

## The MikeFilsaime.com PowerMarketing Newsletter

Friday, May 13th, 2005

Please **print** this newsletter and take the time **to read every word**. It reads better offline. Fell free to distribute it to your members as well.

**Fell free to pass it along to your list.** Send them to <http://www.mikefilsaime.com/mikefilsaimenewsletterMay2005.pdf>

### ***IN THIS ISSUE:***

- **Secrets to a pre launch** – How I get 5000 members In 5 days.
- **“Pre Launch Secrets”**  
**Free Members Only** Bonus **Audio and Ebook** \$97 Value
- **Product Review**
- The **8** things you need to do to make your sites viral
- **Fast Tips and resources**
- **Sneak Peek at My New Stuff...**

The [response](#) from my April issue was tremendous. People loved it. You can [click here](#) to see what people said about it. This one is just as good if not better.

### **Side Note: Type-o's , misspellings and grammar errors-**

When I write my newsletter, I am a “Hunt and Peck” typist. I have my head down and I rarely proof read. I tend to make silly errors like, you site, instead of your site etc. Many people like to find type-o's. I leave them in for just for those people ☺ . I do apologize for the errors in advance, but I like to get the content out to you as fast as I can.. – Mike

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## The Secrets to a Pre Launch



Dear Friend,

**T**he most important part off any campaign is the pre launch Phase. However, many marketers do not understand this. They go straight to the launch phase. When they do that... the result is....

...Product Launch **Disaster!**

There are **3 phases** to a product or service launch. They are

- Pre launch phase
- Launch phase
- Post Launch phase

It is simple, yet complex. And because of that, many people do feel that is the do not focus on the pre launch and go straight to launch it will not hinder the success of the product. Nothing could be further from the truth. The pre launch phase is the “yeast” in the recipe.

I will not get into the other phases in this newsletter today... but I will touch upon it a little bit further when I talk about the 8 things you can do to keep your sites Viral.

But for now, let me go over some of the basics you need to focus on is your pre launch.

- Create a buzz – Start telling people about what is to come in the next 30 to 60 days. This is called **SALTING**. This gets them excited and ‘thirsty’ for your product that when you finally deliver, they drink, and drink hard. To do this, you need to have a coming soon page. And within 30 days as the buzz gets bigger, put a place for them to opt in on the page to be the first to know when it comes out. (I will be doing this with [ButterflyMarketing.com](http://ButterflyMarketing.com), in fact, I have already started the salting process.
- Get created. Use forums to salt the launch as well. Ken Calhoun has been doing a great job with that with the [MegaSeminar.com](http://MegaSeminar.com) in many forums. He creates great topic but it is never forum spam. (Way to go Ken.)
- Set a date and put it on your calendar. This is a mistake many people miss. I have seen launched on Easter Sunday. The best day to launch is **Tuesday**. You get over that Monday ‘hump’ and have all week to focus on the push of the project. Make sure you try to find out who else may be launching at that time. Move your date if there is a conflict. You do not want to launch your movie the same day as Star wars. You will get lost in the mass promotions of other people’s launch.
- Hire an affiliate manager if possible. There are many of them springing up with the release of Jason Cox’s course on that subject.
- Make sure you or your affiliate manager lets people know the date and when it is coming. That way if the buzz gets real big, you others will not launch the same day or even week. (Last year, when John Reese launched [Traffic Secrets](http://TrafficSecrets.com), every other marketer in the world would not even think of doing a promotion during that week.
- Get your product into the hands of JV partners. Do not ask them to promote if you are not giving them the opportunity to review your product. (Do not insult them, with a 50% discount.) Let them see a sneak peek at the sales letter too.
- Have an affiliate pre launch member’s area. In there, have some ways to get testimonials automated. I use [Audiogenerator.com](http://Audiogenerator.com) for that. It has a cool wizard that people can use to upload their photo and call in as well. You just get the code and throw it up. I used it many times.

