

Product Launch Formula Case Study: Frederic Patenaude

ProductLaunchFormula.com

Hosted by:

Jeff Walker

With Special Guest:

Frederic Patenaude

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Jeff

Walker: So I am looking at the information you sent me...first of all, congratulations on a wonderful launch.

Frederic

Patenaude: Thanks! I had in my mind a “six in seven”.

It was a product we had launched before. It was a relaunch, really. So we did over \$60,000 in one week. I'm in Canada, so it's worth more money (laughter). Next time I want to do \$100,000 in seven days. I got your product and I put it to use immediately because I knew I wanted it and I was going to use it. I just didn't know for what product.

So I thought, well I've got that product we created last summer and we could relaunch it. The product was a live teleconference event that people paid to be a part of. From that, I created an info product and that's what I launched using your ideas.

Jeff: That's wonderful! To tell you the truth, I have never done six figures in seven days on a relaunch. I've only done that with new products. To do \$60,000 in seven days, and then follow up with another \$11,000 in the weeks after that is great! To pull \$70,000 out of a product you are essentially relaunching is wonderful.

Frederic: It has been very successful for me, and I have done twice as well with this product launch, in less time, because the first launch only did \$30,000 or \$35,000 and it took a month to get that many people in. Then I did this big launch and turned it into an event, and I was able to get a lot of people to buy it all at once.

It's just exactly the way you described it. We got the first order in less than one minute. What we were selling was like a 30 page sales letter.

Jeff: That's great! Well, what did it feel like to push that “Send” button when you went live? What was that moment like?

Frederic: It was very exciting! With 1ShoppingCart it's not immediate when you send an email. It goes into the system, and then about 30 minutes later, it gets sent. I'd told people in advance they could start ordering at noon Eastern Time, and they knew there was some incentive to buy early. The first 75 people got certain bonuses, and the first 150 got other bonuses. People really wanted the bonuses.

I gave them the link and told them to go there at noon and order it. I made it almost sound like an order, "This is what you are going to do tomorrow." After all the preparation before, I could say things to my customers like that.

Then, right away, people started ordering at noon, even though the official mailing hadn't reached them yet. They knew it would be there at that time.

At 1ShoppingCart, it shows the credit card as 'incomplete' or 'declined', and then a minute later 'accepted' as they are ordering. So you can see all these people online at the same time trying to order, and the phone ringing off the hook.

Jeff: That must have been a great moment!

Frederic: Yeah, because I honestly had lots of doubt that I would sell any copies. I only had 200 copies to sell, and I sold more than that, so I had to borrow copies from the person who did that program with me.

When we first created that program, we shared profits because it was a live event. Then we decided to each sell it as an infoproduct on our own.

So this time around, all the profits were for me. I didn't have to share it with anybody. And I had to borrow more copies from the other guy.

Jeff: Because he had them sitting around in inventory, and you were selling them like hotcakes! Did he wonder how you were selling so many?

Frederic: Well, I think they still haven't sold those 200 copies, and it's been months! We sold them basically in a few days! Yeah, it's the marketing. It's definitely the marketing, and turning it into an event. That was major. So you want to know exactly what I did?

Jeff: Yes, I would love to know exactly what you did, because what you just said is a funny story. You and your partner put on a live event, split profits on that, and then you each decided you would sell the course on your own. You completely sell out in seven days, and then had to borrow inventory from your partner because his weren't selling very well. That's pretty funny!

Frederic: Yeah, it is. So I got your product, but I didn't listen to the entire thing. I did listen to the CD-ROMs and most of the interviews, and that gave me enough ideas to start working.

I took a big white board and I mapped out what I wanted to do in the course over three weeks. What it said was that you have to start with a hint, so I said, "I have this product coming and it is pretty exciting."

I made it sound like everybody's been hearing about it, like it's been a rumor that's been circulating that we're going to release this product. So people who hadn't heard about it wondered, "What the hell is that? How come I never heard about it before?" That was our first hint.

Then I got people to sign up for a sublist, an announcement list. I copied the announcement list you had for Product Launch Formula - not word by word, but I got a lot of ideas from it.

