henry Ford and Andrew Carnegie. He had the chance to interact and be with them. That's powerful.

If you ever have the chance to read the autobiographies of successful people from a long time ago, do it. They're very interesting. Not only can you pick up a lot of history, but you can pick up a lot of the mindset. And that's probably the most important thing, when you're in business, is the mindset. If you have the wrong mindset, you'll probably have a hard time or your business might fail. So you've got to have the right mindset.

You really have to switch off from being an employee and start thinking like an entrepreneur. It's a lot of thinking, so I read a lot, I watched a lot of training DVDs, and listen to a lot of audio's. I've read tons of books over the past fifteen years and I study people who are more successful than I am right now. When I was making \$100 a month, I always studied somebody who was making \$1,000 a month. If I was making \$1,000 a month I studied somebody who was making \$10,000 a month and so on. If you're doing \$1 million a day, study somebody who's doing \$1 billion a year. You want to study people who are bigger than you and you want to strive to improve yourself. That's what I do on a daily basis and I just never stop learning or trying new things.

If I find an interview or something that looks really good, I listen to it. I read a couple of books every month. I constantly try to absorb new material and just try to improve the business. That's kind of how entrepreneurship is. The mindset is really important, its not just work hard.

The online business for me, kind of started back in 98-99. We got our first computer and I finally figured out what email was. I tried network marketing and those kind 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 down lines and recurring income and all that kind of stuff ties in. But I didn't

really like some of the philosophies, and a lot of the people on the top were pushy and I just didn't like that so I got out.

But back in 2001, 2002 the internet was all the rage. There was a lot of new technology and I'm very fascinated by technology. If I found some kind of new technology, I would study it. I'd sign up for an account, become a member or whatever and just figure out how the heck it worked. It was interesting. I spent a lot of money the first couple of years online. I lost some money on programs that promised the moon and delivered dust, but I also bought a lot of products and signed up for membership websites for research purposes. I just wanted to learn and make my way around. So even if I lost money, I looked on it as a learning experience.

And eventually I started working with ISO Register back in 2003. I started out as a customer, then I just made a lot of suggestions and the owner improved his business and he brought me on as a partner. I worked with him for couple of years and I really learned a lot more about how the inside of an online business works, especially membership sites. It was really good because we built membership sites from scratch.

We started by taking an idea and then putting that idea on paper, writing it down, giving it out, telling our programmers what we wanted to do and they made it come to life. Then there was testing and launching it and selling the product or service. It's very interesting and it's very good to learn that process, because once you know the process, you can just keep launching site after site after site and keep getting better at it each time. Keep getting better and faster.

So it was a good experience for me. When I started my own company in 2005, I had the knowledge to build from and 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 key aspects 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 get that mindset.

Set your mindset, set it appropriately so you're thinking like a entrepreneur, you're thinking like a business person instead of thinking like an employee. Just that one small shift in perspective puts you in the right mindset to go to the next

stage where you guys are now.

In a 3 year period together you built a multimillion dollar partnership. The biggest, most explosive project to date generated \$1.7 million in 10 days. Of course, we're talking about MME 3 or Marketing Main Event 3. But before the payday, there was a lot of behind the scenes work that you guys had to put into the project. I'd like you to take us through the brainstorming and planning process, then into the pre-launch cycle, the actual launch of the product and into the post launch.

I'd like to cover each of those areas and see what happens behind the scenes. So if we start off with the brainstorming and planning. How do you start the process?

Simon:

Just to correct you, Terry, it was \$1.7 million in 7 days.

When it comes to the brainstorming and planning, the first thing is, we have a good knowledge of the market place. Jeremy and I spoke to people who have lost hundreds of thousands of dollars marketing and promoting to markets they weren't familiar with. People that are incredibly successful in their own businesses and their own market went somewhere they didn't know, they hired knowledge and it just did not work.

I think that's one thing that's been a real advantage for us, we have a good knowledge of the marketplace, because in reality we are our own customer. If you are your own customer, it gets you fifty percent of the way you need to be to brainstorm, because you know you want and by default, what the market wants.

I sell products online, Jeremy sells products online, we know what the problems are and we know what the issues are that affect our work. The people in our market place are affected by the same issues we are. I know if something's not working for me, or if there's something that I need for my business, there's a very good chance there's going to be big demand for it.

What we do is not rocket science. We sell information of physical products online or use the internet to promote offline products. That's all there is to it. If something is not working for me, I know it's not working for thousands of people out there. That's a great start. Know the market place.

But intuition can be risky. The key thing is, listen to your customers. We ran a big

survey a little while ago. 3,500 people took part in the survey and gave us valuable information about the market. They were doing the same thing as we were. They were selling products online. So we asked how we could help them. What didn't they have in their businesses? What did they need? What did they want to learn? How much money they make? How much money they want to make? What caused them the biggest problems? All those sorts of questions.

The first part of the survey was multiple choice, the second part was open ended questions like tell us what you want, if you could have anything, what would it be. And literally we sat down for nearly a month and read through all of the answers and picked up ideas. At that point, I don't think anyone had done a survey that got such a great response. That was gold for us. We listened to the customers, listened to the market place, and listened to what people were complaining about.

The easiest formula for creating a product is, find problems that a lot of people are complaining about and provide the solutions to the problem. That's a great way to start a brainstorming session.

