Firesale Exposed

By Gobala Krisnan, Melvin Ng and Vince Tan

Hi, this is Gobala Krishnan, Melvin Ng and Vince Tan from the SendUsTo.US firesale..

So, what we're gonna talk about today is the idea and the concept of doing fire sales. Now, our project at SendUsto.US has generated over USD$60,000 in just 7 days selling other people's products. So a lot of people have been contacting us and e-mailing us and they all want to know how we did the SendUsto.US Firesale. What I can tell you is for those 7 days when the fire sale was live, almost every other e-mail that you'll receive in your e-mail inbox would be about our fire sale. And we managed to get a lot of really good partners to help us promote it and to make it successful...a lot of dedicated partners who basically abandoned a lot other launches on the Internet to stick with ours. So where did the magic come from? And that's what we're gonna be talking about today. So we're gonna get it started by talking about why we did it in the first place.

We started when we attended the World Internet Mega-Summit in Singapore, and at that time, I can still remember, Vince was telling us that "You'll probably be interested in one of Mike Filsaime's packages." And I was just telling him, "Vince must be crazy, you know?" Because he'll just blow a few thousand dollars for this kind of stuff, which I think you really know most of the content and all the techniques and secrets and stuff like that already. So he just laughed it off, and all the things went well. But the thing is, during Mike Filsaime's presentation, Gobala, Vince, and I were sitting there and listening to Mike Filsaime talk about this Butterfly Marketing Hedgehog Concept and I don't know about Gobala, but I was totally blown away by what he was explaining or what he was sharing with us. So by the time his speech actually ended, I was pulling Vince to the desk to actually sign up for his package, and after that, Gobala was just looking at both of us lining up and getting the forms and filling them up, and he was like, looking at the forms because initially, he was –

There's a feeling of being left out, actually, because I thought like, "Okay, it looks like I'm the only one who's not signing up; I may as well sign up as well."

So that's how we actually bought Mike Filsaime's package.

Yeah, and then we became the hi-fi gold members, and we actually obtained the Butterfly Marketing package as well.

So as we were looking at the list of the products that we'll be receiving, some noticed that we were actually given two tickets to what was known at that time as the Internet Marketing Main Event. Of course now, it's known as the World Internet Main Event. So we saw two tickets, therefore – the Internet Marketing Main Event, which is of course held by Mike Filsaime, Tom Beal, and published a book. So as much as we wanted to go for the seminar in the U.S., but we are here in Malaysia, so we thought that it's gonna cost us a bomb just for the flight tickets alone.

And we were thinking to actually sort of make it something more interesting rather than just taking money out of our pockets to go there; why don't we do something more interesting, like integrating what we learned from Mike Filsaime and also to actually organize a firesale.

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I can still remember how, when you suggested, "Hey, where do we go from the seminar?" And I was thinking, "Jeez, I just spent a couple of thousand dollars on this vacation, you're asking me to spend another few thousand dollars to fly to the U.S. for a seminar?" And then after that, we had an idea: Why don't we start a project together and make some money to finance our trip there? I suggested to Vince and Gobala and I said, "Why don't we create a project together and finance our trip using the proceeds from the project? And better still, why don't we use Mike Filsaime's techniques?" And what we have bought – which is the Butterfly Marketing package – to create the project itself.

Well, on the day itself when Melvin sort of bounced the idea off us, it was more of a joke, actually. We thought, "Hey, why don't we just do a fire sale and make some money to sponsor our flight tickets and our accommodations in the U.S.?" And right after that, we came up with a

name for it as well. Melvin suggested like, "Why don't we just call it, 'Send Us to U.S. dot com'?" And from that, we got, 'Send Us to dot U.S.,' which is perhaps a bit more difficult to remember, but it definitely has more energy. So we were only half-serious about it in the event itself, until we ran back to our hotel suites, where we actually had a look into the idea

again, and we thought, "Hey, you know what? If we really wanted to do this, I think we can."

So yeah, next we decided to go full steam with it. The moment we landed in Malaysia, we started to brainstorm about it and figure out how we were going to actually do this fire sale. So one of the things that we tried to differentiate our fire sale from the others is we tried to figure out how we can actually convey the story and the reason behind this fire sale, rather than "it's just another fire sale," and it will not really create that kid of "buzz" and support from the community.

I think most of us have, in some form, participated in other people's fire sales, with dealers selling their own products. So I've personally bought into Willie Crawford's Wedding Fire Sale, which I think was in 2005? So anyway, that was my first exposure in fire sales. Now, Willie's daughter was trying to get married, and he was trying to raise some funds for the wedding, and what he did was he offered a lot of products for a one low, flat price. And he was actually increasing the price every day.

So I think I got to the sales page on the second day, and I can still remember what I was thinking at that point in time. What basically was going through my mind was, "Hey, I'm getting all this stuff which usually costs like, 10 times more, and I'm gonna get all this stuff right now for a very cheap price – cheaper than what it would normally cost. And I'd certainly wanna get it today, because tomorrow, the price is going up by...I don't know, $20 or $30. So that was actually my first exposure at fire sales, actually. And I've come across many different concepts of doing your own fire sale as well. Some of which weren't really labeled as a fire sale, but in essence, that was what it was – a fire sale.

Okay, so basically, a fire sale is actually a package of a compilation of products, which is sold at a fraction of the price so that you can actually increase the number of sales in such a short period. Therefore, for our Send Us to U.S. project, our main objective was to

actually raise enough funds to nest there; to meet with our mentor, Mike Filsaime, and also to actually to network with the other partners, marketers, and so on.

