

Let's Make Our Own Software!

Newsletter Special:

*“Josh Anderson Stripped Naked in front of a 500 People Audience
by Famous Copywriting Gurus Gary Halbert and Joe Vitale.”*

Mike Chen's Secret Weapon Live - The Opening Conference Call -

March 24th 2005,
From Patricia Ritsema van Eck

Have you listened in on the conference call last night?

I have and it was a most interesting call which I learned a lot from. I made notes and when starting on working these out today, I figured I might as well share it with you through the newsletter.

This conference call was loaded with golden marketing and copywriting nuggets, contributed by:

- Joe Vitale
- Gary Halbert
- David Garfinkel
- Mark Joyner

I'm sure there will be a couple of things which you can benefit from.

Enjoy the read!



Patricia Ritsema van Eck
www.letsmakesoftware.com

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**** Attn Mike Chen Goes to College Affiliates ****

Feel free to distribute this PDF file in its entirety to anyone you like, or post it in its entirety online anywhere you like, so long as you do not modify the content.

Feel free to substitute your affiliate links in place of my links in referrals to Mike Chen’s *Secret Weapon* or Mark Joyner’s *Confidential Internet Intelligence Manuscript*.

If you do use the material please send me a note at patricia@letsmakesoftware.com so I can take a look. Thanks.

What's the battle?

The very first thing I learned was that I didn't quite get who are engaged in combat. I've stated before that there would be a traffic battle between **Mark Joyner, Joe Vitale, Gary Halbert and David Garfinkel**. Wrong...

These marketing legends were on the call however and their role was to offer advice to the brave marketeers who actually are engaging in a combat of sorts. Which isn't about getting traffic by the way.

Obviously I have my 'blonde' moments too...

So to set the record straight, this is what is happening live on the internet now:

Four (also famous) marketeers - **Mike Filsaime, Josh Anderson, Russell Brunson and Jason Mangrum** - have been given a copy of Mike Chen's Secret Weapon and a template which they can fill to their own best judgment and they'll be battling for opt-in subscribers.

[Live Combat](#)

The idea is that they'll use two versions of their own sales pitches and test them against each other. Using the Secret Weapon they are supposed to get statistical results of their efforts real fast, so they can use these to make decisions about winning pitches.

The traffic is being taken care of by Mike Chen himself - basically anyone who expressed an interest in any of his products will be invited to look at these opt-in pages. Just so you're clear about it, this most likely includes you and me as well... ;-)

The Conference Call itself

The call was hosted by Mark Joyner, also part of the expertise panel. Other members being Joe Vitale, Gary Halbert and David Garfinkel. The contestants, Mike Filsaime, Josh Anderson, Russell Brunson and Jason Mangrum, were all given 10 minutes each to ask the panel for advice on how to approach the opt-in battle.

After a half hour introduction by Mark, Mike Filsaime volunteered to be the first questioner, followed by Skye - Jason's wife - who presented the panel with totally awesome questions! Then we got the 'commercial break' - a very clever sales pitch by Mark, attempting to persuade me and the other 500 attendees into buying the Secret Weapon by adding all these special bonuses for the first 25 people to respond. More about this later...

After the break the questioning continued with Josh Anderson, who went deep into the benefits of adding multi-media features to your sales page. The panel left Josh stripped naked - his own words - and while he was getting dressed again, Russell Brunson took his turn at probing the expert's brains.

Everything was recorded - wish I had known beforehand... - so if you missed out on the call, you can still sign-up for the mp3:

[Conference Call Recording](#)

Unfortunately the sound quality won't be top-notch as there was an issue with bleeps. Every time somebody logged on to the call, a loud bleep would pulse through the line and the voice of whomever was speaking would get blocked for a second or so. Since people kept logging in for most of the call, this bleeping continued for the full one hour and 50 minutes the call lasted.

However, I'm not done writing just yet and without having to hear the annoying bleeps, I'll give you what stuck out for me during this call. Highlights, very valuable snippets of advice. I have no time to work it all out into a full-blown special report or anything, so here are the snippets...

