

Product Launch Formula Case Study: Michelle MacPhearson

ProductLaunchFormula.com

Hosted by:

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With Special Guest:

Michelle MacPhearson

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Jeff

Walker: So I am looking at information you sent me about your product launch. So your product - how do you pronounce that?

Michelle

MacPhearson: BadderAdder.

Jeff: That's what I thought; BadderAdder. And it is a product for using with MySpace.com. So why don't you give us a brief description?

Michelle: Well, what does it basically automate all the functions that you would want to do on MySpace.com. It will automate anything you want to do to market or promote on MySpace.com.

So it will automate adding friends and sending messages and sending bulletins and all that. You can get a lot more done in a lot less time.

Jeff: So obviously you know MySpace a little bit.

Michelle: I know it inside and out by now.

Jeff: Yeah, I can imagine. So how long ago did you start to get involved with MySpace?

Michelle: You know, this launched on April 20th, and I started playing with MySpace about two months before that.

Jeff: So it didn't take you long to get up to speed.

Michelle: Well, I went out and bought all the other software products, things similar to mine, and I was dissatisfied... so I had one built.

And then I thought that other people could probably use this too, and mine is better because I had it built the way I wanted it. And so I decided to sell it... and here we are.

Jeff: Wow. We will get into the numbers in a minute, and then people will understand why this is such an amazing story. But it's pretty amazing how you went from joining MySpace, getting set up, buying tools, and two months later - within two months - deciding you didn't like these other tools, designing your own tool, and getting it programmed.

It sounds like you didn't do the programming. So you presumably went to an Elance.com, or Rentacoder.com, or something like that, and you spec'd it out.

Have you ever done any software project management?

Michelle: I had done little things like, "Oh, I need a header graphic." Or, "I need this script installed."

Stuff like that. But I had never hired somebody to do a big project like this, and I was terrified that the guy was going to suck or something, because I was on a very, very tight budget at the time.

If it hadn't worked out it would have been bad. You know, I would have been in bad shape. But I believed in what I was doing, so I went ahead and did it.

Jeff: And that process went pretty smoothly, getting it programmed?

Michelle: Yeah. I have an incredible coder. I got really, really lucky. I have an incredible coder and I am still working with him today for all the updates and stuff the software needs.

Jeff: So you went from getting this thing coded, and now you have got a product.

And since you are a typical end user, and you knew how to design it. You had these frustrations with everything you bought out there.

That is a great thing. You understood your target market. So, now let's move forward a bit.

Did you have a list?

Michelle: No, I had nothing. And it was a big decision, once I decided I had something to sell... it was a big decision who to market the product to.

Did I want to market it to the Internet marketing community where people could use it for promoting affiliate programs, or people can use it to get back links and stuff like that?

Or did I want to promote it to MySpace users? I decided to go with promoting to MySpace users, because with my software, I had the tools to market to them automatically, all day long.

I felt like doing a launch within the MySpace community would be, basically in some ways, easier, since this is my first big product launch.

The people coming to my site wouldn't have a marketing background that you Internet Marketing guys do! You know what I mean? So that is what I did.

Jeff: I know exactly what you mean!

I tell you, the number one objection people have when they are looking at buying Product Launch Formula, or even if they are just thinking of doing a product launch, the number one objection is that that only works for “Internet Marketing” products.

Michelle: Oh, I know... and it is absolutely untrue.

Jeff: In fact, it is much, much easier outside of Internet Marketing.

Michelle: Because they don't know about product launches.

Jeff: Right, they have never seen any of this stuff before.

If you are going to come out with a product in Internet marketing, I think you need to do a launch, and you need to do a good one to get noticed. And you have to be creative. You really have to work hard to do something different.

But when you take it to other markets, people have never seen this stuff, they don't have a clue what is going on. You can do the most basic product launch and it will blow people away. So thanks for making that point.

I developed all this stuff for my business in the investing and trading markets, and it is so easy there.

It used to be easy in the Internet Marketing world before everybody bought Product Launch Formula. ☺

So you decided to go after MySpace users... but you didn't have a list; so what was your plan to get noticed?

Michelle: Well, what I did is I set up a site with an opt-in page and a survey, and that is obviously the stuff I learned from you. I used my software and sent out messages to MySpace users. And I said, "Hey, will you go to this site and fill out this survey?"

And on the site when they got there it said that there was a new product coming out soon, and you can enter in your email and information for more updates as it gets closer to launching. Then over to the side there was this survey and it said, "How many MySpace accounts do you have?"