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Another good reason to do a firesale is actually to take advantage of what's known as leverage, because for a lot of periods in my life, there were a lot of things that I didn't do simply because I had no money to do it, right? So if you wanna take a holiday; you wanna go somewhere; and you have no money to spend for your vacation, then you probably wouldn't do it. And a lot of things in my life have also been abandoned just because I didn't have

enough money. So for this particular trip that we wanted to make to the U.S., we were basically thinking, "Why don't we leverage on whatever skills and knowledge that we have, and also use this leverage to finance our trip completely?" So the main objective was actually to get to the U.S. and back strictly on whatever income that we'd get from this fire sale.

Yeah; it's not that we do not have the money at hand to actually finance it, but it's better and it's a challenge to actually try to raise money from scratch, and to prove to our loyal readers and supporters the fact that it can be done as well. And it's also to motivate people who have just come in to Internet marketing to show that it is possible.

And coming back to what we've seen about defining the objective – the goal of the fire sale – you need to be very clear, because without an end in mind, or without a clear objective or goal, it's very hard to plan your next step onwards. Okay? Now after defining the objective, basically we started to raise – now, to achieve our objective, we needed to come up with the product itself. How are we gonna come up with a product? We had a few choices: firstly, we can come up with a product ourselves, which is to write it or to record it, like what we're doing right now; or to package a bunch of products with resale rights, okay? Or if we will cause enough people to contribute their products as part of the fire sale package. Now, due to the lack of time, we decided that the quickest way to set up the whole fire sale was to use products which we had master resale rights or private label rights to, which we have in abundance. And that was how we came up with the fire sale of products with resale rights, master resale rights, and private label rights.

So what we did was we looked into our library of products; firstly, of course, there are tons of resell rights products throughout the year, so that we do not want to just pick very old products, so we actually spent quite a lot of time to actually pick good products, and products which are released, if possible, within the last few months. So what we did was we took a look at the library of products that we had, and tried to pick out high-quality products; products which are released no too long ago.

This is because if you have been in the market for a while, you realize that we sell those products that are actually floated on eBay and the Internet in a very quick time and in a very short time, and they are selling at a very reduced price on the Internet. So we do not want that to happen to the products we have chosen. So therefore, we tried to make sure that the products that we picked are fresh; have not been in the market too much; and it's new and useful. So we kicked on to about 900 products, and then we finally handpicked about 100 reseller products for the front end offers; and then after that, another 118 PLR products for the one-time offer; and then we stripped it down to 69 private label rights products for the downsell.

I guess now we'll talk about the uniques selling proposition of fire sales. Honestly, the more products we are selling – yeah, we were selling a lot of products, but you can still find other people selling a lot of resell rights products and private label rights products as well on the Internet. So what you really need to do for a successful fire sale is to have a unique selling proposition.

Without the USP, or Unique Selling Proposition, your fire sale is nothing; it's just a website selling resell rights products. And as with fire sales as well, it has to be for a very limited time. Because that adds to the USP as well. So there must be a reason why you're doing a fire sale. And that's what people are looking for; when they're reading your sales copy, why are you selling all these products for this price? If there is no reason, then they will probably think twice.

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This thing with USP is not limited to one aspect; the USP can be in terms of providing veryt unique products, which can be the USP by itself, or it can be a very unique idea for the firesale, which was what we had for our SendUsto.US project. Okay? So without a very strong

unique selling proposition, basically it's very hard to convince other people to help you to promote the event.

Well, some of the good examples lately...in fact, one that's happened recently is the one by Dr. Mani, which is the Save a Child's Heart Firesale, and I'm sure a lot of – especially firstly, parents who would be able to relate to such fire sales, especially those with children, they would be able to strongly realte to that and they would want to contribute even if they would not need a product. Now, of course, it usually happens that if Dr. Mani's package has something that you want; also if you are able to relate to the event, you'll be almost 100% sure that you will probably buy. And for us, it is a group of people – I mean the three of us, who actually want to go to the U.S. and raise funds for it – and we are certain that there'll be a lot of other people who are in a similar position and were not able to actually do it, so you'll want to support our effort as well to see that we get there.

As long as the U.S. fee is good, and you have a good reason why you're holding your fire sale in the first place, I think you really have to have the whole thing nailed down pretty well. For example, in the case of like what Vince mentioned, Dr. Mani was doing a fire sale for which the proceeds of the fire sale go to a foundation or a charity foundation for heart surgery. Now in cases like that, you probably have a lot of customers who just buy anyway,

even if they don't want the products or even if they want just two products out of 20 products that they are offering. They'll probably do it anyway, because it's for a good cause. But if it's not for charity and it's for your own needs, as long as you emphasize that you are doing this simply because you are in a situation where you need to raise cash in a short period of time, and the price is reasonable for the amount of products you are offering, a lot of people would do it; they don't need to want every single product that you're offering; as long as they want one or two, by all means, they would buy. And so once we have decided on our U.S. theme, we basically proceeded to the next step, which is to plan the whole project in more detail by breaking down individual tasks as well as delegating all the work among the three of us. So actually the main part of the project involves the 10% which is getting the server, installing the scripts, and stuff like that; product creation, which is arranging all the products by resell rights package, private label rights and stuff like that; copywriting, which includes sales letters, e-mails, problem e-mails, JV'ing rights, and things like that. Okay? And all these tasks were delegated based on each of our own strengths and weaknesses.