What to Test?

Mike Filsaime and Russell Brunson both asked for advice on which parts of their sales letters could best be tested. While you read the panel's responses, keep in mind that Mike, Josh, Russell and Jason only get 5 days to do any testing!

David Garfinkel:

First of all, test **the offer!** By offer David means the reader's perception of what they will receive when they sign-up. Your offer is a blend of features and benefits, and you want to word it in such a compelling way that your readers will long for what you want them to. You should tell them enough to want to subscribe, but don't go too deep into specifics.

You can test different offers or different ways of wording one offer.

Gary Halbert:

"Don't test things that whisper - **test for the stuff that SCREAMS!**"

This would include the **offer** of course, but also the **headline** and the **price**. A headline Gary himself would like to see tested:

"Half-dead Cuban washes ashore Miami beach, carrying a little secret which could double the income of half the US population..."

What you don't want to test when you have so little time are background colors, fonts, font colors - these will have little influence on conversion rates. To be on the safe side, use white letters on a yellow background with a black font (check out <http://www.thegaryhalbertletter.com> for a working example).

Give your best sales pitches at the front end and don't make the mistake to have a short intro for getting people to opt-in for your list and then save the best part of the deal for the ones who make it to the other end. If people don't opt-in, they'll never see it!

Joe Vitale:

Test the bonuses. Lots of bonuses will trigger the psychology of the second interest - an ethical bribe so to speak. If you take a look at www.mrfire.com you'll find you get a bunch of free stuff just for signing up to Joe's newsletter "News you can use". Including some recorded interviews and a couple of eBooks.

You could test a bonus package against a free e-course. Joe has another site where you get five e-course lessons (one a day) which will all include a sales pitch. Followed up by two sales letters a little later on. By that time you will have built some rapport, a relationship hopefully which will make it easier on your part to close the sale.

Mark Joyner:

During the current sales campaign for the Secret Weapon and the Confidential Internet Intelligence Manuscript, Mark and Mike discovered that **adding a PayPal button** doubled the orders. Mike only had an Visa/Mastercard button (which also lead to PayPal), but making it more clear and obvious that PayPal is the payment method, had a huge effect.

To which Gary commented that they added something that screamed...

The other thing you want is to **engage your prospects actively in the sign-up process**. Apparently this was originally discovered by Joe Sugarman. If you add check-boxes (*Yes, Mike, please get me this incredible bonus offer... - check*) to your sign-up forms, it will reduce the number of people who break off the buying process.

Mark's third tip is to add anything which will **increase your trustworthiness**. He named a couple of examples, but I was pouring in huge quantities of coffee to keep myself awake (4:30 am over here by then...) and I forgot to write them down...

Formulating your Content

Skye and Jason Mangrum had obviously given this call some deep thoughts beforehand and they managed to squeeze out some very valuable tips on how to word your sales letters.

Gary Halbert:

There are a couple of tricks to make your copy flow better. One of them is to **remove the word 'that'**. Gary also makes a lot of use of 'lipsees' (I'm not sure if I spelled that correct) which refers to the triple dots ... People seem to respond well to the **double parenthesis**.

And further more the strongest word in advertising is **'because'**. Always give people the **'here's why...'** for buying your product, signing up for your service et cetera.

Now pay attention! Here's some information by Gary that many marketers ignore...

If you are into this business for the long run, **provide SUBSTANCE / CONTENT!** You may not be aware of this yet, but the Internet is the least believed medium around. People can hardly believe there isn't a sales page. Yet they love substance / content. And it sells even if you're not offering anything.

Gary himself has a huge website which contains hundreds of articles. You can sign up for his newsletter for free if you wish to be notified about new articles. You don't have to however, since everything can be read on-line as well. This works really well in **building a relationship with your visitors.**

On the rare occasion Gary does send out some offer, he's sold-out in hours. Also, he receives emails from his readers asking him to consult for them. So though it's all free, he's making good money from his site!