Look here to see what I was able to get in 4 hours of launch of the JV-Network.com. <http://www.jv-network.com/template.tesimonails1.htm> I use these during the pre launch and people are amazed how it gets on the site in just the first day of pre launch.

- Also, in the members area, have many emails for your affiliates. You want to have
1. **Teaser** email – 2-3 days before the site goes live.  
**Subject line: {FIRSTNAME}, on Tuesday at exactly...**  
Then have an email that explains that “this is so important to make sure you look out for my email with the subject line, “As Promised” on Tuesday at exactly 8:00 AM EST. It will be one of the most important emails I send to you al year...blah blah blah...
  2. **Launch** email -  
Here you provide the launch email. Make sure it is ready to copy paste and try to have the affiliate link already included in the email if you can.

Provide one of these subject lines

**Subject line: {FIRSTNAME}, as promised!**  
**Subject line: {FIRSTNAME}, it’s live Hurry!**

Then provide the email copy for them.

3. **Follow up** email -  
Provide a follow up email. The follow up can have a better conversion then the launch day email and can really impact on your sales.
- See if you can get your JV partners to commit to sending all 3 emails.
  - The days before the launch. Email the JV partner’s and remind them to send the email that is do to go out in a few hours. Try to include the email for them to send out in your email. If you can have their link dynamically include that is a big plus!
  - Make sure your new customers go in to the loop ASAP to become an affiliate to keep the momentum going.
  - Finally, if you can, offer a bonus that is only good to those that buy the day of, or first 2-3 days of your launch to ensure great success and little procrastination from your buyers. Be true to the offer and remove what you say you will to reward those that took action.

In the next section I am going to give you a resource to get even more information on a successful pre launch.



**“Pre Launch Secrets”**

**Free Members Only** Bonus **Audio and Ebook** \$97 Value

Recently I did a call with Russell Brunson. We called it secrets to a pre launch. On this call you'll learn the 10 fundamental rules to a product launch. We spent 3 minutes on each topic and moved it along fast..



This is what was covered...

 <p>Mike Filsaime</p>	 <p>Russell Brunson</p>
<p><b><u>Successful Product Launches:</u></b></p> <p><b>Listdotcom.com - Oct 2004</b></p> <p>5600 pre launch members in 8 days          Over 12,000 members in 1st 30 days          Total sales on Launch Day - \$70,000          (Split with my Affiliate Partner)          Total sales in 1st month - Over \$200,000</p> <p><b>JV-Network.com - Jan 2004</b></p> <p>5400 members in 5 days          \$16,000 total sales in 30 days</p>	<p><b><u>Successful Product Launches:</u></b></p> <p><b>MarketingDealTime.com - July 2004</b></p> <p>77 JV Partners          Over \$70,000 in 14 days          Sold 140 \$500 packages</p> <p><b>Sales Letter In A Box - Aug 2004</b></p> <p>Created product in 1 hour          177 Sales in 48 hours          \$11,859 profit          Over \$20,000 in affiliate sale the next day</p>

**FreeAdvertisingGiveaway.com -Feb 2005**

21,000 members in 3 weeks  
\$54,000 in Total Sales in 3 weeks

**Expansion Sale - March 2005**

1304 total sales  
\$21,000 on day one Net Profit  
63,000 total gross sales in 5 days  
(\$37,000 net Profit)

**FiresaleSecrets.com - April 2005**

1504 members in 48 hours  
3764 members in 6 days - Never  
Announce yet to my members - Only 5 JV  
Partners  
Over \$9400 total sales in 6 days

**The Grinch Sale - Dec 2004**

Over 1000 sales in 4 days  
\$33,000 in gross profits  
(\$20,000 net profit)

**Source Code Sale - Feb 2005**

Put together the product and the launch  
in less then 3 hours  
\$16,000 gross profits in 3 days

**TheLostFiles.com - May 2005**

300 paying members in 3 days  
45 yearly members - 255 monthly  
members  
\$20,250 gross profits first 3 days



**To hear the call and get your free ebook go to....**  
[LiveCallNow.com](http://LiveCallNow.com)

This is a **\$97 Value** and we are happy to give it to you as a token our appreciation of you being on our newsletters.