Going back to working with a partner, Jeremy and I bounce ideas off each other all the time. If I get a great idea, I tell Jeremy and he either says, wow that's a great idea or you know Simon that's crap. And I go away sulking and the day after I realize he was right.

What Jeremy does though is, he says if you do this, this and this it might work. So we said we knock ideas between each other backwards and forwards. And ultimately it's a great way of brainstorming, rather than sitting there with your pencil and a notepad and just thinking of ideas on your own.

It's also important to bounce ideas off people in your marketplace, people that know what you're talking about. Sometimes I say things to my wife and I just get a blank look. You've got to talk to people in your market place. Talk to your customers and if you have a business partner bounce ideas around with them.

That's how we came up with the software that made up the main part of MME3. We gave our customers the software we were using to run our membership sites. I know a lot of marketers who wouldn't have dreamed of giving away their prize technology or the secret software, but it's the best thing we could offer. And it brought in \$1.7 million.

So the big pay off was by sharing and giving a great value. The problem we had initially was the software was custom built for the application we use it for. But

we realized not everybody would want to do what we did. People need more flexibility and more control. I bought software and membership style management systems in the past and it was not flexible enough. So we had to reconfigure the software so people could use it for different things.

While we were redesigning things, Jeremy and I were like two kids opening the front door of the sweet shop, because we had a very good program behind us so that was a bonus. We sat down and we brainstormed how we could make it fantastic.

Now six months down the road, it's a whole lot better than it was in June. In six months time, it will be better still and six months on, it will be better still and that's because we listen to what people want. We have a forum for members and we recently polled members to find out what plug-ins they wanted for future releases. We have a suggestion box built right into the software. If you would like to submit an idea 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 discuss things with the programming team and that's how it works. It's a joint effort. I think that's the big thing, two big things I would say is listen and brainstorm with business partners and groups of marketers that you have put together. Ask your customers what they want. If you ask people what they want, they will tell you willingly and you learn from that.

Terry:

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

Jeremy:

Ok. The planning of MME 3 started about a year in advance. A big project like that doesn't happen just overnight. A lot of people were involved, a lot of planning, a lot of changes as we went along and 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. Be prepared for anything that can come out. Maybe a problem happens, maybe something happens, but also positive things that maybe have new ideas and you implement it.

For example, during the development of the software, Simon and I were talking about different things that we were doing. While we knew we wanted some products for people to download and resell, we didn't want to have another MME 2 or MME 1, we wanted to be different, unique.

MME 1 was basically a lot of products and joint venture contribution which a lot of

other membership sites have copied. MME 2 we built on the concept and we had things like the joint venture membership zone and a few other things. MME 3 we wanted to be just so mind blowing that it is unbelievable for the price.

While we were thinking of different things we could do, we had this idea to interview people , but we wanted to be a little different and better. So we decided to do the mastermind series which is available for all MME 3 members. We basically interviewed top industry leaders on skype, recorded them, had transcripts made and had the web pages made. And we had sample audios made and developed an entire product line out of these interviews. There are 10 interviews in total.

Then we took bits of the interviews and used it in the pre-launch, because we really wanted to give away as much content as we could during the pre-launch. This is very important when you're planning your launch.

You need to provide some kind of value or some reason for people to become interested in your product or service. And it has to happen during your pre-launch. The whole purpose of the pre-launch is to get attention. A good marketing study is the movie industry and the recording industry. If you look at how they launch new movies. The pre-launch starts several months in advance, sometimes even further. They are all over the place, billboards, advertisements, radio plugs and tv commercials.

Every time you go to a movie what do you see? You see previews of upcoming movies right? So when you go to a movie, you already know what you're going to see. You already plan what your going to watch. It's not like you go to the movie theater and say hhhmmmm i wonder what I want to watch today. I guess some people do, but usually you go see a movie because you saw the preview.

You want people to be ready to buy your product without even reading your sales page. Sorry Simon I know that might offend you, but just click the order button and order.

Simon:

You know I spent 3 weeks writing the sales letter for MME3 and I actually read it with a timer. It took 35 minutes to read from top to bottom. So when we launched MME3 and it took about 35 seconds for the first order to come in, your theory worked flawlessly.

Jeremy:

If you have a really good pre-launch, you can basically just put up an order

button and people will buy it and you don't need good sales copy. But 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. You can give away free reports, free books, movies, audios, all kinds of stuff. But it has to be good stuff. You can't just give away a free report that's 5 pages long and is a sales page for your product, that's no good. You've got to give actual content.

That was one thing we did during the planning. We thought, how can we give away free content, we made a free report that we released, we made preview movies. Simon made some really cool videos about what you could do with the software. I think that was the big factor in a lot of people's decisions, because they saw these videos and it had the wow factor. And the goal of that was to show people what it could do.

The goal of the mastermind series audios releasing them as a tips series was not so much to get the image of buying an audio series, but more the mindset. We didn't want people who were not entrepreneurs to buy MME 3. We wanted serious people who were going to buy it and use it for their businesses. Use the product for their businesses and actually be serious about it.

We wanted to help people with their mindset. All the customers got the entire 10 volume set. Each audio was 1-2 hours long. And it's just solid content. There's no selling at all in those audios, it's 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 them. We basically put together different parts of the package, because you can give somebody the so called keys to the "Ferrari" but if they don't have their license they're going to crash. So we gave people the software to build the business and the mindset to make things work. That was the goal of the mastermind series.