I think one of the most important things in our SendUsto.US firesale was that there were three of us who have our own Internet marketing business, and we are all obviously better off at some things than the other person, so dividing the tasks was really one of the important aspects of planning for the fire sale as well. And now, maybe you can start off with the technical aspects of a fire sale. What kind of software we used and how we got it set up? I think Vince is the one most qualified to talk about the technical aspects of the fire sale.

Yeah, basically, firstly, we actually decided quite early on that we wanted to use the Butterfly Marketing script; because we wanted to make use of what we have bought, and to show people that we actually take what we have bought and put it into action, and convert that into revenue-generating sites.

So Butterfly Marketing is basically a membership site script, right?

Yes, so what happened to the Butterfly Marketing script is that we tried to install it on a server, and then after that we actually tested it out and things like that, to make sure it's actually working as it is, and if not, the technical team from Mike Filsaime's company was there to actually assist us. So basically, what we did was using the Butterfly Marketing script, and the major part of it that took us a lot of time was refining the script to make it work properly on the server and that we came to the Paypal and 2CheckOut; we couldn't use the 2CheckOut due to some technical reasons.

I think the main reason we want the seller to go with the Butterfly Marketing script was that it

fit into our USP in general. But it wasn't really necessary to do the membership site script. I remember, when Willie Crawford had his fire sale, it was all very simple. It just had one thank-you page, with no membership required, and a log-in as well. Because as with every software you buy, there's gonna be some kind of learning curve for you to get it to work according to how you want, so I guess if you just wanna do a simple fire sale, a simple sales page and a thank-you page would be more than enough. And you could just use a payment processor and once someone has bought the product, you can just send them to the thank-you page.

But the Butterfly Marketing script actually gives us the capability to do things like the one-time offer, the downsell, which maybe fits our business model perfectly; it fits the Send Us to U.S. business model perfectly. If you wanted to maximize the usage of the Butterfly Marketing methodology, that's the most important part of it as well. So therefore, you must perfect it.

Yeah, the Butterfly Marketing means it actually comes to all these things built in you can offer – a one-time offer; and it can have a back-up one-time offer, right?

Yes.

And then you can have a downsell, which means that when someone says "no" to your one-time offer, you can have a downsell. Sort of like, "Hey, you clicked on "no." Is this what you really wanna do? How about, before you download, I'll give you another special offer?" For perhaps a lower price, for less products...any other offer, so that's basically the downsell part. And the upsell is when someone has decided to take you up on a one-time offer and then you try to upsell them by just giving them a little bit more, and all they need to do is pay a little bit more to upgrade to a better package.

So basically, Gobala, what you're trying to say is – we have the front offer, wherein we offer a certain amount of products, probably master resell rights, and once they have decided to make the purchase, which means that they're ready to pull out their credit card or enter their PayPal account, they are more willing to spend more money with us. And that is why in the Butterfly Marketing methodology, you have a one-time offer to offer them another chance to buy something from you. It can be a higher-premium product or it can be more products at a higher price or another price or anything like that. And what was approximately the conversion rate for the one-time offer?

We had an excellent conversion rate for the one-time offer; basically, the conversion rate was 40%.

And that is an extremely high conversion rate. So which means that if we didn't offer the one-time offer...to begin, we had the one-time

offer...we're basically losing all these sales by leaving our money on the table.

I think having a 40% conversion rate means that for every 10% who buys our main offer, which costs between $37 and $57, after knowing that, there's 4 out of 10 people who are very likely going to buy another offer, which is either the one-time offer, which was at $67, or the downsell, which is at $27. So if we did not have a $67 or a $27 upsell or downsell, we are basically leaving a lot of money on the table.

So if you intend to do your own fire sale, make sure to factor in the one-time offer into your whole project. So basically, we mentioned about breaking down the individual tasks.

When it came to the product creation, my strength is on organization as well as planning. So what I did was I put all the products together, and I had to filter out what products made meaning to all of this and what products had to be discarded in order to maintain the quality of our package. Not only that we had to insure that we adhered to all the licenses and observed the terms of usage so that we do not contravene those terms and conditions.

I think that's a really important part, 'cause none of the products were our own products to begin with. But that doesn't mean that you can just put up a bunch of products with resell rights and all kinds of rights just to be able to sell it without encountering any difficulties. So to prevent having any difficulties – running your fire sale's actually live. If you're selling master resell reights products or PLR products, you should be aware that a lot of these product owners would have their own terms and conditions for their products; so you'll probably want to thoroughly check the details of all the rights that they have, just to make sure that are not going to end up pissing off anyone.

Example, some of the rights that you may want to be aware of, just so you know, such as whether you have the rights to actually bundle them. That's one of the most important things. There has to be a certain kind of bundle. So some of them will not likely be bundled, some of them will not allow you to actually – let's say, sales must have resell rights, you mentioned master resell rights, and that is an issue. When you don't have master resell rights, maybe you can only sell

resell rights, then you have to make sure that you tell your customer that they have resell rights only. But of course, if you create that product from scratch, then of course, that's the best as there's no issue at all. But that's where you have to take into consideration the time involved..I mean, for us, there's time involved. We were thinking that it would take lesser time, considering that we wanna offer a huge package and we only make it a *no-brainer* package. I mean, a hundred products at $47. I mean, who would not take it, right, Gobala?

Yeah.

Right, Melvin?

Exactly.

