

FIRESALE EXPOSED

30 DAYS BLUEPRINT

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Day 1 - Ideas

Brainstorm ideas by identifying your target audience (newbies, niche marketers, resell rights market, etc) and USP. Without a strong USP, then your firesale would have failed the first step itself, and doomed to failure.

Example, our firesale was about how we applied our mentor, Mike Filsaime's teachings, in order to send us to the US.

Also, Dr Mani's firesale was about raising funds for charity. And Mike Filsaime's firesale was to raise enough funds to enable him to buy up InstantBuzz.com

So find your purpose, and the firesale will be even more effective!

Task: Identify target audience and USP

Day 2 - Package

Decide on the pricing for each of the following offer: Your Front End Offer, One Time Offer (which is offered to the customers AFTER they have bought the Front End Offer) and Downsell (which is offered to those customers who decline your One Time Offer).

Think about your objective. How much you want to make. How many copies you need to sell at a certain price point? Then only decide on the package and price that justify your target. Be realistic with your target.

Task: Finalize Pricing for Front End, OTO and Downsell

Day 3 to 12 - Products

You have a few choices here. You can either create some original products just for the firesale, or you can bundle a batch of products that you have the resell rights/private label rights to. Alternatively, you can conduct a joint firesale whereby a few product owners pool their unique products together to form the firesale package. Whichever choice you make, it's always best to have at least some unique products in the package.

Do ensure that if you were to choose the Resell Rights and Private Resell Rights route, you have cleared the necessary licenses for the products. The last thing you want is to sell something and goes against the terms of usage.

Task: Create products

Day 13 to 15 - Website

- Platform – Decide which platform to use, wordpress, clickfunnel, and so on. Each platform has its own advantages and disadvantages. Do your own research to find out which script serves your needs better. A simple setup is a sales page and a thank you page only.
- Payment – You have the choice of PayPal, Stripe, ClickBank, JVZoo, 2CheckOut, or your own merchant account. Of course there are others, but we can't comment on them since we have not used them before. Again, each payment processor will have their own pros and cons. I would advise not using PayPal if possible, especially for a firesale, because they have a tendency to limit accounts that have a huge surge in volumes. We had ours limited when we did our firesale. With Clickbank (CB), your affiliate gets paid by CB directly thus relieving you the hassle of paying your affiliates.
- Hosting – Use at least a VPS (Virtual Private Server) but if you can afford it, use a dedicated server. Don't skimp on hosting as it can make or break your launch. We've learnt our lesson and in the future, whenever we have a big launch coming, we'll go the dedicated server way. I'll give you another tip, if budget is tight, then get a dedicated server for a month only. Once the launch period of heavy traffic and download is over, you can switch it back to a VPS or normal hosting. And if your firesale contains loads of images, you might want to consider hosting your images separately from your salespage. This way, your image downloads would not cripple your server, thus bringing down your entire website, and causing you to lose sales.
- HelpDesk – Use a centralized helpdesk in managing all customer support issues as direct emails can become unreliable, and create unhappy customers at times when they do not receive your reply.
- Design/Graphics – Outsource this to someone. It'll probably cost you between \$50-\$100. You can find some pretty decent designers in the warrior forum (<http://www.warriorforum.com>), upwork.com and more.

Task: Decide on platform, payment processor, hosting and helpdesk.

Complete product graphics.

Day 16 to 22 - Promo Materials

- JV Invitation – Prepare your JV invitation emails. Do not use a standard template and mail out to everyone. Try to customize at least part of it in order to personalize it to the person concerned. When you send out the JV invite, please create an account for them to access your products. Make it as easy as possible for them to say yes. Don't create too many loops for them to jump around. Start contacting JV partners once you have the emails ready.
- Salesletter – Outsource this if copywriting is not your forte. Having a badly written copy can kill off your launch. Get ready multiple headlines for split testing purposes. Don't ignore this part as it can at least double your sales if done correctly.
- Promotional Emails – While most marketers would prefer to write their own promo emails, it doesn't hurt to have ready email templates for them so that they at least have an idea on how to structure the promo. Also, some might even want to use your templates as is. Your promo emails should include materials for the pre-launch, the launch itself, and post-launch.

Task: Prepare JV invitation emails, Salesletter and promo emails.

Start inviting JV partners!

Day 23 - Joint Venture

In order to entice your JV partners to promote for you, offer them at least a decent commission of at least 50%. Not only that, organize affiliate contests and offer prizes. Either offer high value prizes, or offer unique prizes (if budget is a concern). At times, the ego of winning the affiliate contest is worth much more than the prizes itself. It depends on how you motivate your affiliates.

Get your JV partners to donate bonuses as well so that they will feel obligated to promote for you. Anyways, it's a win-win situation for both of you since you have create a higher perceived value for your own package, and the JV partners can build their list at the same time.

We ran 2 separate contest and you might consider incorporating them into your own firesale.

- 24 hours but first x person to make x sales for that particular promotion period. This is to create a fair playing field whereby even a small time affiliate have the same chance of winning the contest.
- Fix period but total sales for that period.

Task: Setup affiliate contest, solicit bonuses from JV partners.

Day 24 to 29 - Pre-Launch

Get your engines started! It's pre-launch time. After all the preparation, the time has come for the final phase before launching.

- Now is the time to get your JV partners to start sending out emails to their list to create buzz and excitement. We call it salting their list by sending out teaser emails. In fact, in some of the emails, we do not even include any links there, but just a mere mention of the event itself. This will hype up the event indirectly and create the kind of anticipation of something big and something scarce. In some launches, the pre-launch phase will have a squeeze page as the index page for lead capturing.
- Inform your payment processor of the expected surge in volume of transactions and the duration of the launch. Otherwise, the sudden spike might trigger off some alert of frauds and they might just freeze your account temporarily thinking that it could be some form of hack/fraud.
- Inform your hosting company of the expected surge in traffic and the duration of the launch. Otherwise they might think that it's DDOS attack or hacker trying to cripple your server. Also, it would be a good thing to let them know in advance that you'll be paying for the extra bandwidth if the current quota gets exceeded. If not, your hosting account might just get suspended.
- Testing, testing and testing. Double test, triple test your ENTIRE process from the ordering, download, and affiliate tracking. You cannot afford to take the easy way out by not doing your job. If you ever mess up on something silly, chances are your JV partners will be totally annoyed and you'll have a harder time convincing them the next time around.

Task: Inform payment processor and hosting company. Testing all scenarios for ordering process, downloads and affiliate tracking.

Day 30 - Launch

The day of reckoning has arrived! Start your affiliate contest and keep up the momentum by motivating your affiliates to keep on promoting the event instead of sending out a one time promo.

Monitor the server for load and take care of any technical hiccups. Handle all customer issues promptly.

Watch the ka-ching sales email notification as they come in!

Task: Monitor server and customer support issue. Motivate affiliates.

Post 30 Days - Post-Launch

Over deliver to your customers by sending out unannounced bonuses.

Follow-up with all customers to ensure that all issues are resolved. You can always use the customers' email which they used when making the purchase. You can obtain it regardless of whether they are using CB, 2CO or PayPal.

Pay out commission to affiliates.

Task: Over deliver, resolve customer support issues. Pay affiliate commissions.