We also gave them some other products like jv zone, member to member offer zone, and other services. Everything had a purpose. A lot of people didn't see it all come together like we did, but everything did actually have a purpose.

So when you're planning, make sure everything has a purpose, make sure there's a reason why you're doing things. 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 10 dollars, 50 dollars, 100 dollars or more and give them away. People are going to be thinking wow this is cool, this guy is giving me this for free. Wow I can't wait to see what he's selling.

I think that's really important.

Also, while you're planning, you have to be in constant communication with people like your affiliates and your jv partners. You could hire an affiliate manager if you want, but when working with jv partners, I like to do that personally. It's important to build that relationship.

I sit down and write personal emails and email them individually. I don't want to have somebody else mail or email jv partners, I think it's kind of cold. So keep in contact with your warm contacts, with all your partners involved.

I did that for several months during the MME 3 pre-launch. All of our top producers on the launch were people we have good working relationships with. And we're in constant contact with them. We talk on Skype, MSN, email back and forth, 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, I guess you can launch your product alone. Even if you have ten thousand people on your list, you can just launch your product yourself, if you want to, as long as your list is responsive.

But if you involve partners, you can do much more and cover more ground. There's so many more areas you can reach. Start getting word of mouth, people talking about you, and that's another key. You've got to 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, tell them exactly what's going on. Don't blow smoke or hype things up. Be very straight with your partners, because they understand business. They're not just part of the herd. Work with them one on one.

You also have to decide on the software you're going to use to run your business. Who's going to write your copy? Where are you going to market? There's a lot of things you have to decide, depending on your product. Basically like Simon said, it's good if you 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 suggest trying to find somebody to work with on it or if you do it by yourself, try asking other people for their opinion as you're going along. And when you're finished, ask their opinion again.

There are a lot of things involved in the planning stages. You've got to plan the building of your product, the development, the marketing, the pre-launch, everything. You've got to plan.

Every product is different, so 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 on giving away free content during the pre-launch, that kind of thing. Hopefully anybody can have a successful launch doing that.

Terry:

Excellent. You can move right from brainstorming and planning into the pre-launch. So in your pre-launch, you want to be giving away reports, audios, videos, basically something of value that you give away for free.

And on the flip side, you are building relationships with your joint venture partners. Simon is there anything else that we should be thinking about in the pre-launch phase?

Simon:

I think Jeremy covered it a bit where we did the marketing mastermind series. I'll just cover it a little more and give you some of the other reasons why we did that as well. As Jeremy said, our thinking that was, were going to give people the Members Speed software which is great for a business. You can do anything you like with it.

We wanted to interview people at the top of their game, in all different parts of marketing. So people can go away and listen to the interviews and get some ideas and start thinking about where they could use the software. But there was another reason behind those calls. We both knew we had to attract attention to the launch.

Our best customers have bought MME 2 and MME and we did the better part of \$700,000 with that. The day after MME 2 closed, we knew MME 3 was going to be bigger. Our initial goal was \$1 million and then we went to \$1.2 million and we settled at \$1.5 million and eventually we made \$1.7 million.

To do that, we needed to attract a wider audience. We had to cater to a broader spectrum of people. The people we interviewed were experts in markets we were not necessary well known in. The whole **internet marketing niche** is divided to many, many categories and we wanted to bring people in from all those areas. We wanted to be talking to people that wanted a membership site, but would not necessary have heard of MME or MME2.

We spoke to people about copywriting, mindset, and business building. We talked to lots of great people that know the segments of the market that we didn't necessarily have a connection with.

When we made the calls and started to give them away, the people we interviewed, also promoted them, so they became our partners in the promotion as well.

So it worked in two ways. It brought people in that didn't necessary know who Jeremy and Simon were and people that wanted to hear what the guys we were interviewing had to say, not what we had to say, so it widened our audience. It gave people hours of quality material. So people could see it wasn't going to be just products, like the previous events. It's going to be different. Jeremy was saying if we give people a bit of content on the basis that if these guys are going to give this away I can't wait to see what I get for \$1,000. So that was one of the things we wanted to do.

People 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. You have to build a desire for the product. In a way we did that with MME 2 or MME 3, because a lot of people wanted the software we used to run the sites.

Good news travels fast and when people heard that we'd done \$700,000 in a week, they wanted to know what software we used to run the site. So you need to spend some time on your pre-launch creating a buzz and a desire for your product. You need to create a buzz with whatever content you have, whether it's audios, videos or maybe software.

As an example, lets say you have a software product you want to sell. In your pre-launch, you could give away a lite version of your software. So people can actually start to use it, and they get to see the capability and the possibilities that they can have with it. Then when you launch the full version, people are already lining up to buy it.

There are lots of other things to do for the pre-launch as well. We used press releases quite extensively, like what Jeremy said, we worked with jv partners and affiliates, and we actually created member accounts on the system and had about 100 partners come in and test the system and write a review on it.

Jeremy:

I think it was pushing 200. We had the software set-up personally, and each of our potential jv partners were able to test out their own personal account. By doing that, about half actually promoted.

Simon:

That's it. They got a chance to play around with it prior to the launch.