It'll be good if you have 1 or 2 new products which you have not released, but I guess in the case of fire sales where mostly you need to raise money in a hurry, it will be good if you can have 1 or 2 of your own products, but selling other people's products would be okay as well.

Yeah, I'll give you that having a few original products – that was one of the issues that were raised by some of our JV partners; they were reluctant to actually promote it if we did not have the original products. So going to back to Melvin, you might want to tell them about the process of filtering through all the different products.

So, basically, I went through each individual product; through the terms of usage; and segregated them between master resell rights, private rights, and stuff like that; and from there, to shortlist again what will make it to our fire sale package and what will not. Normally, when we came up with a product list, we initially had a lower number of products. But we decided to increase the value of the package by making it an almost no-brainer package and increasing the number of products to over 3 digits.

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So I guess now, we could talk about the next aspects of doing a firesale, which is copywriting. Now, writing your own sales copy. If you can write your own sales copy, then by all means, go ahead. Write

your own sales copy. And if you can afford to hire a copywriter, then by all means, go ahead and hire a professional copywriter. But really for the purpose of having a fire sale, you can

write your own sales copy. It's actually pretty easy to do. If you have all the components that we talked about earlier, including the USP or 'unique selling proposition', you have your products in place, then copywriting really becomes quite easy. But one of the most important things in copywriting is to continuously test your sales page and to make sure that you improve your sales page at every opportunity. I think we started off the Send Us to U.S. Firesale with a conversion of about 4%, right? On our first day...so we had two different sales copies for testing, actually just two different headers, they were testing; and we got about 4% conversion. But by the last day of the fire sale, our average conversion was about 8%. So 8% is pretty high, actually...but the 8% conversion doesn't really come from the sales copy per se, because you need to consider the other factors of why someone buys. Usually it's the product. And we had a very good product; we had a very good price; and we had a very good USP – the unique selling proposition.

Now once all of those things are in place, copywriting is really quite easy, as I said before. What you need to do is make sure that you have a very compelling headline. Now to make your life easier when writing a sales page or a sales copy for your fire sale, I recommend that you have at least a few references or other people's sales copies for their fire sales, and this is called "swiping," which means that you actually retool your sales copy and take out certain points or certain phrases or certain sentences that you find will be useful to you, and implement them into your sales copy as well. And to put it in one word, you are actually modeling your sales copy after other people's sales copies. And if you get sales copies from proven successful fire sales, then you can't really go wrong with your own sales copy as well. Now, that's one of the easiest ways to do it. In fact, for our fire sale, we also swiped from several other fire sale sales copies – the main one being Mike Filsaime's own fire sale which he had to raise capital for the acquisition of InstantBuzz.com.

So what we did was we swiped the headline and we swiped the bullet points as well. Now, swiping does not mean copying the sentences and just stealing other people's sentences and putting them onto your sales page. It merely means to steal the idea or the way they say

something, but do not copy the entire thing without making any of your own changes. And do not copy something and put it onto your sales page if it doesn't apply to your firesale. Copying a good header or bullet points or a phrase into a fire sale that has nothing to do with the phrase in the first place doesn't really help your sales copy and doesn't really help your conversion. So what I'm trying to say is the easiest way for you to do your own sales copy for your firesale is just to: 1. To have all your products and unique selling proposition, which is why you're having this fire sale in the first place; 2. Try to find other references that you can learn from; and 3. To keep your sales copy sharp and to the point, but you must tell a story in your sales copy as well.

Now, if your sales copy has a unique selling proposition, like for example, let's say that you are doing this fire sale...I know I came across a fire sale recently that's called "Heat Firesale" by Sharlene Reven.

So that's basically...they're trying to raise some money to fix the airconditioner, to fix the heater, and their fridge. Sorry – to fix the airconditioner and the fridge, because it's summer and so they are basically in a fix and they need to raise some cash for that. So now, it's that your USP, then you've got to tell your website visiotrs some sort of story.

Storytelling is the most important thing actually in writing any sales copy. So you come up with your story, tell them why you are in this position in the first place, and why you are doing this fire sale to risk money to get out of the situation that you're in. And the final thing that you should mention is that your fire sale only lasts for a few days. So make sure that's very obvious to anyone that's reading. When is your fire sale going to end? So that they know they can come to this page next week and expect to be able to buy the same products at the same price.

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So Gobala, you also actually prepared promotional materials in advance for the partners and affiliates to encourage them to actually promote on our behalf, right?

Yes, definitely when you're doing any type of service, when you're doing anything on the Internet and you are inviting other people to promote for you, you must make their lives easier by giving them promotional materials to use. In the case of selling an ordinary product, you'll probably want to do some banners or give some suggestions or keywords that your affiliates can use to buy Pay-Per- Click ads and so on, but in the case of a fire sale, which lasts for only 7 days, it really defeats the purpose of having any sort of banner or doing Pay-Per-Click advertising, because in the period of 7 days, not many people are actually gonna do it. So just stick to giving the joint venture partners promotional e-mails. And what we did was we prepared a set of e-mail templates that you can use not only to announce that the fire sale is live, but we also had some what we call "pre-launched e-mails" to warm up your customers and your subscribers. So some of the e-mails that we actually recommended to joint venture partners to send out had no links absolutely in them. No links at all. It just says that "Something big is coming," and just "Watch out for my next e-mail where I'll give you more details." So I think that really helped to increase the conversion rate as well, because when something big is coming, and you wanna know what that "something big is coming" is, they wanna have a list or link or something to check out. But you give them nothing. Until the actual fire sale day itself, when you say "Something big is here, finally!" In fact, there was the actual

advertising that we ran on all of our blogs as well. We had the words there; we had an image file that said, "Something Big Is Coming" but that's all, and we don't say what it is or anything. So we have a lot of comments on our blogs, like, "What are you talking about? What is coming? What big thing is coming?"