Because I wanted that for my own data. I also asked, "What do you promote on MySpace?" I wanted that too, so that I would know how to approach them later on.

So people would go and fill out the survey... and this crowd is incredibly cynical. They are young and they know advertising when they see it, for the most part.

So I had the survey up there and made it seem a bit more friendly, and a little less, "Oh, hey, this product is coming out"... I think that helped out a lot.

So I got a lot of opt-ins from that and then I put them into my email sequence as we led up to launch.

Jeff: So now that opt-in page, was that on MySpace?

Michelle: No, it was on my site.

Jeff: So that went to a separate site. And what type of questions were you asking on the survey?

Michelle: It was just those two questions. "What do you promote on MySpace?" and, "How many accounts do you have?"

Jeff: And just out of curiosity, to show you how naive I am, I have one MySpace account; I never thought about having more than one. But it sounds like there are people with a lot.

Michelle: There are people with hundreds.

Jeff: Interesting. Very interesting.

Now, you asked them what you promote on it. So the people in your target market are people that are promoting on MySpace. How do you find the people that are promoting? When I look around MySpace, the majority of people are not promoting.

Michelle: Well, number one, people are always promoting music bands.

Bands are always number one and you know you can always find people promoting bands.

And the other place where there were people who I knew were interested in promoting one thing or another, whether it be themselves or somebody else or whatever, is that there are a few groups on MySpace that are about marketing.

There is a term for people who promote on MySpace; they call them "MySpace whores", and I am not making that up. And so there are a couple of groups by that name that you can go to and find users who are interested in promoting on MySpace.

Jeff: So I imagine the people that promote on MySpace have got to be doubly cynical. If your average person on MySpace is cynical then people who promote there have got to be super, super cynical.

So you actually used your tool to go out and find these people on MySpace, drive them back to your opt-in page, ask them to opt-in, plus you are collecting data from them in your survey. And you are dropping them into a sequence which is probably on something like AWeber.

So take me further along in the sequence. What is happening here?

Michelle: What I did was have the opt-in page, and once they were in the sequence, they would start to get sneak previews about the product and what the product is.

And this is part of what I did to try and overcome their cynicism or disbelief, or whatever. I did videos instead of just emails, because number one, this crowd doesn't like to read. I am sure there are a few who do, but the majority of them don't.

And so I thought, well, I will do videos and that way they can watch it, and also I am not just explaining something. They are actually seeing it work, which is always good if you are talking about a product which does a physical thing, which software does.

So I did a video for each component of the software, like sending messages or adding friends or sending comments. And I would send out a notice about the video in the email sequence.

"Oh, sneak preview number one is out! Let me show you how you can add hundreds of friends in minutes," and then they would go to the video, and it was just me talking and showing them how it was done, and I was very, very straightforward.

It was basically an instructional video more than a promo video, because again, I felt like they would see through that if it was purely promotional.

And I figured if they saw how it worked and they liked it they would buy it. And if they didn't then they would go away, and that is fine too, because it does what it does.

Jeff: So the videos I presume are Camtasia or some other screen capture software?

Michelle: Camtasia.

Jeff: The idea of doing an instructional video is a "back door" type sale.

“You can do this”, or “this is how you do this”, and everyone is like, "Oh yeah, I want an extra 500 friends today." And also it presumes the sale, in a way, which is very powerful.

So you did a bunch of sneak preview videos...

Michelle: And each video had, well, this was my whole site set up on a blog, and at that time people would go to that page with the video.

Once they watched it they could leave comments and everything, and that got that group mentality going. And everybody is saying, "This is the coolest thing. When is it going to be released?"

Jeff: And you just love that.

Michelle: And I am going, "Oh, my gosh, it works!"

Jeff: This Product Launch Formula works!

Michelle: Yeah.

They started doing that, so one of the things I did was I started sending them email in broadcast messages. I started sending out insider information, like "Oh, we are putting the finishing touches on BadderAdder and it is going to be ready in probably less than 48 hours. But you need to watch your email and make sure."

Stuff like that, just to keep them paying attention. I put together the affiliate system. I told those people who opted-in to my sequence about the affiliate system, and the only way you could find out about it at that point was if you had opted-in.

And so the people who became my affiliates before the product had really launched, I think that I gave them the feeling that this is a special opportunity, and they were the only ones who knew about this right now.

And you will be able to go out and tell people about something they never heard about before and make 50%, because none of these people know how affiliate programs work.

And so they felt like they were in on the ground floor of a really special opportunity, and of course that helped out a lot too.