We all see this launches where people say, Joe Bloggs contacted me personally and he let me do this. Those guys who promoted MME3 heavily, were the ones who used it the most. And they did see what it could do, so they were giving genuine testimonials, even though we had cut and paste email copy to go out too.

The other thing is, when you get to the launch phase of your campaign, you need to understand what motivates some of the JV partners. We had a competition where first prize was \$10,000 plus they got a **mailing to our list** and other bonuses. But the thing is, Jeremy and I both know for a fact, that the people who were most likely to win first place, weren't after the money. The money was secondary. Those people are millionaires making ten thousand dollars a day, so the money doesn't really matter. If they win \$10,000, it's nice, but it doesn't always matter. It's the recognition of being in first place.

You've got to engineer some sort of competitive element into your promotion. A lot of guys want to win this thing. Right now, Jeremy and I are offering our members and subscribers a \$1,000 bonus if they sign-up for one of our friend's membership sites. Now it's \$47 to become a member of that site, but we put a genuine \$1,000 bonuses together so people will join this site using our affiliate link. It's not because we are desperate for the cash. It's only \$47 dollars, it's not an awful lot of money. This guy, the guy I'm talking about is **Ewen Chia** and a lot of people know who he is. He's won so many of our competitions, This time we've got to win his.

Sometimes you're promoting the product and the competition. You promote the launch of the product to the customer and the competition to your JV partners and affiliates and get them buzzing about it as well. It's very much like the AIDA **copywriting formula** A-I-D-A in a launch and pre-launch. You've got to get Attention, that's the A. You've got to generate Interest, you've got to create Desire and you've got to make people take Action. So the copywriting AIDA formula you can pretty much apply to a product launch as well.

Jeremy:

Yeah just to add something there. Simon mentioned about jv partners and contests. Anybody can do this when you're launching a product. Have some kind of incentive for your affiliates and jv partners. Its not really the money, it's just the desire to win.

When you're planning your product launch you also have to plan the launch of your jv promotions. We launch our jv promotions privately, several months in advance. We give most of our warm contacts a good 3 to 4 months advance notice that we are doing something big. MME3 is coming this June, that's basically what we tell them.

It's unbelievable how many jv proposals people send out and say hey I've got this great product launch and I'm giving away lots of money. The launch is Tuesday and they send the mail out on Monday. I get those all the time and so does Simon and I'm sure you do too Terry.

The thing is, you've got to plan that well ahead of time. You have to think about your partners and your affiliates. You have to think about their schedule and respect their time. Don't waste their time. You have to plan accordingly. If you know one of your contacts could possibly be your best producer for your launch and they are also launching a product at the same time as yours, most likely your going to have a hard time getting them to promote your product. 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. 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 all the time and let us know what's going on next week or next month or whatever. So its a little easier for us to plan, because we did it so far in advance, we just said alright we've got to be in pre-launch in the very beginning of this summer. So everybody else just backs off and nobody wants to launch their product at the end of May or first of June because MME 3 is coming. And they know that because we told everybody 3 to 4 months in advance.

We have a competition and we have the official jv sign-up a good month in advance. We basically created a unique page and sent it out so our jv's can sign-up and review the product. That's something that you need to think about when you launch your product is the jv side. Get people as your partners. Give them full access. Write the sales page just aimed at your jv partners to get them to sign up and promote for you.

It's really hard sometimes to convince people why they should promote your product. Everybody thinks their product is the best product in the world, so you have to prove your product is worth promoting. You've got to show them, you have to convince them they should promote your product. A high commission is nice, but a lot of times people are more interested in the quality of the product and the quality of your service. If that's solid, they will look at the money and then look to see if there's a competition.

I will give you an example. This week is a crazy week. There's a new product launching everyday, some days it's 2-3. In the past couple weeks, I've had 50 jv requests. So I have to tell them, sorry, were booked. Nice product, I wish you well, I hope it does great, but sorry, can't help you out, I cant send two emails a day.

We have to be selective and one thing that we're selective about is choosing people who have helped us in the past. That's number one criteria. Also of those people who have helped us, what's their product like? What's the quality like, and do they have some kind of competition or contest to make it interesting.

I guess we choose the best solution for us. We promote the product because "A" we want to return the favor and "B" Ewen has been our number one jv partner for a long time and it's kind of fun to try and win his contest too. So there's a lot of things to consider when you're launching your product.

Terry:

Excellent. I think that's a real key point. Get your joint venture partners pretty much in a row and have them competing with each other for the top dog position.

One of the things you mentioned Simon, was to create a buzz for the products and the joint venture partners. You mentioned you sent out a press release. Was that a press release for the pre-launch or was that a press release announcing the launch?

Simon:

The press release announced the launch. The press release told people what was coming with the launch of the software. It told people what it was going to do and when it would be available. Press releases work very well to get an awful lot of exposure. In the planning process, you want to design a campaign to trap attention from as many different places as possible. You have to think about getting the attention of your jv partners, subscribers and members. When you've go that planned, you want to think about getting the attention of a broader

audience.

