

The
BLOG
CHALLENGE
Report

How I Used Jeff Walker's **PRODUCT LAUNCH** Formula
To Make 6-in-7

by Dr.Mani Sivasubramanian

Help Save A Child's Heart
<http://www.CHDinfo.com/mission/>

It started on October 14th, 2005.

And it began with a rant on my blog!

I posted a long note about joint ventures - how hard they were to arrange with the top name marketers, even if you were pretty experienced yourself. You can read it here:

<http://www.EzineMarketingCenter.com/drmani-says/>

There were many messages posted in response - on my blog, forum and by email. One of them was a challenge. The writer disagreed with my contention and said 5-figure launches MUST require partners. He dared me to try doing it all by myself.

Now, to me that's like waving a red rag in front of a bull!

I knew it could be done.

I had just finished reading the transcript of Jeff Walker's tele-conference with the Big 5 marketers - John Reese, Frank Kern, Jason Potash, Jim Edwards & Yanik Silver. I also watched his presentation on DVD at Yanik's '**Underground Seminar**' earlier this year.

This is the story of how I did this launch following the principles of the Product Launch Formula - and how it brought in 6-in-7... 6-figures in profits in 7 days.

Disclaimer: I have NOT gone through Jeff's full course, the complete one he's now offering for sale. My knowledge comes from the 2 resources listed above - and by observing John Reese's masterly launch of 'Traffic Secrets'

Principle #1 - Make Your Marketing An EVENT

Everybody needs motivation. A challenge is great to get you off your backside and acting. But it's better if others know about it.

So I posted the note about the 'Blog Challenge' on my blog. Incidentally, that was the day my ezine issue went out, so over 450 people visited the blog and read my post.

The pressure was on!

I set myself a deadline - 30 days from then. I had a product ready to launch - so decided to use it for this promotion. But there's another important ingredient...

Principle #2 - Have a Reason - and a Purpose

This was easy. I decided to contribute 100% of the profits to my Dr. Mani Children's Heart Foundation. It would go to sponsoring the cost of life-saving heart surgery for poor children in India. The cost of each operation is around \$2,500. I set a goal to sponsor at least 4 operations with the money earned.

But did I stop with that?

Nope. Submitted a press release at PR Web - which got picked up by Yahoo! News, giving added exposure to the 'event'

You can download the press release in PDF form and read it here:

<http://www.SmartNicheMinisites.com/Blog-Challenge.pdf>

Principle #3 - Social Proof

It's what the entire teleconference Jeff Walker did was all about.

And I got some excellent ideas from the material. Then, I took action.

First, I sent out an email to my list of niche minisite owners, inviting them to submit their feedback about the products they had ordered and been using for over a year. They could submit it by email, post a note on the forum, or make a blog comment.

Then, I set up a 'testimonial blog'. It's as simple as it sounds - a blog filled with feedback, good and bad, about the various niche marketing products I offer my clients. You can see it here:

<http://www.SmartNicheMinisites.com/blog/>

Third, I wrote an article to drive visitors to the 'testimonial blog'. The article is called:

**How To Build Your 'TESTIMONIAL BLOG'
- And Skyrocket Your Profits Effortlessly**

You can read it here:

<http://www.EzineMarketingCenter.com/testimonial-blog.htm>

Principle #4 - Build Anticipation

I made a few cryptic references to the forthcoming launch on my blog posts and included this more elaborate message in a newsletter issue (that I published as a PDF - and which was downloaded and read 454 times, from a mailing to around 6,500 subscribers)

PRE-LAUNCH NOTICE SMART NICHE MINISITES

Now frankly, this may not even be relevant to you... unless you've already bought any of my niche marketing products before.

In a short while, I will be launching the brand new SMART Niche Minisites v2.0 - but exclusively to my list of existing clients.

I expect all 250 sets to be snapped up instantly - it's an incredible package, you'll get a 10 to 15-page ready-made content-rich website with in-built income streams including membership to an exclusive affiliate program promoting an information product related to a very popular niche thousands of eager prospects are interested in.