I didn't have a PDF to give right away as a sort of bonus or incentive to join right away. I promised to give them something eventually, like insider content on the Perfect Health Program if they signed up for that mailing list.

Then I kept mailing them about it, talking about it and saying this was the Perfect Health Program coming and getting more people to sign up on the sublist, until I got the list up to about 2,000 people.

I only have two affiliates who do sales for me. I don't have a big affiliate network, so I got them to join, and asked them to send people to that page where they could sign up for the sublist, or the announcement list. I think I called it the "Early Birds' Announcements List."

Jeff: That's great! You made it easy on your partners!

Frederic: Yeah, I said the only thing you need to do is send them to that list, and then they get cookied. Then it's pretty easy to track their sales afterwards because I do the rest of the marketing.

I'm not sure in what order the rest occurred. Throughout that time there was a PDF that was given away. It was an interview. I called my partner with whom I did the program and I said, "Let's do this interview." Then we answered some of the questions and gave content and lots of good information about what was inside the product.

We put in some testimonials because we had gathered testimonials from last time, and those were inside the PDF.

Then I could see how many people downloaded it, and I saw that maybe half the people on the loop actually took the time to download it.

Then I started talking about the release date. There were all sorts of things we did.

It wasn't in the Product Launch Formula course, but one of the things I saw you do was the contest.

Jeff: Right. I came up with the idea for that contest after I completed the course, a sort of a last-minute thing.

Frederic: Oh, yeah. It was such a good idea, because I told people this was their chance to improve their health. Get this program, and tell us what you're going to do with this program, and why you want to have it.

It was amazing because people started writing these great letters. Basically, the more time people spent reading these, the more they got convinced to buy it, even though they didn't really know what was in it.

So part of what I used as an excuse to email people was just more information on the program, like the table of contents, what exactly is going to be in the Perfect Health Program. I was basically using all your ideas.

Just to go back to the very first thing I did after the initial hint, I told people that we've got this Perfect Health Program that we've been working on for months and we wanted to know their opinion, to make sure everything was perfect. So we wanted to know if there was anything they'd like to ask so we could add it as last-minute information. It was on SurveyMonkey.com. People would go there and it was the first time they would get more information on it, just like you said in the Product Launch Formula.

Then, once they entered their information, I got their questions. Once they clicked the "Send" button, then they got the page refreshed to a page where it asked them to be part of the announcement list. That's how I set it up.

Jeff: Excellent!

Frederic: I didn't get their email through SurveyMonkey.com, but I got it on the next page. That was one of your great ideas on Product Launch Formula, to get their questions in advance, like their worries, basically.

Jeff: Yeah, their objections.

Frederic: Exactly. That's what I used for my PDF; answering their objections and giving more information. It also gave me lots of information to add to the sales letter. The sales letter was really talking to them, because I knew why they would object to buying it.

It was really an amazing process.

Jeff: Sounds great! Sounds like you hit all the major steps that I went over in the course, one after another.

Frederic: Exactly.

The table of contents wasn't in the course, but I think it was an important part of it. It gives you an excuse to send them a mailing, because they sign up for that mailing list. It's not like you are marketing directly and saying "Buy it now!" It's just feeding them a little information.

Jeff: So one of the questions people often wonder about is, "If I mail that list much, they're all going to leave my list or they will all end up hating me. It's going to destroy my relationship with them."

How did it affect your relationship with your list?

Frederic: It didn't change anything negatively. I saw that I had 2,000 people on the mailing list, on the announcement list. I saw that people on that list didn't unsubscribe that much. I sent a lot of mailings. Some people unsubscribed, but most unsubscribed from that list alone, because they can click on the unsubscribe button and choose what list to unsubscribe from. They could unsubscribe from the e-zine or just the announcement list or that program.

I had very few unsubscribe, and that goes with what you said. If you turn this into an event, it's not like a sales presentation. They don't see it like that. I think there's something important toward this end... I think there's a tendency for a lot of people to be afraid to send too many emails.