Because of the nature of our product, it's suitable for anybody who has a business online. We wanted to reach a wider audience beyond our current market into the online business world, so the press releases were written in a style to attract business owners. Genuine business owners, not necessary entrepreneurs or internet marketers. Using the press release services, the information got out very quickly. The links is coming in from those services are very good for search engine rankings too. So I recommend people use press releases, but also to look at different ways of promotion too. There are thousands of ways to **promote** something online.

Announce to the world that you've got something coming and do that with foreign marketing, press releases, TV reports, videos on YouTube, social networking, whatever you can use to attract attention and build public awareness.

Terry:

Awesome. Absolutely fantastic. Now we've covered the brainstorming and planning stages. We've looked at the pre-launch and now we're coming into the launch. What kind of things should we be preparing ourselves for?

Simon:

If you're going to do a big launch, it's critical to test everything. If you're only going to do 200 or 300 sales, it's still important, but its not as critical. For a big launch, you've got to test like crazy making sure everything works in advance.

You've got to get your site ready, you've got to prepare the people that are working for you, because there's nothing that can prepare you for the craziness of launch day. It's just nuts. So make sure you've got everything done. Your email copy is already written, you've got a backup for your server and payment processors, make sure your affiliate program is tracking properly, do some test to make sure all the payment links and the download links work and if you don't have the support desk, get one. With MME 1 and MME 2, Jeremy and I 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 the week we launched MME 2, we were probably working 18 hours a day just replying to emails. We literally got to the

end of MME 2, we'd done the best part \$700,000 and we were like that was great, see you tomorrow. That's not how you want to be, but we were literally exhausted. The build up of the things is tiring enough, but then to just get hit with email after email after email after email and you have to reply, because it could be sales vs. losing sales by not replying. You can have people that can't find something in the site and they need help or whatever.

So have a support desk with support tickets to respond to people. Make sure that the login on the site is working. Anything that goes wrong in those early stages during the launch can be a disaster and cost you major, major stress.

Planning is boring, we know its boring. Everybody hates planning, but its very, very important. I think in the first hour of MME3, when that went live, we generated somewhere in excess of \$100,000 in sales. Now can you imagine what would have happened if that site crashed? I don't like the idea of losing \$100,000.

Not only that, if your jv partners and your affiliates are promoting your launch at 9 o'clock in the morning and at 10:30 something breaks, there's nothing worse.

Something else you have to keep in mind when you're doing a launch is you've got to create a reason to get people to order now. A million and one things can happen in the sales process and if you don't get the sale, you've blown all the time and effort and in some cases the money you've invested in the pre-launch process. One of the ways to get sales is to add bonuses for the first number of people who order. One of the MME3 bonuses was this call.

Now here's the thing, you could use another tactic like increasing the price after the first 100 orders or the first people who order the product get hundreds of bonuses. The orders in that first hour or the first few days can be huge because everyone is scrambling to get in on the lowest price or claim the bonuses, but once the bonuses have gone or once the price goes up, the orders drop massively.

I spoke to people that run **firesales** where the price starts at \$97 and then goes to \$197 in day 5. In day 5 they might as well go home because there's nothing coming in.

We wanted to create an incentive for MME 3 to get people to order now. We used bonuses to do that. We had a whole series of bonuses that were on the site, but we didn't want to have a lack of bonuses affect sales for the rest of the seven

days. If we decided the first 100 people were going to get this, the next 100 people are going to get that, by day 2 the bonuses would have been long gone. There wouldn't be a thing left on the page.

Because we didn't want the bonuses disappearing off the page to affect sales, we actually built the Stampede Manager plug-in, and basically what happened was all the bonuses stayed on the page. I think we have 10-12 bonuses on the page. If people were one of the first 100, they got to pick 4 bonuses, the next 100 got to pick 3 bonuses and it kept decreasing. So even somebody coming in 23 hours and 59 minutes of day 7 still had the chance to get the top bonus.

Jeremy and I have discussed this and our educated guess is we increased sales somewhere between 10 and 15% because people were always able to access the bonuses. 10 or 15% is nearly \$200,000. So make sure you use the stampede manager in your launch, because it will make a lot of difference in your sales.

But again, make sure you get everything working prior to your launch. It's really critical. Jeremy and I promoted for someone in the past and 3 minutes into the launch we blasted out an email to 150,000 people and the site went down. So the next time that person asked us to promote their offer, my mind wandered back to the day that I had to spend 24 hours replying to my own subscribers apologizing for sending them to a page that didn't work. So make sure that everything works. It's really critical.

Terry:

Excellent. Do you have something to add Jeremy about the launch?

Jeremy:

Yeah. What the question again?

Terry:

Were looking at the different aspects we need to be concerned about when we're in the launch phase.

Jeremy:

Ok yeah. As Simon mentioned, have your ducks in a row. Make sure everything works and it's well tested.

Just to get back at the Stampede Manager for a second. The Stampede Manager is a new concept, because everybody does the same old first ten get this, first fifty get this, first two hundred get this. And 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 should also plan to have some bonuses, because they can greatly help your sales by getting people to take action.

Another thing we did in every bonus was make it time limited. The first two I think for ten days. Then for the day seven people, they knew they had a certain time frame to get it and then its over.

If you leave it open-ended, people don't have a reason to buy right now. If you give people a reason to wait until later, a lot of times they don't buy at all. So you've got to give people a reason to get it right now.