Joe Vitale:

Joe gave some tips on making your content hypnotic. One of techniques he loves using himself are **open ended questions for headlines.** They start with '**which**' and they cannot be answered with a simple 'yes' or 'no'. If you really write your ad copy the right way, **the question won't be answered till the end of the letter.**

I personally recall some hypnotic lesson from Joe (e-course or book) in which he speaks about not even answering the question at all but postponing this to your next mailing...

Mark Joyner:

Mark also loves the open-ended question. And here's another secret he uses: **manipulate people's mind set!**

To illustrate what he means, he tells about the Girl Scout Cookies. The Girl Scouts go house to house in their neighbourhood, and ask the residents "Would you like to buy some cookies?"

At least, this is how they did it, until somebody offered them a great marketing tip for re-formulating the question. These days they ring your bell and ask: "How many boxes of cookies would you like?"

The first question could be answered with a 'yes' or a 'no'. The second question however, **pre-supposes you are going to buy** at least one box. Formulating it like this, throws the mind off balance. It will want to answer a number! (Mark always ends up buying at least four boxes himself...)

Anything which is incomplete, creates a 'dis-equilibrium' in your thinking (Zeigarnik Effect: needs cause tensions which persist until the needs are satisfied). Meaning, it's out of balance. By nature's default, it seeks balance and so does your brain. It will want to achieve completeness again. You can use this knowledge by consciously **weaving a sense of incompleteness throughout your sales letters.**

What Emotions to Use?

Gary Halbert:

According to Gary evoking the emotions **fear** and **greed** will give you the best results. The general idea of fear being to give your prospects the message: "If you don't... something bad will happen to you."

When it comes to greed, focus on potential loss. People will work a lot harder to prevent losing \$1,000.00 than to earn \$500,000.00...

David Garfinkel:

David would like to add **envy** to this list. He defines envy as: "fear of loss in the future, pulled to the present". (I was consuming coffee again when he added his examples. Sorry...)

Joe Vitale:

Now, to be completely honest with you - Joe didn't say a single word about the use of emotions. However, I'd like to add a personal comment on Joe's behalf, as Joe once sent out some copy writing lesson which was the main reason he gained me as a fan of his work. And that was...

using the emotion **love** in your letters.

As Joe argues himself - think back to a time you were in love and then ask yourself: "What did you do for love?"

If you're like most people, you go out of your way to get what you love!

On a more spiritual level, Joe practices what he calls "**karmic marketing**". In short this means: **what you give is what you get**. With this in mind, you may want to re-consider all of the sales copy you put out. For if you had a choice between *giving* fear, greed, envy or love, *what would you like to get in return...?*

How did Josh Anderson get Stripped Naked?

Josh will soon be releasing a powerful new **multi-media** software and naturally he's most interested in using Mike Chen's Secret Weapon for testing the effect of multi-media on turning visitors into subscribers.

He explained he's planning on testing the use of a 'postcard' (with on the back a headline, some short copy, his picture and the opt-in form) against the traditional text copy. What did the panel think of that?

This discussion got so heated I forgot to make a note of who was saying what. They all started talking at some point as well, so it was a little hard to follow at times and the bleeps were also still coming through...

- **Why** the postcard?
- **Why** use your own picture?
- **Why** would people look at all?

Don't ever use gimmicks! Like music, jingles - or falling hearts and snowflakes... ;-)

If you use **anything in your sales letter which takes away the attention** from what you're really trying to sell, it basically **kills the sale**.

Some more cold water was poured over Josh's head and by now he felt standing in his underwear. I really felt sorry for him as I know the feeling of being all excited about what you perceive to be a great idea - only to have it torn to pieces by a bunch of so-called experts.

And I also wondered to what extent age and professional background were affecting their opinions. After all, these guys are all die-hard copy writers. Some from the mammoth days...

Josh however was a great sport about this bashing and managed not to take it personal. And of course some did have a positive comment on the use of multi-media in the end.