More....

## Product Review

This month there are a many things that are all over the place. I will give you a few that I recommend. When it sucks, you will never hear it from me. If it rocks, I will be the first to tell you. (And you can be darn certain I have my affiliate link in there too, LOL. I will tell you any different.)

#1

### **The MegaSeminar.com**

Ken Calhoun has put together a great team of speakers including yours truly. Yes, I, Mike Filsaime, will be spilling my guts along with many other great marketers. I invite to come and I really would love to sit at the dinner table with you for 2 nights. It is only \$497 to attend and it takes place in July in Denver. Book it now. You heard how exciting these things can be. Make sure you do not miss this event. Ken has made it affordable that anyone can come.

#2

### **Michael Rasmussen's Sale**

Michael Rasmussen has put together a limited time private label opportunity. He is giving you full re brand rights to his 4 popular selling ebooks that have made him a great full time income online. He even provides tools like the keywords he use for pay per click. It comes with the word doc so you can add your name as author. Everything is included. Even the thank you pages. [Click here to check it out now.](#)

#3

### **Stealth Traffic Secrets**

Keith Baxter has a great newsletter site to get traffic. I joined it and the first 2 issues were awesome. It is a video newsletter and every bit as good as mine. Keith is one of the top experts on search engine optimization and traffic tactics.

Check out: <http://www.StealthTrafficSecrets.com> as soon as you can. Price is going up soon (for real.)

#4

### **Armand Morin's ScreenCam Generator**

You know all those videos you see top marketers make.

[Click Here](#) to see an example video I use on my sales pages.

Well, I use Camtasia, from techsmith.com. But Armand has created a simpler to use software that has even better results. I have it now and I love it. It is a whole suite of tools and I recommend you get this if you can. [Click here to check it out now.](#)

- Related items  
[Armand's Directory Generator](#)

More...

## The 8 things you need to do to make your sites viral

In this news letter I will touch on 8 things you should provide your affiliate so make your sites more viral. This is part of phase 3 of a site launch. This is the final phase and longest lasting. In a future newsletter I will talk about this more. I referred to it as the

**X**  
**V**

or **Viral Exponent**. But in this issue I am just going to list the 8 tools I use in many of my membership sites. These are parts of Butterfly Marketing, the small things you can do to have a dramatic impact over time; like that of a butterfly flapping its wings will on weather in the future.

The more of these 'butterflies' the more success you will have in the longevity of your site or products success.

- Provide pre written email copy to your affiliates can send to their opt-in list. Provide more than one. Long and short, funny or exciting. Also, make sure you provide multiple subject lines and P.S. signatures for them to use as well.
- Provide Ezine copy for them to advertise in Ezine's. Provide them with a resource to find great Ezine's. Also provide them with a word count, line count and character count with and without spaces. Many Ezine's have limits. You can get that data from Microsoft ® Word.
- Provide Pop/up/exit/under code for them to use on their sites. Also use dynamic un-blockable pop up code that can not be blocked. Even Fly In ad code is great to provide too.
- Provide banners. You can get them designed at BannersMall.com at a great price. Provide vertical and horizontal in all sizes and colors so they can chose what works best for their site
- Provide them with Email signatures
- Provide them with a forum Signature  
If you want proof this works, I use it in Listdotcom.com – Put this term  
” **Click Here to Build Your 100,000 member Opt-in** “  
In **Google** and you can see how that 1 butterfly is getting me traffic.  
Simply because **I took 5 minutes to add it to my sites. I could get just 1 member from that. That member may have 25,000 member opt-in list and he may later do a promo for me. That is a Butterfly Effect.**