It creates a lot of anticipation, and understand that if you are not able to create this much anticipation, if you don't have a few blogs and so on...whatever you have, just do as much as you can to actually make a kind of pre-buzz that will make people look forward to something.

And an important part of it is also the timing. Because all three of us started doing the "something big is coming" advertising at about the same time. So you need to make sure that you have all the promotional e-mails in place so that all your joint venture partners can start promoting in a more synchronized, in a more coordinated way. Now, not all of them are going to use the e-mails that you're gonna give. Some of them are probably going to write their own e-mails from scratch; some of them will use your e-mail and modify it according to whatever they want, but it doesn't really matter, as long as they have

something to start working on. So I think we prepared, in total, 6 promotional e-mails for our joint venture partners to use to set up their e-mail list. Two of those e-mails had no links in them whatsoever; no affiliate links; just to say that something big is coming; and another promotional e-mail, on the launch day itself, which was the main promotional e-mail or the most important one that everyone needs to set up; and another two e-mails...one of it was to remind them that the price is going to increase in the next 48 hours, and the final e-mail was to remind them that the fire sale itself is gonna end in another 48 hours.

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Gobala's strength was actually in his writing, so he also prepared all the other text and related material in the website; because by the time I came in, we actually had a few different sections like the affiliate section, the promotional section, the download section, voters section, and things like that. So all the text material was written by Gobala to make sure that they were all in the right place and that it's the right things. So after all these things were in place, we moved on to contacting JV partners. Prior to inviting the JV partners, moving back a bit we actually thought of having a proper schedule and timeframe of where we wanna do what, and where we were gonna invite JV partners and how much of time would we – I mean, I noticed that we actually give them...although we planned to actually give our JV partners about 3 weeks' notice in a month, but it did not exactly turn out the way as it is because we found out at the last minute that there was a big launch happening on the initial date that we wanted to launch. So we actually moved forward the firesale; delayed it by a week. And still, delaying the firesale because we did not want it to happen in the summertime, which, according to most marketers, people will be away. So by moving it forward by 1 week, we were left with

approximately 10 days to do a JV invitation. Now, we strongly suggest that you actually give – the more time you give the JV partners, the better it is for your fire sale or even product launches. The best is 3-4 weeks in advance. If not, at least 2 weeks. Ten days – I mean, the way that we did it, in 10 days...frankly speaking, it was not the most ideal situation. In fact, it's probably the worst possible case. Of course, the idea did turn out pretty well, which we actually...knew in the later part, how we actually did it. Okay, so basically once you have completed the setup of the site and product creation and your sales letter copy, the whole top load of that, here comes the critical part of the launch, which is the marketing part, whereby what we did was we pooled our resources together to start listing all the JV partners and see who will contact whom. Basically,

when you list your JV partners, you can simply put whom you are very close with; people who are basically business acquaintances with whom you have just communicated a few times; and people who you do not really know but have seen maybe in forums and things like that, and they know who you are. And the last part, which is the cold calling part. I would suggest that when you start contacting joint venture partners, start from those people whom you really know well first. Once they have agreed to be part of your product launch – when you start contacting people who don't know you very well, you can leverage on the people who have agreed to participate in your product launch, and mention that so-and-so has already agreed to be part of this launch, and you reach on their credibility to improve your success rate when contacting other JV partners.

43.27

For example, we were thankful that it's really Willie Crawford who early on has agreed to help us with this fire sale and we actually leveraged on that fact, and we also invited our other JV partners on bot. Initially, our target was to invite 60 JV partners; each of us would invite about 20, which sounds quite possible. I mean, Gobala and Melvin...have been around for quite a while in this Internet marketing, so all of us were inviting our closest Internet marketing friends. After that, halway through, we were tinking, "We have come this far...we have put in so much time and effort...and all we needed to do was to invite JV partners and every single ex-IGA partner that we pulled in would bring in more profits and the cost is still the same at the end of the day." So we ran up the target to 120-140 JV partners, and we were figuring out, "How are we going to do that in such a short time?" And then we figured out that one of the ways – and please take note, this is a highly new technique which we believe that not many people have tried. We actually leveraged on other partners' contacts. What we did was we actually get our friends to invite their Internet marketing friends to help us promote this fire sale. So what we did was we ran up the target to 150 JV partners, but in actual fact, we sent out invitations to over 300 Internet marketers, and out of that, as you can see, we had about 140-150 who agreed to help us promote. So that's like 50% of them who agreed to it. Please bear in mind that even though 150 people have agreed to promote, you need to accept the fact that probably another 20% out there will not promote, not because they give you empty promises,

but sometimes it could be due to many other possible reasons, like they have an emergency that they have to get out of town, or they do not have an Internet connectivity recently, or they have just forgotten and things like that. So even out of 150, we probably have about 20% who did not promote

any of this, so it probably came to about 130. Or 120. So imagine if we had to stick with our initial figure of 60 JV partners, and there would only be 40 JV partners to actually promote it as well. Another thing that you have to keep in mind is do not be afraid to send out JV invitations. Even though you are a newbie or you're still new in the market, think about it this way: There's no harm in trying to e-mail them or send it to their helpdesk or support desk. Try your best to put up a good event. I'm sure your effort will show in your work. If you put on a half-past-six event or product, then you can't blame people for rejecting your JV invitation. There's no harm in actually contacting JV partners because the worst thing that will happen is you will either receive a note or you don't receive a reply, which is not an event; not an issue at all. And if you don't send out, you will get nothing at all in the first place.