Multi-media can be used for people who **watch** more than they read!

I believe it was Gary who told how he **combined newspaper ad copy with radio advertisements**. He often writes full page newspaper copy and then has a radio ad which encourages people to buy the paper and look for the page with headline such and such if they like to find out how... He also stated **these tactics actually tripled sales**. If he'd do a similar thing for television, he would just have a person holding up the paper in front of the camera and tell people to buy the paper and look for that page.

Overall the legends would **stick to good old-fashioned letter copy**. I, for one, am most interested in Josh's test results. I really hope he wasn't put off to the extent he'll forget about testing his multi-media ideas. Why? Because some people don't have a mind for writing. **They can't process the written word as easily as they can process what they hear**. It has to do with a type of intelligence and brain dominance patterns - but this isn't the place to bore you with that.

Anyhow, **go for it, Josh!!**

Closing Statements

To be taken with a grain of salt as the first 'closing statement' came before the commercial break, three of the real closing statements were placed under other headlines and only the last closing statement was actually the one which closed the call.

David Garfinkel:

Skye and Jason asked David what would be **the main quality of a highly successful person**. To which he answered:

"Obsessiveness bordering on insanity."

Keep both your heart and mind open to all possibilities and most importantly:

FOCUS on your GOAL!

I have the perfect *goal focusing* software tool available for you:

[Download Making a Statement!](#)

Joe Vitale:

"State your intent for any endeavour you undertake and meta-physically **the universe will align itself accordingly** and help you make your intent come true!"

Thank you, Joe! This last comment alone made it worth staying up all night.

And now... Live Combat!

As you can see, our four star contestants are now all armed to the teeth with good advice and it will be most interesting to watch how they're going to put all these snippets of wisdom to some good use. For the next 5 days they will be competing each other for opt-in subscribers. I believe this is the link you can use to log into the live combat cam recordings:

[Live Combat](#)

This link should also lead you to the recording of the conference call which includes many more great one-liners, illustrative examples and a bunch of links where you can get all the freebies they were throwing about.

Now what *I* would really like to see is another live combat between 'little' stars like you and me and see how we would do if we'd have access to the ever so powerful Secret Weapon. However, I don't believe they have this planned...

Mike Chen's Secret Weapon

I will not attempt to explain what Mike Chen's Secret Weapon is about as most of the technology is just way beyond me. It involves complicated statistics, world class mathematics and some brilliant programming - which fortunately you don't have to know anything about to be able to use it. Pfew!

Your best bet at getting a clearer picture is to read this description:

[Mike Chen's Secret Weapon](#)

The bonus list is totally insane and well worth the purchase. (Even if you'll never be using the Secret Weapon itself.)

- Lifetime license on using the Secret Weapon, both client side and server side (\$1,497)
- Secret Weapon Lite *including* Resale Rights (\$997)
- 6 Brand New Recordings of Mark Joyner with...
 1. Joe Vitale (\$97)
 2. David Garfinkel (\$97)
 3. Brunson & Anderson (\$97)
 4. Jason Mangrum (\$97)
 5. Gary Ambrose (\$97)
 6. Mike Filsaime (\$97)
- PayPal/Clickbank Affiliate Management Script *including* Resale Rights (\$1,497)
- Make Your Own Software Back-Office Source (priceless)

and it get's even crazier...

Order before March 29th and you'll also get:

- 1 Copy of "The Coat of Arms Letter" *plus* EXCLUSIVE Analysis by Gary Halbert (priceless)
- 1 Copy of the *out-of-print* book "The 7 Lost Secrets of Success" by Joe Vitale (priceless)
- 1 Copy of "The Instant Traffic Formula" by Jason Mangrum *PLUS* Resale Rights (\$997)
- 1 Copy of "Mike Filsaime's Expansion Sale" (\$4,202)
- 1 Copy of Russell Brunson's "ZipBrander" (\$97)
- 1 Copy of "Multi-Million Dollar Secrets of Selling Information" by David Garfinkel (\$47)

That makes a grand total of... **\$10,916!!!**

Now try and make an intelligent guess about what you'll be paying...