- Write articles (like I do with this newsletter) and allow people to post it to their members and make sure they keep your signature with a link back to your site. Provide it in your member's area for them to use and add their affiliate link.
- Finally Provide them with Top Sponsor ads that can be used in Ezine directories. These are 4-5 line ads that go out in emails and can be very effective.
- Bonus – (9)  
Don't underestimate the newbie promotion power of traffic exchanges and safelists. I provide my members pre written tools to use in the exchanges. Certain pages that work better on sites like TrafficSwarm.com or NoMoreHits.com. I call these Splash Pages. I also provide them with ads to use in safelists. Final bonus- Pre written ads to use in Pay Per Click and the keywords to use. Use videos to teach them as well.

If you want to see **ALL THIS IN ACTION**, join or login to [www.ListDotCom.com](http://www.ListDotCom.com) and click on promotion tools. You can even see the resources I use to refer to Ezine's and Top Sponsor Ads as well.

More...

## Fast Tips and resources

Here I will list a few tips and resources

### Resources

- Great place to get sites designed. – [Hypercover.com](http://Hypercover.com)
- Where I get my cool pop ups – [InstantAttention.com](http://InstantAttention.com)
- Great Place to get Banners – [BannersMall.com](http://BannersMall.com)
- Great tool to remember your passwords – [Roboform.com](http://Roboform.com)
- What I use to make PDF files right from MS Word – [Iteksoft.com](http://Iteksoft.com)
- Great tool I use to edit Audio - [Acoustica.com](http://Acoustica.com)
- Great places to get sites developed – [Scriptlance.com](http://Scriptlance.com), [rentacoder.com](http://rentacoder.com), and [Elance.com](http://Elance.com)

### Tips

- Press [ shift ] when you click a link to open the webpage in a new window.
- Press [ ctrl ] [ n ] to open a new window when browsing.
- Press and hold [ alt ] while pressing [ tab ] to toggle thru your open items on your task bar.
- Press
  - [ ctrl ] [ x ] to cut to clipboard
  - [ ctrl ] [ c ] to copy to clipboard
  - [ ctrl ] [ v ] to paste form clipboard
  - [ ctrl ] [ z ] to undo
  - [ ctrl ] [ y ] to redo
  - [ F5 ] to refresh a webpage

More...

### Sneak Peek at My New Stuff...

In a few days I am going to release:

[PowerLinkGenerator.com](http://PowerLinkGenerator.com)

This is the software secret I use to make those great looking links that say MikeFilsaime.com/Recommends/great-new-product



It tracks my hits, and makes my links look great. It also manages all of my affiliate login details such as user URL, user name and password and how the program pays and if I got paid. [Click Here](#) to check it out.

On May 15<sup>th</sup>, I launch my new site called [PayDotCom.com](http://PayDotCom.com)

I have not spoken much about this but I can tell you one thing. It will be ClickBank's worst nightmare! This site has been in development for 9 months. It is the most serious project I have ever done or may ever do. It will be the focus of my business in the years to come as I move from "Guru" marketing to sitting back under the radar to develop the biggest site to hit internet marketing since PayPal.

[Click Here](#) to check it out. You will be shocked!!!

More...

The Mike Filsaime Power Marketing Newsletter.

Well, I really hope you enjoyed the May Power Marketing Newsletter.

Fell free to pass it along to your list. Send them to

<http://www.mikefilsaime.com/mikefilsaimenewsletterMay2005.pdf>

**Your members will really enjoy this as well.**

**Next Issue (June) I will discuss**

- More Butterfly Marketing Techniques
- Outsourcing Secrets
- Many more secrets from the “Mind of Mike Filsaime”

**Thanks,**

**Mike Filsaime  
MikeFilsaime.com, Inc,**

If you want to learn all about my sites please go to

**My Sites**

<http://mikefilsaime.com/mysites.htm>

**Coming Soon**

<http://www.butterflymarketing.com>

(July 26th)

Join this newsletter, read back issues, and see my Blog, go to:

<http://mikefilsaime.com/>