Exactly.

And if you want to find out about their e-mail address, another way is you actually do a WhoIs on their domain, or a field of that domain, and just try those e-mail addresses. You could probably get lucky on that.

What you mentioned – before you start contacting any JV partner, you should make sure that everything is ready on your site. And even if your site is not really functional yet, you should have a sample of your products; if it's a membership site, you should be able to create a login for your JV partners, and send the login information directly to them instead of asking them to come to your site and sign up and create an account. There's so many steps involved. Instead of you just giving them a "Hi, Vince, this is your login and this is your password." So it just makes it a lot easier for them. And you should also have a sample of your sales copy or your one-time offer page so that JV partners know exactly what it is that they're gonna promote. Especially if you have a one-time offer page. Because if it's a real one-time offer, then people will only be able to see this page once they have purchased the initial product, right? So the JV partners would probably want to see what you're selling in the one-time offer. And you need to make all this information readily available to them so that it's easy for them to make a decision. Number one is whether they want to promote a product or not, and Number 2 is how they're gonna come up with their own marketing angle to promote your fire sale.

Please bear in mind – you are asking them for help. You are not their to make their life

difficult. So make sure that you have prepared every single thing possible for them and to reduce the amount of work involved to promote for you.

When it comes to cold-contacting JV partners, please bear in mind that don't just extract their e-mail address and set up a generic contact e- mail template. At least have the courtesy to find out more about them. Find out more about their business, and when you contact them, personalize your approach. If you use the generic template letter, I can tell you that – more often than not – you're assured of a negative answer from them, or they may just even ignore your e-mail altogether. And if you had bought a product from them before, you just mention to them that you have bought this product, and better how you find the product is and give constructive comments, and after that, attach your invitation along with it as well. So ideally, at the end of the day, everybody likes to compliment and be related to...I mean, if you are able to relate to them, they'll be able to relate to you as well. That's the very important part of the JV invitation.

50.32

Another thing that I might take from what Vince said, if you have purchased something from the person while you are a subscriber of that person's newsletter, of the JV partner's newsletter, use their latest e-mail or their latest receipt of your purchase, and reply to it using their template, because people would more often look at an e- mail if it is a reply from something that they have sent out to you. Besides contacting the JV partners, you have to give them a reason to agree to promote the for you. Now, there are a few factors to consider. One is the USP of your product or idea, which we have already discussed; second is you need to motivate them to take action, either through a high commission or through an ethnic contest, or through recognition, which...we have really pre-planned this by having an ethnic contest, which offers really unique prizes, and we even took the trouble to research. Instead of giving generic prizes or cash prizes – everyone is already doing that. We wanted to make something unique.

Adding to what Melvin is saying about unique prizes, another thing you can figure out is look at what your country has to offer. Sometimes there are certain unique gifts or items from your country which are not available anywhere else and these things may not be very expensive, but to people not from your country will feel that it's something unique

and special, you see? So if cash prizes will constrain your budget or sort of cause a dent on your budget, then you may want to consider a gift instead.

Sometimes it's not the absolute value of the prizes – it's the thought that goes into it that matters. Another thing we actually included in this fire sale was...I should call it a "hybrid." We

invited our JV partners to contribute bonuses as well, which, at the end of the day, to to win the prizes, the buyers have to go to the partner's page and opt in to the add list before they can begin the bonuses. So the JV partners will feel that you are actually taking care of their interests as well, and not just commission.

I mean, everybody can offer commissions – 50%, 100%; they probably get these kinds of offers every single day. So besides offering JV partners good commissions, we are also offering them a way to contribute bonuses and this will build their own list, and on top of all the evening prizes that we are giving as well, we'll do an email broadcast and promote their products. That is, of course, for top JV partners only. So if you look at it this way: We are offering multiple rewards, and not just plain commissions.

So this is what we believe make that...actually they're giving to promotion for us as well. And if you look at it right now, our JV partners...are thankful that our JV partners have gone all the way out, sending 2, 3, 4 e-mails to just give us their full support. And please remember to reciprocate and help the JV partners back in return in the future. It can be any form of help – technical help or whatsoever; just remember to offer help at the end of the day. So now, after all the preparation, the JV invitation...I mean, we have spent only about more than a month to prepare for this event. So coming down to the last few days before the launching, it was one of the most critical times of our lives. Or should I say, year. Okay, we had to double check every single thing. Actually triple check all our products; all the zip files; the sales copy; we actually make a purchase of our own product at the actual price through several different kinds of PayPal accounts; to all the different possible sequences; like buying the main product and the one-time offer; buying the main product with the downsell only; or buying the main product alone. Just to make sure that all possible combinations work perfectly. And we also bought through affiliate links to make sure that affiliate partners get credited as well. Because once you have launched, and half the process doesn't work accordingly,

then basically, your JV partners are going to be really annoyed that you don't take the trouble to test everything properly. And sometimes you only have one chance to create an impression. If you make a mess out of the first launch, that's it; you just blew your chances.