Doing the steps you recommend in Product Launch Formula is a lot of email. At some point you're just reminding them that it's coming, that it's going to happen tomorrow, and now it's available, and reminders afterwards, in case they missed it, and so on. You just have to have the guts to do it.

From my experience it doesn't kill your list, unless you're just sending them offers. But if it is just sign-ups to announcement lists I don't think they will object. Plus it's so easy for them to unsubscribe.

Jeff: I've asked this question to a bunch of people, doing these case studies, and every single one of them has said the same things. It hasn't created a lot of unsubscribes, it hasn't hurt my relationship with my list. Most of the folks have said it ends up helping their relationship with the list, because they end up hearing back from people, they start interacting with them, they start getting questions. A lot of them said it ended up strengthening their relationship with the list.

Frederic: Yeah, because things can get really boring on the Internet and people are interested in an event like that, even if they don't end up buying it. They just like to watch the process.

I think it's hard for everybody, except maybe a very experienced Internet marketer like you, to not be afraid to do that aggressive marketing. For me, there's always a

part that says that maybe I'm emailing them too much, but I just did it anyway. And it works.

Jeff: That's why in the course I try to be so explicit about showing you exactly every email that went out so you know how I did it. Certainly the first time I did a launch I sent just a couple of emails. Then each time I did a launch I added a few more.

And if you do it properly, like you said, you're not hitting them over the head with the sales pitch every time. You have some reason to email every time. The response has always been the same. It hasn't hurt the relationship with the list. There's a reason. Especially, like you said, if they're on a sublist they raised their hand and said, yeah, they wanted to know more information about this.

Frederic: Exactly. I don't know who came up with that term, but in Internet marketing they call it "stealth email." It's not like a solo mailing. It starts with some content. You ask, "Yesterday I sent you that PDF. Did you receive it? In case you missed it, here's the link again. If you have any questions, please let me know."

Then once you've said that you can go on with something more like a sales pitch and say, "By the way, you still haven't bought the program we are promoting. I just wanted to let you know we've sold 150 so far, and we have exactly 50 left as I write these lines."

And the social proof that you talked about in the course was big. I tried to always use that concept everywhere, like the contest. Obviously it was big because people saw all these other people interested in the product. You can say how many copies you've sold, how many people are on the pre-launch list. I tried to give numbers like that so people would get an idea.

The reason why I was having the launch, which you talk about, was very important, too. I told people I had 200 copies available.

I don't remember what the exact number was, but I told them exactly, "This is the deal. I printed 500 copies but then we had to send 100 copies to people who bought it live last year. Then I had to send 200 copies to my partner, and now I've got 200 left. It might be available again but it will take us weeks, and you won't get the discount. It will be less expensive to buy it now, and it has all these bonuses."

But one of the things I noticed with the product launch is that it wasn't good to have the bonuses that were time sensitive, because I had many of them. For many of them it was just for the first 75 buyers, and those were gone in just three hours! I thought it would take three days to sell that many. Afterwards, a lot of people were writing me and telling me they really wanted those bonuses, and were not so interested in the course if they could not have those bonuses.

I think in the future I would have one thing that is really time-sensitive, like for the first few people. Then most of the other things would be added during product launch, to give them more room.

Jeff: That's a really good point, and you have to think really hard about the numbers. I like to have a fairly small number that will go within the first hour, two hours, and three hours. That acts as social proof, because that first bonus goes away and people think, "Wow! This thing is really selling! If I hesitate then some other bonuses will go away."

Since it was your first launch, you had no idea what to expect. Well, you had expectations, but you exceeded them by a huge factor. If the launch had gone as you thought it would, the 75 would have been the right number. But you had such spectacular success that it ended up going really quickly.

It's good to ladder them like that so there's always something coming up that people try to beat that deadline for.

Frankly, if something happens like that, you can extend that, like what happened during Product Launch Formula. I had some bonus that went away the first day, and we had a lot of problems with PayPal being down so people couldn't order. I just ended up extending it for another day.

Frederic: Yeah, like you talked about the Tsunami moment! I didn't have any major glitch or major problems, but there was that bonus problem. That actually gave me an excuse to email people again and say we sold out in two hours when we thought it would take three days.