Another way to make the sale now, in addition to having a time limited offer you can give people a really cool bonus with great value if they buy right now. The Stampede Manager, as Simon explained was really cool, because it doesn't matter when you buy MME 3, you still have a chance to get any of the bonuses, because it was like the first 500 get 4 bonuses then the next 500 get 3 bonuses and then the next 500 get 2 bonuses and then after that 1 bonus. It was a pretty fair system because we didn't launch any of the bonuses until MME 3 was closed. So after it closed, I think the next day we gave everybody a notice that the bonus stampede is going to go live at 8 or 9 am eastern standard time so be ready, be ready to get your bonuses.

I think the only thing that was being unfair about that was people's connection speed. You have some people on broadband that can just go in and click what they want in just a couple of seconds. And then you've got other people who are still on dial-up, living in the jungle in Australia or somewhere and the site would not work.

Simon:

All living in Manchester in England.

Jeremy:

Copper wire still. Depends on where people lived and their connection speed, because that's the biggest complaint we got. People were saying I couldn't get this bonus I wanted because the page loaded so slow. The server was fine, but the people's connection speed was too slow.

Getting back to other things you need to make sure you have. You need solid hosting. Like Simon said, you don't want your site to ever go down. Monitor your server during the launch. We have a dedicated server that can basically handle 1500 GB of traffic a month. And that server was running at 800% load during the first hour of MME 3. We seriously were thinking oh no its going to go down, but

luckily it held out.

Simon:

We had one of our tech guys monitoring the server during the launch and he sounded like Scotty from Star Trek in the 70's. He kept saying, she's not going to hold much longer captain.

Jeremy:

That's we run a dedicated server. We actually have three of them. We wanted to set-up a load balancer so the load was balanced between all three servers, but we actually didn't have time to get that set-up before the launch. The **hosting company** actually came back to us as soon as the launch was over and said, hey we can have that load balancer up now.

You really need to plan your hosting. Don't have a **\$10 shared hosting account** if your going to have hundreds of thousands of people going to your site.

Another thing you need to think about is your payment processing. What are you going to use to collect payments? There's a lot of payment processors out there, third party processors. You've got PayPal, who's one of the biggest ones. You've got 2Checkout, **ClickBank**, there's a lot of third party payment process that you can use to run your payment processing system. Or you can use your own merchant account. So you need to look into that and have that fully set-up and fully operational. And test it fully.

You have to test your payment set-up, affiliate links and buy from a dummy test account. Track the sales, track the hits, track the commissions, make sure everything's working. Make sure all the **autoresponder** emails are going out. Make sure everything's working and basically you've got to test, test, test. If you expect a high volume of sales and you're using a third party or merchant account, you need to contact them and tell them in advance what's going to happen. Lets say you're running along steadily at \$100 a day or \$500 dollars a day or whatever, then suddenly you hit \$200,000 today. Your credit card processor will be thinking wow what happened here lets check this out.

Luckily I have an account manager at **PayPal**, so I contacted him about a month in advance and told him what were doing. I even gave him access to the membership site and said, hey here's what we're doing, can you review our site to check it out and make sure its ok with PayPal. Basically, he just replied and said, hey we hope you do great.

So make sure that you've got everything lined up. You've got your hosting, and you've got your **payment processor**, those are your backbone of your product launch. Then you want to have great sales copy, of course, so you make sure that's done in plenty of time that you can edit it and change it well before your launch. You don't want to be putting up a rough draft 5 minute before 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. You have to test, test, test, test.

And make sure it's perfect, because when your customers get your product or service you, don't want to have any problems. If you do, your support's going to get hit hard. And as Simon mentioned have a support desk and hire some people to take care of your support, even if it's just during the launch. 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 a support desk answering thousands of questions. Have professional people to help you out. I think we have 6 to 7 people in our support desk during the first week and Simon and I jumped in whenever something we had to handle came up. You need to think about those issues. I think those are your basic issues. Hosting, payment gateway, support good sales copy and then some kind of bonus.

Terry:

Where do you actually host your sites Jeremy?

Jeremy:

We use The Planet. We've been using them for a couple years now. We've had zero down time in 2 years. The site maybe went down a couple of times for a few hours, but it was usually very good quality. We also have a hosting service at Member Speed, that's Member Speed. I think Member Speed has a link on the site. It's a good service and there's different packages for every level of business. It depends on what you need for your business. If you need a serious host or dedicated hosting, we actually have a private rack right now where nobody else is on that rack.

Simon:

If people go to **HostGator** they even get a free domain name as well. We have a plan that starts at \$8.95 which is a basic plan. And we have higher end plans that give you 300 GB a day to transfer and 20,000 MB a day storage and you can

actually put 30 domains in that account.

I think for most people that would be a great plan, plus there's a guarantee of our support in that site as well. The host that we use on the main sites is very expensive, but if you're looking for a good price, and good service then Member Speed can help you. So end of advertisement.

Jeremy:

The reason we use The Planet is, they have one of the best dedicated servers around and that's what we need. We need full dedicated servers, a private rack, things like that. Big companies like **Host Gator** use The Planet and a lot of medium sized companies use The Planet.

So if your looking for a dedicated server, be prepared to spend anywhere from a couple hundred dollars a month to a thousand or two thousand dollars a month. I think that might be out of reach for most people, that's why we suggest **Host Gator**, which is more affordable.