Everything is turn-key - you'll have it set up and running in less than an hour. You can begin selling and profiting from it INSTANTLY

In case there are any available after the launch, I'll be offering them to you and my other subscribers before letting my JV partners in on it. But judging from past experience, when 47 sets were snapped up within 2 days - even at a much higher price point than the present one - well, I'm not sure there'll be any left.

Still, if you want to be the first to hear (outside my client list), watch out for an email titled "Smart Niche Minisites Launches" - very soon!

Principle #5 - Plan Your Marketing Sequence

After some strategizing, I decided to segment my list into 3 categories:

Owners of my niche marketing products - 684 members

Customers of my other products - 793 members

Prospects and ezine subscribers - 6,200+ email addresses

The limited number of SMART Niche Minisites v2.0 packs would be offered exclusively to the first sub-group to begin with. I also threw in a price discount as a loyalty bonus - and to get them to act on the offer right now.

I crafted 2 email promotions to go out on Monday, 17th October.

In addition, we sent out a **letter in the mail** (Gasp! yes, the kind you pop in an envelope and stick a stamp on) to this list of clients with a similar offer - and including a deadline after which the special price may be withdrawn.

Principle #6 - Be Prepared To Modify - 'On The Fly'

But something unexpected happened - to short-circuit my plans. The email I sent out inviting testimonials ended up MAKING SALES.

5 of them.

And at FULL price.

So I took advantage of this, and modified my first 'launch email' to the one below - and mailed it on Saturday to my niche customer list:

SUBJECT: FirstName, I was going to wait, but...

I couldn't predict this would happen!

So SMART Niche Minisites v2.0 Has Launched

On Friday, you got an email from me asking you for feedback about the turnkey niche marketing package you ordered some months back.

Here's what happened. 74 people went to the website to submit their comments. Some clicked on the link to the sales page for SMART Niche Minisites v2.0...

And They Placed Their Orders!

Now, normally this would be a good thing - except I wanted to offer my current clients a special discount of OVER 65%

But They Paid FULL Price

Here I am, scrambling to set up the download page, and rebate them the extra money they paid, and manage the feedback that's been pouring in -

When It Struck Me That YOU Would Be Upset
I Didn't Tell YOU We're Taking Orders!

You may still get a letter in the mail about this launch. But if you too are in a rush and want to get your hands on this high value package at a mouth-watering discount, you can go to

-- SPECIAL DISCOUNT LINK HERE --

The regular sales page where you can get more details about the product is here:

www.SmartNicheMinisites.com

All success

Dr.Mani

Then, on Monday, I sent this list a follow-up to show how well the initial offer was received...

SUBJECT: 687 clients want it, but only...

250 Can Get It!

SMART Niche Minisites v2.0 is what we're talking about.

It just launched yesterday - and already the limited copies on offer are vanishing fast. See the blog for updates on sales figures and cash raised for the Heart Kids Fund.

No surprises there - at a discount of 65% of the full price others will pay, it's practically a no-brainer to decide to snap up one of these limited packs.

Especially Since You Already Own One Of These
Turnkey Niche Marketing POWER-PACKS & Know
How Profitable They Will Soon Be!

Take advantage of this special deal here

-- SPECIAL DISCOUNT LINK HERE --

All success

Dr.Mani

P.S. - See what I'm offering - and what others will pay - on this page:

www.SmartNicheMinisites.com

Principle #7 - Follow Up - With Proof

Every day, I posted updates on my blog of the amount of money we had made in profits from this promotion. And looking at the stats counter, I could see that around 100 visitors hit the blog daily.

On Tuesday, I sent my prospect and subscriber list another PDF. It shared the results of my first 3 days sales - and reinforced two things:

- a. Customers who already owned similar packs were snapping up this new one - fast
- b. If at all there are any left at the end of the exclusive launch, they'll go - fast

Here's what I wrote:

I'm going to give you a 'peek behind the scenes' of another SECRET LAUNCH - of my own new product. It's exclusive - only owners of one of my niche marketing products have even heard about it, and already, in the first 24 hours,

We've Made a Profit of \$1,430.24

It's ALL going to charity - and the story of how that decision came about is pretty interesting itself. It started with a 'rant' about joint ventures that I posed on my blog. Read all about it and about my 'Blog Challenge', it's going to be on Yahoo! News in a day or two! <http://www.EzineMarketingCenter.com/blog/>

So, why tell you about this amazing new hot-selling product if you can't even take a look at the sales page?!