I made a deal with them. Because some of the bonuses were teleconferences and they couldn't get on the live event, I said I would send the recording as long as they ordered etc. So from that, people got an idea of how fast it was selling.

Jeff: That's great! You were thinking on your feet there, because you said that was your Tsunami moment. It way exceeded your expectations so you were going to make these accommodations for them. You built real reciprocity there, and you built another deadline. That's great! Excellent!

Frederic: There's a lot to say about the concepts. But for me, one of the reasons I bought Product Launch Formula is that I saw you do the launch on the project. I was already convinced by the time I saw the little video where you show the product on your floor. Then you talked about the other launches. I didn't know who you were. I wasn't following all the Internet marketers.

Jeff: No, most people had never heard of me and had no idea who I was. That was one thing when I rolled out Product Launch Formula. I obviously had to do a good job

with the launch. It's sort of like if you were putting out a product on how to write a good sales letter, you'd better have a good sales letter!

Frederic: It seemed to work really well, and I saw the things you were doing. I knew I wanted to buy it even before I even got to the sales letter. When I got to the sales letter I think one of the things that got me was seeing the value. You were putting in all these bonuses that came after, because seeing that it was \$1,000, wow!

Jeff: Yeah, \$1,000 U.S!

Frederic: Yeah, there was tons of stuff! But just what was in Product Launch Formula was enough for me. The bonuses were nice, but I think you nailed it with the information. I was able to make all that money with just the Product Launch Formula course.

Just recently I did a launch but without doing any Product Launch Formula ideas. It's not an expensive product, but immediately I could see the difference. There wasn't as much of a frenzy.

I don't know what other people are doing, but it seems like this Product Launch Formula is so good, I want to save it for the big products I'm going to release, and not everything.

Jeff: Well, what you can do is scale your launch and not use the whole thing. You can use subsets of it. If you just want to do an e-book or something, just use a couple of pieces of it.

Frankly, if you look at a couple of days ago, I did this call with Ed Dale and Frank Kern. Really what I did was a tiny little mini-launch. Maybe some people realized it, but I don't think many people realized what I was doing. I got together with Ed and Frank and they agreed to be on a call. We said, "We are not going to make any pitches at all, so it's going to be a pure content call."

So they gave my partners a chance to promote. They weren't promoting a sales pitch; they were doing a pure content call. So I did a pure content call. I added a whole bunch of people to my list because a bunch of my partners promoted it. They were happy to promote it because I'm giving away good content. They know I will track the people who joined my list back to my partners who put those people on my list. If I sell to them eventually my partners will get the credit.

Some of my partners were happy to promote. I added a bunch of people to the list, and what did I do? I gave a free teleseminar. Then I gave free recordings. Then a few days later I will give away free transcripts. So I build all kinds of reciprocity.

Those are just little pieces, but it was like a little mini relaunch that was completely under the radar. No one knew what was happening even though a bunch of people heard about it.

So you don't have to use the whole long, drawn out process each time. It's almost like you want to hold off because you don't want to get your list too jaded. You've got to keep them a little off balance. You never want to be predictable with your list, never want them to know what you're up to.

Frederic: Yeah, I think that's why with the Product Launch Formula you can do it differently each time. The idea of the blog was really good, especially to do the contest. It just makes it more alive. It doesn't look like a big sales page. It really warms people up for the sales letter, and when they get to it, they're not afraid of it.

And there are so many things in it. I don't know how many people who buy Product Launch Formula are in niche markets and not in Internet marketing.

Jeff: The vast majority are in niche markets. I think of all the people I have been talking to on these calls, one guy is in marketing but not specifically Internet marketing. The great majority, 95% at least, are in areas other than Internet marketing.

Frederic: That's the great thing with niche marketing. People don't see you coming with the marketing ideas. They don't know you're doing a product launch, and there's someone by the name of Jeff Walker.

They have no idea what's happening behind the scenes. They don't know you have a blackboard and are mapping out all these strategies, and that's good, because it's much easier to use the info in Product Launch Formula.

You gave a lot of templates, emails, and I used many of them. Of course, I couldn't just copy and paste to my list, but I could use big chunks of them and just add my own information. It worked well, I think, because you gave many useful resources.