Jeff: Excellent! And of course your point that the only people that know about this affiliate program are people on this list, there is no other way into it, so you have some exclusivity going there.

Michelle: And I think the message I sent out about the affiliate program said, "Don't tell anybody about this," and then I explained why - because if they signed up for the affiliate program and told friends that way, they would make some money. So that it would seem even more exclusive.

Jeff: So the comments on the blog, did those help you identify objections at all? Did they clue you in?

Because that is one of the things I do. I lead up to a launch, and I am studying all the comments on the blog, all the email, and just trying to get the feel of the market, to feel what is happening and what I should do next.

Michelle: Absolutely. One of the last things I did after I had shown them through the demo videos of everything that the software did, I asked them how much they would pay for it or how much they think it was worth, and that was all in comments. And some people would say, "I think you should make it free, because I can't pay for anything."

And then some people put a reasonable number. But it got discussion going. Then through each of the videos I was able to see what questions people still had. So for example, I would answer, in my opinion, how the friend adding worked. I was pretty clear in that video.

And then I was able to see that there were a few more questions. My next email would say, "Here are some questions that a ton of people have been asking, and I just wanted to get you this quick information," to overcome their objections beforehand.

Jeff: Excellent. Did you point them back to make comments in your emails?

Michelle: No, I didn't. That would have been good.

Jeff: Just for future reference, that really amplifies things.

Just tell people what to do in your email and they will do it. It's amazing. And often you will notice in the emails I send... well, just watch the P.S.

Typically, in standard sales copy theory, there are certain things you should do in the standard P.S.

Sales copy 101 says “restate your offer in the P.S.”. And if you will look at my emails that I publish (not necessarily in my sales letters) I will often do something different with my P.S.

It often directs them to do what I want them to do, especially if it is to make a comment, send an email back to me, and the like. So next time you might want to try that.

Michelle: I will!

Jeff: Cool. But the thing I point out to everyone and this is not like a mistake, it is just something you could have done better. But we all make mistakes. There is so much going on in every product launch that everyone has a mistake.

My classic example I have mentioned to a few people is when I launched Product Launch Formula, and everyone in the known Internet marketing world was mailing about it.

But I actually forgot to email my own SixInSeven.com list. I never mailed it on launch day.

It was something like a day later and I realized I had never mailed my list! Everyone in the world mailed about the product but me!

Michele: Oh, wow! That is funny! It is the most obvious thing!

Jeff: Right! There is just a lot going on. But the message is just that you can afford to screw up.

Again, not that you screwed up. But you can afford to screw up because everything else is so powerful that if you get half of it right, you are still going to do good.

Michelle: Absolutely. Well, I will tell you. This whole launch, in terms of setting the Web site up, took place in about two weeks.

That was from, "Oh, gee, I should do this!" to actually going live. So it was rushed. It was my first launch and I didn't have any experience. I didn't know how my market would react.

So looking back, I could have done everything different and everything better, but the foundations that I laid and that I worked with, in terms of what I learned from Product Launch Formula, was enough to make it incredibly successful.

And now having learned more about these things, you know, more about my market and everything, I am probably going to do a relaunch fairly soon. But if

you put it into place good stuff, there is enough room that you don't have to get everything 100%, that is for sure.

Jeff: Two weeks is amazing.

So you basically said, "I had this thing created; maybe I should sell it." At that point you had no list. You don't know what the price could be.

So you throw up a blog, you use your own product to get viral and start up that list.

And then you start to create that list, you start to gather data from people, you are pulling in comments, and the comments give you more data, and you are starting to feel good about this launch, like maybe it will go.

But then, as you are coming down to launch, you are just not sure. What did it feel like when it was launch day and you were about to hit that send button to send out that email. What were your feelings at that point?

Michelle: Oh, I was terrified, absolutely terrified!

And I remember sitting here and talking to my husband and thinking, "What if nobody buys this, after they have talked back to me and they have told me that they want it?"

You know, people don't always follow through with what they say they are going to do.

And yeah, I was terrified of failure, really.

Jeff: And believe me, you are not the first person. I have been there myself, really.

Usually I am pretty calm, but I have had launches where I was terrified. I have had a lot of people say they were terrified, scared, and euphoric. I have had responses to that question that were all over the board.

I will tell you what. On your relaunch, you will not be terrified.

So you pressed that button, and how long did it take for you to get some gratification?

Michelle: I think it took like two or three minutes before the first sale came in.

Again, I am in Internet marketing and I am reading about John Reese's launch, and he got a sale in probably two seconds, and it took me two minutes!