[Mike Chen's Secret Weapon](#)

Next Call...

The Live Combat will be closed with another conference call which discusses the results. I'll make it my business to attend this call again and give you the details in another special report. So if you're not subscribed to my newsletter yet:

[Subscribe to Let's Make Our Own Software!](#)

[Let's Make Our Own Software Newsletters](#)

***** Special Report *****

Russell Brunson is Spilling the Beans!

in the First Edition of...

"Software Miracles Exposed"

***** Coming Real Soon *****

A **Special Series of Interviews** conducted by us from *Let's Make Our Own Software!* and bringing you the whole truth and nothing but the truth behind the making and marketing of some awesome products created with Make Your Own Software.

Recently Patricia interviewed Russell Brunson and picked his brains about the sales campaign he conducted with *Sales Letters in a Box* - a software product which made this young college student nearly \$12,000 in less than 48 hours.

Sales Letters in a Box has become one of Russell's best-selling products and he raked in about \$50,000 in sales now. In this interview Russell will tell you exactly how he went about creating his miracle. **All of his marketing secrets out in the open!**

Plus you'll get a whole bunch of neat little scripts and explanations on how to create similar looking software yourself.

[Sign up for the Russell Brunson Interview](#)

and you'll be the first to get your hands on this very special report!

(Signing up for this interview is *not* the same as signing up for my newsletter! It's a different mailing list and your address will only be used to send you this interview. If you wish to receive my newsletter as well, follow the link at the bottom of the page.)

Let's Make Our Own Software!

Newsletter Special:

Concerning Mark Joyner's [Confidential Internet Intelligence Manuscript Vol. II!](#)

Okay - since I asked for it, I guess I had it coming...

March 23rd 2005,
From Patricia Ritsema van Eck

I just updated my previous review so you have a real impression of what this book is about instead of the snippets of information I displayed here before. Just took me some time to get the right text together, PLUS I have been working on a special surprise for all my subscribers - which you read about perhaps in yesterday's quick mailing. You'll find this to the bottom of this review.

The structure of the book:

The main subject of the *Confidential Internet Intelligence Manuscript* is what Mark calls the IPPLM-process for developing a business plan. **IPPLM** stand for:

- The **I**dea Generation Phase
- The **P**roduct Creation Phase
- The **P**re-Launch Phase
- The **L**aunch Phase
- The **M**aintenance Phase

Quote from the book:

"The 5-Step Business Development Plan is something I developed for my consulting clients in order to assist them in the start up of any business.

Most of the people for whom I consult want to make the Internet the center of their business, so as such this plan has a clear Internet-focus.

This plan can be used by anyone in any business, whether online or off. The same principles will apply, but obviously if you're starting an off-line retail business, for example, there are a great many other factors you'll need to consider before you dive into launching your company.

Further, this plan is not just for start-up enterprises. If you're already knee-deep in your business you should look through the plan to see if there is anything vital you've skipped and if not, at the very least you can apply the Maintenance Phase tactics continuously throughout

the life of your business. Chances are, there are some very important steps here you've overlooked, so you would be wise to go through each of these steps and as you read, make a list of "to do" items for your business.

Don't just write them down. For God's sake do them!

For example, if you've never coordinated a concerted "launch" for your product, it's never too late to do so – even if you've been selling the same product for years. You can always create a new and improved version, add some new features, or whatever your imagination can cook up as a good excuse for a brand new launch.

Another way to use this: If you are already an established company, but are launching a brand new product, you should still use this plan almost to the letter.

Yet another approach: If you are an affiliate or network marketer, you could use this plan to launch an informational website that serves as a conduit for the products you're selling.

As you can see, it's really quite flexible if you just look at it the right way."