Jeff: You know, it's funny because when people look at Product Launch Formula, one of the biggest objections is, "Oh, that only works for Internet marketing. It doesn't work in other markets. I'm not in Internet marketing, I'm in slot car racing, or whatever. Some other niche. It doesn't work in my niche."

You're exactly right; it works better in other niches because in the Internet marketing niche everyone has seen it over and over. Each time it gets harder and harder to be super-unique.

Of course, you still can be unique. When I rolled out Product Launch Formula it was unique.

But if you go into slot car racing or some other niche, or my favorite example, growing tomatoes, or you go into some other niche like that, those people have never seen any of this stuff! It just blows them away. I'm glad you said that.

Frederic: It's just like you said. People are begging to buy your products.

The whole thing is psychology and marketing techniques. You're not really lying to people, coming up with a whole bunch of lies such as the number of copies you have.

If you explain to people how many copies you have and give them good information they believe you. They don't think you are being too pushy with your marketing.

Jeff: Tell me how you pushed all your sales into seven days, which is basically what I tend to do. Some people try to do it in a single day. How did you push it into seven days? Did you have a price increase or some bonus go away?

Frederic: I said it would be a maximum of seven days, either until we ran out of copies or at the end of the week. Then there would be a price increase of \$50. It's a \$300 product, so I said it would be \$347 after it was \$297, and of course, the bonuses would be gone. Then you might lose your chance of buying because we only had 200 copies.

It was like you mentioned in Product Launch Formula; you get a certain percentage of your sales on day one, and the rest spread out. For me, it was really the first three days, and after that it was very slow.

In the first three days I sold a lot. After that, it was slower, but people bought it.

Jeff: And there wasn't a rush on the seventh day?

Frederic: No, maybe I didn't do it right. I think I sent them an email that tomorrow was the last day. There was a little rush. I think I convinced them so well that people were willing to buy right away.

Jeff: So the product was recordings. Were they audio or video?

Frederic: Audio. There were recordings of 12 teleconferences on 12 CDs and a little case like with Product Launch Formula. It came with a transcript of questions and answers and two little booklets. That was the product.

Jeff: Excellent. So you basically sold the teleseminars and then you recorded them and created a product.

Frederic: Yes. What I wanted to do at first was have a more expensive product because all of my products were less than \$100. I knew I needed higher priced items to make more money, and it was necessary for my product line.

I knew I couldn't just do something like this on my own. I needed somebody to help me, so I contacted a guy I knew who was a health expert and has training in alternative health and fitness.

I told him we could do this series of teleconferences and we'd have a product to sell at the end. We'd split profits when we sold the first run. I mapped it out for him so it was really easy. We came up with some ideas for the teleconferences and we did those twelve days in a row! And it was the first time I'd done any teleconferencing.

Jeff: Wow, that's grueling!

Frederic: Yeah! But it was great, because at first we wanted to do twelve weeks in a row. But he said no, let's do it like it's an intensive course, and it really worked out well.

Every day they got to go on a teleconference, and then we'd take maybe fifteen minutes at the beginning to talk about the questions we received from yesterday's teleconference. We'd review the information. We had notes. It really felt like they were part of an event. It was almost like a course.

We sold it for almost \$400 in the initial run. It was \$347, and we told them we would also send them the CDs. I knew it would make the product sell. I think with this format we got less response. People feel they are part of something they are actively learning. Then on top of that they get the CDs in the mail.

But I think it's a great way to create a product. And to do it twelve days in a row, or seven or even eight days in a row, I think it was actually easier. I didn't get a lot of sleep during that time but after twelve days, it was done, it was over. We could send it to AudioEdit and do all the things needed to turn it into a product. So that's something cool that I did with this product.

Jeff: Yeah, I have done a series of calls like that, but the most I have done was maybe a Monday, Wednesday, Friday for two or three weeks in a row. I did around nine calls in three weeks and I thought that was a lot to do!