I am freaking out that whole two minutes going, "What if nobody buys it?"

And then they started coming.

Jeff: And then that first hour, did they come in pretty steadily there, or was it a big rush?

Michelle: They came in fairly steadily that whole first day.

Jeff: And what kind of sales did you end up doing the first day?

Michelle: The first day I did \$1,269. It was priced at \$27, which was a \$20 discount.

That was part of the whole launch thing, you know. "Buy it today and you get this discount." So I did 47 copies that were \$27 dollars each, and like I said, it hasn't stopped since... and now the price is higher.

Jeff: So your scarcity deal was a price discount - to \$27 instead of \$47. How long was that for?

Michelle: 24 hours.

Jeff: 24 hours, and you brought in \$1,269... which probably went a pretty long way towards whatever the product cost you to get programmed.

And you raised the price to \$47, but you said sales have kept on coming in?

Michelle: Yes.

Jeff: And so I imagine that once you got some users out there, it got somewhat viral within the MySpace community.

So you used a launch to basically create an instant impact. You had a lot of competitors out there; I mean, how many competitors do you suppose there are?

Michelle: The ones that are actually viable, I would say like five.

Jeff: And from what you said they were in the market already?

Michelle: Yes. Everyone knows who they are.

Jeff: So you came into, what sounds to me like, a fairly crowded market and you came in with instant momentum due to your launch.

And all of a sudden you are a player; you are on the board.

Michelle: And that was my goal with the launch.

It wasn't doing wonderful; that is the most money I have ever made in a day, \$1,269 at that point.

But at that point doing huge numbers the first day was not my goal. It was to get the BadderAdder name out to the MySpace community, which is why I gave the discount, because I could have used the money at that point.

But, yeah, just to get people buying and using it. And the other thing I did too, and I haven't mentioned it but it was kind of a 'duh' thing. I put out a free demo so that people could try it for 30 minutes or so.

It's fully functional, which helps a lot, and seeing that the software actually works and that there is nothing funny going on and it actually does what it says it does.

And they get to try it and say "Oh, my gosh, I just got 150 new friends! That is awesome; I want it."

But from the launch I was able to get enough people who bought it who then told other people about it who became my other affiliates and told other people about it. It is in many ways a self sustaining operation at this point, in terms of its own marketing.

Jeff: And so in your email to me you mentioned some of what you are doing now. Would you feel comfortable sharing some of those numbers, because they are stunning.

Michelle: Yeah. My best day so far is \$2,397. And that was eleven days ago now. So it keeps going.

Jeff: So we are now about four months after your launch and you are still climbing in terms of your sales. They are still rising, and so that is a serious, serious business. With \$2,397 being your best day, you are talking mid five figures per month, right?

Michelle: I am doing easily at this point about \$50k a month.

Jeff: Wow! That is amazing. Congratulations!

Michelle: Yeah. And that's what has been so great about it.

It has sustained itself, and the way I got people excited about it, those people are still excited about it! And they are still telling their friends, and that is why sales are still coming in when I am not really marketing it anymore.

Jeff: That is really amazing! So I am doing the rough math in my head, so we are going from let's say around February when you joined MySpace, you buy some software tools, you see an opening, you get something programmed, and now we are probably into March sometime.

You decide, "Well, I should just go ahead and sell this thing," and sometime, maybe mid March or early April you start this launch campaign with no list and no real knowledge of whether things are going to sell.

And here we are four or five months later, and you've got a half a million dollar per year business.

Wow! That is just an amazing story! I love to hear stories like this!

Michelle: I just sit here and look at the sales every day when I wake up, and I get however many sales messages which have come through since then, since I went to sleep.

It is like I have to pinch myself! And I sit here and say to my husband, "Jack, baby, eighteen sales came in overnight!" I was sleeping and I made money. It is amazing. It is incredible, and I couldn't ask for any more, that's for sure.

Jeff: Well, congratulations!

So on your launch date, you sent out an email right at launch minute or launch hour, and you started to make some sales. Did you follow up, or did you send something later that day?

Michelle: Yes, I think I sent them something that evening, and I went live at probably noon Pacific Time, I believe. So I sent them something later that evening and said, "Here is what we did today, and you only have 12 hours left, and this is what other people are saying or what other people have done.

"And I am dead serious that the price is going up, so if you are interested, you better get in now."

And then I got a bunch more when people got up and got back. And then the price went up at noon the next day, just like I said it would, and people just kept buying it. I had a couple of people email me and say, "Oh, I missed it because of this reason. Can I still get the cheaper price?"