Terry:

Just to add to that. The Planet is great if you're technical or you have your own programmer because with The Planet, you're going direct to the source. They only offer technical support if you pay an extra fee. For somebody, like myself, who isn't technical and doesn't have a programmer, The Planet may not be the best choice.

If you're looking at a shared service, definitely go to **Host gator** and get it there. If you're looking for a dedicated server, but you don't have your own technical staff, HostGator is The Planet's reseller. That's where my dedicated server is.

But if somebody is looking for the stage before you get your own dedicated server, definitely get on to **HostGator**.

Simon:

Yeah, we have tech guys that look after the whole setup thing. I once tried to read through one of the tech support documents at The Planet and you need a degree in Japanese and math to be able to work out what the hell they are talking about.

Terry:

Exactly.

OK. If we go back to MME3, everything is done. The launch is done, the site's open and rolling, the smoke's cleared, the huge sales are done, and things have started to calm down. What's next? What do you have to do in the post launch phase?

Simon:

Well I think I can answer that very quickly. You're going to be looking forward. You have a great success, you need to capitalize on that success. That's one thing people should always be looking towards, what's step 2? What's next? I think you build a very successful business if you do that. I can explain that far more in detail, but really that's all you have to do.

What's next? I think in post launch, after you have a big launch and there's so many things going on, just sit back and enjoy it. Sometimes we fail to do that, we go straight to the next project and I think sometimes it's good to sit back and take stock of what's happened.

Review everything. Look at where you had problems and what you can do next time to avoid them. The biggest thing we found after MME 3 closed the doors was the volume of support. You can do everything in your power, we have videos on the member login page. We tried to think of everything, but we cannot think of everything, so have support staff that can help people. Keep that support desk operational. We still have it now. You have to support people as fast as you possibly can, as I mentioned a little bit earlier. Our initial goal for MME 3 sale was to break \$1 million. And it got more and more after the pre-launch and we realized it's going to be better than that.

I think Jeremy and I were both very pleasantly surprised when it hit \$1.7 million. The main thing is keep support going. Then sit back and relax a little bit. Take a break and then decide how to move on from there. I think really that's all people need to be aware of I guess. Jeremy did you want to add anything to that?

Jeremy:

Yeah. Just as I mentioned, make sure you handle your support issues, because they are now your customers. Take care of them. Do what you can to help them out. If you're selling software, that's one of the businesses that you have many support issues.

Like Simon said, we tested everything and tested and tested and tested before we launched it. Of course after we had 50-100 people using it live, in real time, you have many more people who can find things that maybe were missed or maybe something isn't quite right.

So the first month we spent fixing anything that came up and answering support. Our techs did a great job on that.

Something else you need to expect are refunds, especially on a higher end item, you need to expect a few returns. That's common business. Every business has them. So be prepared. Don't get down about it, it's going to happen just figure 5% -10 % in a refund rate.

Have somebody set up for billing issues for you as well. 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 with your billing.

Have somebody to look after tech support or things like that or just helping people find what they need. Keep moving forward, because we have to send things like member updates to the members. We have to send things to our JV partners, updates 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 your going to pay the commissions. If you're running a contest, it's a good idea to pay the prize money right away, as soon as you're finished, then pay the commissions later.

So those are the things you need to take care of. If you're moving forward, make sure you send regular updates to your customers, and to your members. In last six months we really, really improved the MemberSpeed software. We're up to version 1.8 now and working on version 1.9, because we took all the member's feedback from all this issues that came in from the customers and we listened to them and we improved on all the suggestions. We really tried to do as much as we could to make our customers happy.

Maybe our customers sometimes think we move to slow, but things take time, it's not magic. You can't just snap your fingers and have everything happen 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 of your customers and just say "hey how do you like my product? Hey what can I do to help you?"

We have a forum set up for our customers. They have easy access to contact our support desk and things like that. The thing you probably don't want to do is start hitting on them with offers as soon as they just became your customer.

I've seen people do this, where as soon as you join their program or buy their

product, they instantly start hammering you with offers everyday every week. Maybe try to just take it easy, especially if you have a higher end item.

If you have a \$10,000 coaching client, don't start recommending tons of stuff to them, take care of them. We have hardly recommended anything to our MME 3 members. Actually I think we've only done maybe two or three endorsements to them. Maybe three endorsements at the most for the last six months. 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 aspect of the whole process from the brainstorming and the ideas phase and planning right through to the post launch. But if we go a little bit higher up and take a high level overview of why create a membership website in the first place as opposed to selling ebooks or software, or DVDs or something like that? Why membership websites?

Simon:

That's a really good question. We don't suggest that it's something everybody should do. I have a lot of products that sold via sales pages and download pages. It's not something that everybody has to do. But a membership site lets you pick up marketing, internet marketing, direct response marketing. What it's all about in my mind, is building relationships. It's very unlikely to become wealthy from one time sales. You build wealth by creating relationships with people and creating products and follow up products. It's the standard process in direct response internet marketing.

To get that relationship with your customer you have to have good products and you have to build relationships with people. You have to let people get to know you, to see if you have a good quality product. A membership system allows you to do it a lot more effectively. It doesn't matter what you sell, you could set up a membership site if you're selling an ebook, software program or a DVD.