56.04

On the launch day itself, if you really have a successful launch, the smallest problems can really turn into something really, really huge. So even the smallest error on your script, on your site, can really compound itself and turn into a huge, huge problem that you probably won't have any time to deal with, or skills to deal with it. In fact, a lot of traffic is hitting your site or your sales page at the same time on the launch date itself. So we did a couple of testings; we did as much testing as possible. And yet we had some unforeseen problems as well, which we will talk about in a while. So testing, I guess, is one of the most important things; test all your

products; test your one-time offer page; test your download page; test your affiliate links; and test everything. And once you're done, test it again.

You can never be too careful. Frankly speaking, I'm sure we have done more than 3 or 4 complete tests and so on, and yet, what I'm about to tell you are the problems that we actually faced with the launch. Just to let you know, our setup was a dedicated server; as you know, I made one server just for the entire launch process. We were thinking that that would be sufficient, which was wrong within the first hour itself. On launch time, within the first hour, we actually had to upgrade our server once to a more high-end server, and the server just kept crashing every 5 minutes. I mean, I understand that a lot of people are wondering whether those gurus, when they have the joint ventures and they are saying that their servers crash and they are questioning those as to whether these are for real or they're just marketing gimmicks...well, we have experienced it. I mean, we're not saying that we are "gurus," but it is true that the amount of preparation that it had was not sufficient.

Maybe you could say that we underestimated the power of having 150 JV partners, so we upgraded the server within the first hour itself and then although the server crashed, immediately we can transfer our images, because we had a hundred products and sales copies – so that's about 100 images being loaded as well. So we moved the images into a different server, which we upgraded as the server for the sales copy.

That sort of lightened the load off the main server for a couple of hours, but there were still problems as well. The page was still not loading as fast as it should, and we immediately placed an order for the second server, which was live in less than 3 or 4 hours. And then after that, we actually moved the fourth...the number four to a now different server as well. So we had one server serving the images, actually there was one – Gobala's server, because Gobala had a server which is live, so we just made use of it immediately, and even that – just by putting the hundreds of images into Gobala's server, Gobala's locked then, and all these other sites could never load it up. So you could imagine how much traffic we were getting, and how much of the things we have done...maybe I'm still facing issues by not having the server up to speed. So two days down the event, we actually had three dedicated servers. Three dedicated servers – one just to serve images. One just to serve file downloads. And one just to host the Butterfly Marketing industry. That's where we actually have a much more stable platform. So basically, what I would advise you is that the next time you actually do a launch of such scale, or even if you're not too sure what the scale will be like, please go and get yourself a good dedicated server. Because it is a time-limited event, it's more hard to get a dedicated server for one month, it will probably cost you $120- $250, and it'll be worthwhile to invest in it. I mean if we had done that earlier in our fire sale, we probably would have pulled in another maybe...I don't know, five to ten thousand dollars?

Actually we had a major – a temporary server meltdown in the first hour itself. That's when you should be expecting the most amount of traffic to get to your page. Unless you have a certain arrangement with certain partners to promote only on certain days or whatsoever, but if it's a general fire sale, everybody would probably promote on the first day itself, because they want to maximize their sales. So a lot of traffic would be coming in your first day. In fact, in our first day, we had the most amount of sales. Right?

Yeah, we had about 400 sales.

We had about 400 sales on our first day itself. So you can imagine this huge surge of traffic coming to your website. And if your server is not backed for it, you're definitely gonna have a lot of glitches and problems. So make sure you get a good server, and make sure that good server comes with good support as well, because I don't know about you, but I really don't understand all this server stuff. So I

would prefer to have someone in the support center – in the server support center that I can call or at least that I can do a live chat with, to get any problems solved immediately. Because from my experience, when your servers are down, when you kind of exceed your WebPost panel, it feels like you really feel lost. You feel like you wanna do something but you have nothing to do. You can't do anything. You have no control over anything. And all you can do is just pray that everything becomes okay and pray that the support center – the support e-mails that you sent will be deployed and everything is solved as soon as possible. So if your hosting support can get on the phone with you or do a live chat, it really makes a whole lot of difference.

We actually informed our web hosting company in advance as well, and yet we still had problems like this, so...this is just to show you [that despite] how much of a preparation we've made and the arrangements that we have done, things like that can still happen. So just make sure that you just try your best to actually – don't save on the initial cost of the dedicated hosting, because you'll bring back many, many faults. In Sales 1, the sales that we made in the first day, I think we'd have easily lost 100 sales in the first few hours itself, which we have translated into maybe...I don't know; we could have bought 30-40 dedicated servers.

So remember, on the first day itself, right when we put up the sales page live to accept orders, and then we were waiting for the orders to come in. We were like, "Okay, now it's live, so where are the orders?" And then the orders started coming in. First, we got one order...2, 3, and then I think up to 10...and then, for no reason, we just stopped getting orders. And then

I think up to 10...and then, for no reason, we just stopped getting orders. That's when we realized that our servers were down even though we were well-prepared. So I think we did lose quite an amount of sales, but it's been a learning experience.