[Confidential Internet Intelligence Manuscript Vol. II!](#)

Pre-IPPLM

There are two main areas covered in the discussion of pre-IPPLM:

- The Gut Check
- Exit Strategies

The Gut Check

This chapter is one of the major reasons for why I like CIIM-2 so much. It's related to my off-line work as a Heart Focus coach and trainer and this is in essence similar to what I teach about how important it is to follow your heart in any major decision you make.

The gut check is geared towards making the decision whether you should actually get involved in having your own business. Many people *think* they should for a bunch of reasons their heads come up with - but if they'd take the effort to really listen within to what's important for them, they'd learn that they'd be starting something which hasn't got their hearts.

Now Mark is more like a cowboy perhaps in how he describes this - I'd be all soft of course and make die-hard marketers perhaps puke with disgust about my approach - however it's the same. And I happen to know from both my own and client experiences how extremely valuable this is. If you make wrong decisions - especially the major ones - you'll be harassed by stress before you know it and this will bring you both short-term and long-term troubles.

I thought it was pretty courageous of Mark to make this such a large part of his book. He also encourages people who don't 'pass' the test, to ask for a re-fund.

Exit Strategies

Quote from the book:

"So many business start-ups today walk in blindly with their eye on future profits. They don't ever stop to consider that at some point they will have to stop working for one reason or another.

- You could get sick.
- You could get sick of working.
- You could wake up and suddenly realize that you're not living your life the way you want to.
- You could reach retirement age.
- Heck, you could even die.

What's going to happen to your business when you reach any of these points? Well, there are a number of ways it could go down, and you should start with the best end in mind and prepare for the worst.

Here are the different strategies beginning with the best and ending with the worst.

1. The Big Sell-Out
2. The Managed Legacy
3. The Family Legacy
4. The Motivated Bargain Sell-Off
5. The Disappearing Act

The names for these strategies are my own and are not any sort of industry standard, so don't expect people to know what you're talking about right away unless they read this report."

[Confidential Internet Intelligence Manuscript Vol. II!](#)

Making a Statement

After my first read - I got a pre-sales copy several weeks before launch - I contacted Mark with a couple of ideas I had about some software applications which could be created to take CIIM-2 from reading to action. Because there is a moment when you need to stop reading all the marketing books around and actually start on your business.

Unfortunately there are some issues with publishing rights which cannot be solved on such short notice - the book is pulled of the market again by March 31st and even I ;) need time to compile programs. Mark will be implementing some of these ideas as server side services at his own website. However, there was one program which could me made fairly easy and this I can offer you now!

It's called **Making a Statement** and it goes with the last part of the *Idea Generating Phase*, though it's also firmly rooted in the *Gut Check*. **Making a Statement** is a program to help you keep your focus on your main business goals. However, I designed it so that you can basically use it for any goal you set in your life. Be it personal or business related.

I happen to be a person who gets very easily distracted and this helps me enormously.

I set up a special page for this software where you can also get a free download:

www.letsmakesoftware.com/making-statement.html

If you happen to be an affiliate for CIIM-2, you'll also get a pleasant surprise here! :)

The rest of the book goes into details about IPPLM and is really a step-by-step guide on all the processes you go through once you have pre-IPPLM covered. Basically it's a very concise, clear written reference guide which I will be pulling from my shelf (I made a print) regularly. I've read a great deal of marketing books over the past year - ever since I went on-line - and I really wish I would have had the opportunity to read this one when I started out. I won't state it's all new and unique information; it is new to me in the sense that I've never before seen this mix of ingredients pulled together.

There you have it! I hope this explains a bit more.

[Confidential Internet Intelligence Manuscript Vol. II!](#)

I really recommend this book for everyone in business, whether it's on-line or off-line. If you're contemplating starting one, follow Mark's advice: get yourself a copy, do the gut check and if you don't pass the test - ask for the re-fund!

Happy marketing,



Patricia Ritsema van Eck

P.S.

Yes, that is my own authentic testimonial on the page! I saved a copy so I could check for changes. The only thing I didn't do was making certain parts bold.