And I said, "No."

But they had their time. And with the whole sequence I had before that launch, they knew that it was going to be a 24 hour deal.

Jeff: But they didn't believe you; that's what that was.

I mean, especially when I pull products off the market after a launch, if someone the next day emails and says "I have been gone for the last week," and they convince me, sometimes I will let them in at that point.

But I had one guy once when I did a launch in the trading market, and this guy was writing me. He is writing me and saying, "Hey, I like your sales letter, and blah, blah, blah." In other words, basically he was telling me he is a direct marketing guy, even though he was writing me about a trading product.

He asked whose copywriting I had studied and he was going on and on, trying to be buddies with me.

And then he didn't buy from me during the launch week. We had the launch week and the day after, he emailed me and said, "Hey, can I get your course?" And I know the guy was watching every single step of the launch. And I just said... "No, sorry!"

He was just testing me and playing games, and I wasn't about to give it to him.

So then you did the launch in 24 hours. When was your next follow up email after that? It sounds like you sent an email at launch minute; you sent one at launch evening. You didn't send one the next day?

Michelle: I sent one the next day right at two hours before the launch closed just to remind everybody, "This is your last chance and I am serious."

Jeff: Good! Good! And when you sent that third email, did people send it right back saying "Hey, stop sending me emails! This is the third email you have sent me in 24 hours!"

Michelle: No! I didn't get anything like that. And I got very few unsubscribes. Everybody was hooked on the story.

Jeff: And that is another thing, and the reason I asked you that is because, for some reason, a lot of people get timid about sending those emails, about sending the second or third email in a day.

But just like you said, the point is that people are involved in the story. They want to know what is coming next, what is happening.

Michelle: You know, the only unsubscribes I did get were usually on the first message in the sequence, because they weren't really into it anyway. But once people were into the sequence, nobody left.

Jeff: Excellent! And that does not surprise me at all.

But a lot of times people don't want to send that extra email. Even if you go look in your Product Launch Formula course. One of the examples in the course was Frey, and he did a great launch.

But he ended up pulling a punch right at the end, and that was not sending that final, final email. You've got to do it because people are busy, they forget about you, they forget about that deadline or they don't believe you.

So after that last chance email you sent, what was the next email that you sent them?

Michelle: Probably 24-48 hours later, it was in the next day or two. I am not sure exactly.

And it was a recap of what we had done and what our customers were saying. It told how you can download the demos if you haven't done so yet, and experience what all the other people are experiencing for free. "Try it out," that kind of thing.

And I don't like to talk price a lot with my customers because I feel in some way it can devalue the product. That's because there are some cheaper ones out there that aren't quite as functional, but they do certain things well. And also because a lot of my potential prospects who get in touch with me are 15 and don't have a credit card anyway.

And they say things like, "Oh, can I have a copy for free because I don't have any money," and that type of people.

But one of the things that I talked about in the follow up letter after the launch had occurred was, "Yeah, you can go out and you can find one or two other products that are cheaper. Here are the things that they don't do and here is what mine does.

"And here is how you can go get the demo and see how it works. This whole campaign is based on how it works, see for yourself."

And so I talked a little bit about price at that point, since it had gone up, and again, those sales kept coming in.

Jeff: You know, I forgot, as we are recapping the amazing parts of your story, I forgot about that part...

Because a lot of people say "Well, MySpace is a huge phenomenon, but no one there has any money and they are not buying."

And you proved them wrong – that is another amazing feat here. You went into a market that most people would say is not a good market in terms of selling stuff, but you have proved that wrong.

Michelle: If you look at marketing forums right now, everybody is talking about MySpace. And this is also one of the reasons why I didn't really launch in the Internet Marketing niche, because I would talk to guys about it and about what my product does and they were pretty unenthusiastic.

And at that point, I didn't want to take the time to make people enthusiastic about it. About something they did not care about. I thought that my time would be better served spent working with people on MySpace, who already know about MySpace and are enthusiastic about it.

And that isn't to say that it couldn't have been done. It could have very easily been done had I had a little more experience, I think.

Jeff: Right. And you can still do it. I mean, sure people are talking about MySpace now. And here and there people are putting out a cheap report on it. But at this point you have huge credibility. There are not many people doing direct marketing business of half a million dollars purely through MySpace.

Michelle: The thing is, there are people putting reports on MySpace now and everyone is starting to listen. And even if you are not marketing a product like this there is a lot of room on MySpace. And yeah, some of the people are young, and some of the people are not buying; but there are a lot of people who are buying.