Frederic: Well, the guy we were working with was in England. He had to wake up every day at 3:00 in the morning for these calls. It was pretty hard for him. But every day there was a call. Before the call they would get the notes, and then the next

day they would get the call with AudioGenerator. It was online. So a lot of people were catching up if they missed the teleconference. I would do it again. That's how you create a product as fast as possible. It took two weeks. Then many people who couldn't make the calls ended up buying it.

Jeff: That's wonderful. That's a great launch; \$60,000 in seven days, for a product where you're basically selling a recording of something that's already been sold.

You put up \$1,000 for my Product Launch Formula, and that's a lot of money... I am very aware of that. But for you to turn around and make \$60,000 from that \$1,000 investment... that's great!

Normally you would've sold some. You sold some in making the course, about \$30,000 worth. Even if you take that as a baseline, you doubled that, you made an extra \$30,000.

Frederic: Exactly. And that's just one product. I'm planning to release another product which is going to be more expensive. I am going to use the Product Launch Formula idea and I know it's going to work. I have some experience now.

Jeff: That's the great thing! Some people have done just a few thousand dollars with their launch, and some people have done a lot of money... but the one thing everyone says is, "Now, I've got this plan for another launch."

And some people have two or three more launches planned.

Frederic: Yeah, and with bigger numbers. It's funny because I had to postpone the launch because I had given people a launch date that turned out to be the day after Thanksgiving in the U.S.

I had no idea how big a deal Thanksgiving was for Americans, so I realized it was really bad timing for my launch. I decided to do it a week later.

The problem was I had this vacation planned. So two or three days after the launch, I took a plane and went to Bali on the vacation. We did this huge launch, I thought it was huge, and a couple of days later, I'm on a plane flying to Asia. I had a wireless Internet connection while I was waiting for a plane in Tokyo and I checked my emails. I thought, "Wow, while I was on the plane I made \$5,000!"

Jeff: That's great! That's a good feeling.

I did the same thing sort of, because for my launch we had the blackout issues, and we pulled the product off the market for a week. The launch ended up getting pushed out and I was traveling off to a marketing seminar.

In fact, I pulled down the special on Friday and I remember I sent out this email that said, "I'm at this seminar. I'm not sure exactly when the seminar is going to end, but whenever it ends and I get to my room that will be the deadline for this offer. So the deadline is probably going to be somewhere around nine P.M. Eastern. I'm out in California. I think the seminar is supposed to end at six, and so whenever I get back to my room, is the deadline."

Then you go back to your room after being gone and it's like, "Oh, look, I just made all this money!"

Frederic: It's amazing. I think Product Launch Formula is a major component of the Internet marketing picture, the things you need to know to be a successful Internet marketer.

For me, your Product Launch Formula has been one of the big pieces of the puzzle and, yeah, it's huge!

Jeff: That's great. Well, I'm going to wrap this up. I just want to say congratulations. Sixty thousand dollars is a fantastic launch, especially when it's essentially a relaunch of something that has already been sold. That is just wonderful.

You obviously put a lot into this. You hadn't even gone through the entire course when you had done this. Your launch date was November 29th. That was about a month after you got the course. You put it to use quickly, so congratulations on that.

We've been over this a few times, but for someone who's just not sure about getting this course or if it would work in their market, what would you tell them?

Frederic: I would say that the Product Launch Formula is one of the most important tools you need to have in order to make your marketing puzzle work. It's huge; it's bigger than knowing how to put up your Web site. The feeling you get when you press that Send button and you see all these emails coming in is magical. It's bigger than anything you've done before. It's worth it and it's something you can use over and over again. And I am certainly going to use it again.

Jeff: Fantastic! So, Frederic, do you want to give people your URL so they can find your stuff?

Frederic: Yeah! They can go to www.AskFrederic.com. That goes to my Web site and I have a newsletter on health and nutrition, raw foods and health secrets.

Jeff: Excellent! Well, thank you very much. I really appreciate it!

Frederic: You're welcome. And good luck with everything you are going to do this year. I look forward to your emails.

Jeff: You too, Frederic. And be sure to let me know how your future launches go. I definitely want to hear about them.

Frederic: Sure, I'll send you an email about that when I do another SixInSeven.