Well, I'm limiting the promotion to only 250 copies - and from the look of things, it's going to sell out from my customer list alone. But in the chance there are any left, I'll be offering it to you and other subscribers first - and at that point, there won't be much time to THINK.

You'll Barely Have Time To REACT - And Reserve Your Copy

I'll give you just a 'sneak' into how powerful it is. I've set up a blog entirely filled with feedback from clients - good and bad - about the line of products on niche marketing, of which this new release is the LATEST.

<http://www.SmartNicheMinisites.com/blog/>

Principle #8 - Keep Following Up

On Thursday and Friday, I sent out follow-up mailings - short reminders including testimonials from other buyers, and links to the testimonial blog.

Each mailing brought in new sales.

It's amazing how effective this one simple tactic is - and how rarely it is employed effectively and maximally.

Principle #9 - Use Deadlines

Finally, on Friday, I did something entirely unplanned.

It was provoked by Jeff Walker - but this time, not because of what he taught, **but what he was about to do!**

I knew the Internet marketing community was going to be blitzed with promotions for the **PRODUCT LAUNCH FORMULA** which released on Friday, October 21st.

And as my target audience was the same as Jeff's, I decided to do something pretty radical... send out a mailing around midnight of the 20th. And it was purposely crafted to attract my best, most loyal subscribers who would consider buying this product over any other, no matter how good the marketing! :)

Here's what it said:

SUBJECT: FirstName, Since you're going to be flooded with...

Since you're going to be flooded with...
a barrage of promotions for a new launch that's about
to hit the Internet marketing world in a few hours, I
figured it would be best to send out this special note
a bit earlier.

And it's also the reason I'm making this special offer
EXTREMELY time-limited - it will attract *only* my
best, most loyal subscribers... and that's whom I want
to reward anyway ;)

I wasn't going to offer Smart Niche Minisites v2.0
to anyone outside my list of current owners of any
niche marketing package - but will make an exception
for the next 24 hours only.

If you grab a set of SMART Niche Minisites v2.0 before
12 noon, my time (I live in India, and am on I.S.T.) on

Saturday, 22nd October 2005, I will throw in a very special bonus - a copy of the transcripts of my eClass on email newsletter marketing, called

Ezine ANTI Marketing - a \$197 value

Here's a link you can use (it will expire in 24 hours)

<http://reach-n-relate.com/x.php?adminid=560&tid=7929>

All success
Dr.Mani

It was no surprise at all, when at the time of writing this special report, **roughly 2 hours after mailing out this offer**, I had two orders at full price!

THE PROOF

So how did I do?

I looked at the numbers exactly 7 days after first taking up the 'Blog Challenge'

We had made 35 sales
Our net profit was \$2,702

What?! But Dr.Mani, you said SIX FIGURES in 7 days!

Ah! That's where the power in forex conversion enters the picture. I made six figures - in Indian rupees.

At today's conversion rate of 1 USD = 45.23 INR, this equates to **122,211 rupees**.

And before you get all angry, indignant and upset about being 'cheated', keep this in mind.

The cost of a heart operation to save a child's life in India is approximately 110,000 rupees.

Yes, what I applied from Jeff Walker's **PRODUCT LAUNCH FORMULA** in a week of my launch of **SMART Niche Minisites v2.0** has brought in enough profits to help a child afford a major operation.

A philosophy I've learned from the very rich is this:

It's NOT about money. It's about WHAT YOU DO WITH IT.

To YOUR own personal 6-in-7 day!

All success

Dr.Mani

You can learn more about Dr.Mani's work with heart kids from this website:

<http://www.CHDInfo.com/mission/>