Jeff: There are a lot of people there, period!

Michelle: So if you have got something that that audience is interested in, you can make money on it.

Jeff: Now, through this whole launch process, it sounds like you have created a good dialog with the people that bought from you.

Michelle: Yeah, I really tried to.

Jeff: And this is another thing people miss. First of all the product launch process and everything I teach is fun; would you agree with that?

Other than being terrified on launch day. ☺

It is a fun process for the person doing the launch. It is also a fun process for the prospects, and it is also fun for the people who buy.

And so what happens is you end up with a whole bunch of people who buy, and they are all happy that they bought. They are all happy with you. They are all excited about it, and that tends to do a lot of good things going forward.

Michelle: Yeah. One of the things I did in terms of increasing my credibility, and again overcoming the cynicism in this market, was to make myself available on Instant Messenger.

I will tell you, it was the biggest time sucker of my life. But during the whole pre-launch, I would like sign on a few hours each day and talk to people and answer their questions, and they knew that I was a real person, and that made a huge difference in this market.

I answered their emails and stuff, but getting me in real time made a real big difference for a lot of people, and I do that maybe once a month now, sign on to Instant Messenger and talk to people and answer questions in real time. And they love it.

But what I did in terms of the past was building that foundation, and being a real person. And in my videos I don't try to sound like anything but myself. So my customers know there is a real person behind the product, which you don't see with any of my competitors' products.

And that has made a huge difference because I am not afraid to slang... I mean, I am not old. At least, I like to think I am not anyway. But you know what I mean.

Jeff: We all think that! My parents think that! ☺

Michelle: I know! (laughing)

I keep wondering when am I going to feel grown up! But I am 27, so a lot of these kids who are 21 or 18 or something and playing around on MySpace, at least I am not 60 years old, and they can kind of identify with me a little bit.

And the way that I write my emails is the way that I speak on Instant Messenger, and the way that I talk in the videos conveys that.

I just try to make myself sound like somebody who, you know, had a good idea or a problem with what was available, and found some way to improve it. Which is exactly what happened.

Jeff: Right. You are telling your story. There is nothing more powerful than the truth. And they love it. Your customers want to know that there is a real person behind the product. And going forward, you mentioned a relaunch... and I bet

you at least some of the ideas around that re-launch, and some of the power around that relaunch is going to come from your current clients.

Michelle: Oh yeah. My customers are amazing. And the people who get it and understand what the product is really for (as opposed to abusing it), they swear by it and have nothing but the most amazing things to say about it.

I mean, they would go to the end of the world for me. They tell me that I have changed their lives because I have helped them get their band's name out there. And that band is their life.

And that is the coolest thing, in the end, when you get those emails and stuff from people who are like, "Wow, this is what you did for me."

Just like I emailed you about Product Launch Formula, well they are emailing me.

Jeff: Right. That's the thing. The money is great and it is life changing.

I imagine the money is changing your life, and has changed it, so we can't discount that. But you are right; the satisfaction that you get out of touching someone's life is just huge.

And that is the thing that keeps you going and keeps you excited. You might have done your product, and your product out there might have made your money.

But what keeps your energy up to keep servicing your clients and keep marketing up and looking for new clients, is that satisfaction from really helping people.

Michelle: Yeah, because I am at a level in terms of earnings where I don't have to do a relaunch.

I don't have to do all that stuff. I am going to redo the videos on the sites and make them a little clearer and stuff like that. And it isn't like redoing a video is going to make my sales explode.

But knowing that the product really works and that my customers are really happy with it, I want to give as much as I can back to them. And to thank them for being a part of what I am doing.

Jeff: That is awesome! Well, Michelle, I am so glad we talked. It is an amazing story. Congratulations!

I know there was hard work and vision behind it. And there was lots of execution as well. You made it sound so easy when you described it here, but I know it's never that easy.

Michelle: No!

Jeff: There is hard work, and there is getting things done. And there is vision, and so it's wonderful what you accomplished.

Why don't you give everyone your URL?

Michelle: Thank you so much! It is www.BadderAdder.com.

Jeff: Cool. So, Michelle, for people thinking about buying Product Launch Formula, what would you say to them?

Michelle: Oh, gosh! I would tell them, don't hesitate! It was all the tools in Product Launch Formula that got me to where I am right now, so it was worth its price...

Jeff: About 500 times over!

Michelle: Yeah. Thank you for doing the math. I appreciate it.

Jeff: That's okay!