If you wanted to, it would be very easy to create a membership system you basically use a membership site so you can download. And you can add more value to the product, maybe along with the software that you just download you can put a video in 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.

A membership site will let you begin that process of building a relationship far more effectively than just a download page where somebody doesn't know the

product developer and when they close the page, they don't know where it went.

There are some other benefits that some people overlook as well. I think one of the biggest things that gets you lots of sales is reputation and your brand. If you have a membership site, people perceive the owner of the site or the person behind the site to have more knowledge than the guy selling an ebook.

Your site can become an authority site. You can't build an authority site on a sales page and a download page. So that's the second major benefit after the relationship building, it can create the authority for you and your business.

If you have a list of 25,000 or 50,000 subscribers, they can end their relationship with you by simply clicking the unsubscribe link at the bottom of your email. A membership site is not quite as easy for people to end the relationship. They have to come back to the site, login and unsubscribe.

And when you look at pricing, there are several ways you can price memberships. 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 they aren't under pressure to be paying on a regular basis, but we have the benefit of having them in the site. I think that works, because if you have a membership site with recurring billing, unless you have a service like hosting that people need, then you get people unsubscribing regularly.

But if your looking at pricing models, we mention it in the courses that people can take from Millionaire Membership. That course explains different pricing models that are available. So I think those are the main benefits of the membership site above and beyond a sales page and download page.

Terry:

Excellent. Do you have anything to add Jeremy?

Jeremy:

Just basically that you have better security, because its very hard for someone to break into your membership site, but it's very easy to find the download page and download your product for free.

The wow factor you can have with a membership site is also a consideration. How many times have you come back to a download page 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, and hopefully give them a reason to come back. You've got content in there, maybe articles, maybe a blog, 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 deliver an email and say hey download this bonus.

If you've got a **membership site**, you can say hey login to your member area I just uploaded a brand new bonus for you. Thank you for being a customer. As they are on your site downloading your bonus they could see links to your other products, links to your other sites, links to endorsed products so its a good way to generate a passive income. Membership sites can increase your passive income big time, because your customers keep coming back again and again to your site and they see things and they trust you, so they buy more products and services from you.

You also have a really good opportunity to get repeat traffic to your site and increase your page rank. Doing that increases your authority, gets higher ranking in the search engines and because you've got people linking to you, you get more traffic. You get passive income, because people are buying things from your sites. There's so many opportunities, but as I 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 about building membership websites.

Terry:

That link is Millionaire Membership. You could go there and get all the information about why you need to have a membership website, as opposed to selling products.

Now most of the people on the call are MemberSpeed.com members and myself included I've used several different systems. I've used Amember, actually I have it on a site right now. I also have Butterfly marketing on a couple of sites.

I put Member Speed on The Business Professional which is one of my main websites and 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 it very simply, and I'm a very non technical person.

I thought I'll give it a try and then I'll call the support desk and tell them I need help, but I actually went thru the step by step instructions and it worked. It was phenomenal, I was able to set it up and I didn't get any error messages. It went

very, very well.

The very first thing that hit me was wow the set-up or the installation was seamless, it was flawless, it really, really impressed me.

When you login to the back office in your control panel its so well laid out it's completely user friendly. There's video that explains every single module and it was like a dream come true. The other websites that I used are decent websites, but they are nothing compared to the Member speed software. And whenever I did run into a couple technical problems that weren't actually the software's problem it was me, I contacted support and support was back to me within 24 hours.

Then I did something else and I knocked my site completely offline and no matter what I did I could not get it back on. It was a crises and a major emergency. I actually called Jeremy and got the number to call the support desk and they had me back online in 3 minutes. So these guys are phenomenal, absolutely phenomenal. MemberSpeed is the best membership software that I ever used personally.

Simon:

Thats great, thank you.

Terry:

Thats an honest testimony for you guys. I have to admit I've got about 4 membership websites and slowly everything is being transferred over to MemberSpeed.

If we could leave people with one great big giant bonus, they've got to go to **Millionaire Membership**. Its free. Everything that you possibly need to know about setting up a membership website is there. The whole kit and kaboodle is sitting in there and you could access that for free, but I would seriously, highly, highly, highly, highly recommend when you get to the second page where you have the opportunity to upgrade for \$47, click that order button. It's an absolutely phenomenal package.

At least get yourself the free version, so you get 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 whether you're selling software, ebooks, whatever you're doing get it set-up as a membership website, because there's 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've never heard anyone say wow there's a fantastic thank you page. But they will be back to your website if you given them the information and provide them with a quality website, they will go back to your membership website and you will get comments like that, that you do have a phenomenal membership website really glad to be able a part of it.

So thank you again very much guys. You've been listening to Jeremy Gislason and Simon Hodgkinson from [Millionaire Membership](#)

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My name is Eric Lorence, and I have been a Ghost Writer, Author, and Internet entrepreneur since 2005. Like most aspiring web business pioneers, I started off broke and hungry for all the *legitimate* Internet business information I could find. Determined not to spend any money,(of which there was little), endless hours were spent diving through the same old

"5 foot long" pitch pages and ads serving up the latest and *not-so greatest* web business ideas.

Yes, eventually it will "take money to make money", but today, you can browse through our gigantic archives of business wisdom, tactics, and entrepreneurial strategies, all for free in PDF format, no opt-in, no catch.

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