So now that your server is up, your site is launched, you're having all these technical problems that you try to solve; the next thing that you have to figure out is how to keep the momentum going, and getting all the JV partners to continue to promote. There are a few things that we actually did, some of them are it's better; spontaneous; which was not actually pre-planned; but the one that was planned was actually a thrilling 4-hour contest. Because as we know, those people who purchased the product here actually became our affiliates as well. And

some of them, who are not exactly established marketers, will not stand a chance to win those attractive prizes which we offered initially to the JV partners. So what happened is that we had a 24-hour contest, which we ran up to 7 days...I think on Day 3 or Day 4? I think it's Day 3 that we actually had a 24-hour contest, and we said that "The first 2 affiliates that meet 5 sales will win some prizes." So if you look at what we had just offered, it is something that any affiliate or JV partner can achieve. Not just people with huge lists, because we are saying that the first 5 sales...it's not too much that will stop them from promoting and participating.

66.00

So if someone hasn't really done a promotion yet, or if someone has a smaller list, and initially they felt that "There's no way we can win any of the top prizes," when you offer a prize like this, like a special 24- hour sale, right in the middle of the fire sale, and the prize goes to the first person to make 3 sales on that day...and the script that we were using – the Butterfly Marketing manuscript actually has a function in it where you can do a Contest Manager; you can have contests, and you can specify the start and the end of the contest, and you can actually see sales that are only made in that period of time. So there was one very useful function of the Butterfly Marketing manuscript. I guess it was designed with all these things in mind. So when you have a limited contest in the middle of the fire sale, all the JV partners would initially want to promote but we have seen too many of the same e- mails promoting a fire sale flying around, and then when you back down, they may actually start to promote on that day itself. Just because all it takes for them is to make three sales and they'll probably be the winner for that prize. And in this contest, they are actually equal with any other partners as well. Because it doesn't matter how many sales they make in total, but what only matters is how many sales they make on that particular day itself.

The other thing that we did that was not planned, it was actually another contest that runs in the last 48 hours...and this one was not based on like, first 3 sales, or the first person that makes 3 sales...but rather, total sales in the last 48 hours. So this was also, in a way, similar

to the first contest, except we are not limiting it based on quantity because we wanted them to push as much as possible, and not just doing a single mailing.

So at the end of the...after our contest, you'll actually see some marketers e-mail like...twice on both times, or even three times, and

some even e-mail in the last 6 hours, or the last 3 hours...I think even Dr. Mani was one of them, which was very supportive as well. So as you can see, these two elements are extremely important. The 24- hour contest, the 48-hour contest, and you must remember, those were the differences. Twenty-four hours, that was the limit as in, like, the first 2 or 3 persons that make X amount of sales. And last, we do not limit how many sales are made. It's the total sales in the last 48 hours. Once the launch is over, basically it's time to take stock of the situation and to answer all our customer's spot issues. Now one thing we've done was initially, we didn't have a central support section. What we would advise is to have a central helpdesk to deal with all the customers' spot issues. And also due to several problems that we had, quite a lot of customers didn't mention to receive or create the log-in ID and password. Hence, there were quite a lot of support e-mails that we received. Now, we took multiple ways to contact these customers – either through their PayPal address or through any other means of contact. To resolve the issues as soon as possible. Now, there is the post-launch period. There is basically the whole process that we went through. Vince and Gobala, do you have anything else to add?

70.15

Yes, as you know, we are actually using PayPal for the entire fire sale, but after we went through the fire sale, our PayPal – actually, it's my PayPal account – was actually limited on the second to the last day of the event. Now "limited" means that money could not get out of my PayPal account, but can get into my PayPal account. So I can accept money, but I cannot transfer the money to my bank account, or things like that. So it actually created a chain reaction, but thankfully, the affiliates were understanding, because PayPal is well known for doing things like that.

So not that I'm saying PayPal is not a good company, but based on past experiences and based on probably a lot of stories that we have heard of, even we have actually contacted PayPal once, and we gave them quite an accurate figure of about $50,000 in transactions. So even if all of these are in place, they still limit our account. So after over 10 more days, it was still limited, even though we had a lot of documentation and things like that. We recommend to you that if you ever do a fire sale or product alunch in the future, please try to reconsider other alternatives, such as 2Checkout, Clickbank, or any other possible payment system. Please do not limit to these two systems. There are others also, such as probably 1ShoppingCart, and I don't know...there's all these many, many more payment systems which we have not

mentioned or you may have not heard of until

people people mention it, which you can actually use as well. So just keep that in mind..

Yes, I think one of the important things is don't underestimate yourself. If you set your mind to do something, go all out and do it. It's important to push yourself; express yourself to the limit. Initially we set up a target which we thought was possible. We set up a target of 700 sales. But once we got going and ther momentum was there, we actually set another higher goal, which was to hit 1,000 sales.

And we told them, we have restretched ourselves to the maximum. But when the final results came in, we were very surprised we did as well. Because we sold over 1,400 copies. And we were very happy with the results. So what I'm trying to say is do not underestimate what you can do and what you can achieve. You put your mind to it, you definitely can do it.

And the thing is that, as I mentioned earlier, we have gone this far to actually set up the project and the last part was recruitng JV partners which was I should say, JV partners are the determining factors of how many sales we can make. So that's why we pushed ourselves real hard to invite as many JV partners as possible, and that was – I will say – the thing that JV partners up to the 1,400 sales, actually. So we actually managed double of what we initially set up to do. Okay, when you mentioned about the JV partners being one of the critical points of a successful firesale campaign, I have to admit that you have to watch out when you decide on the launch date for your product. You have to watch out for pilot product launches as well.

Find out from your contacts and ask other people, "Are there any conflicting product launches on the same day?" Because the last thing you want is to clash with someone huge, and all your JV partners would be promoting someone else's products instead of yours, and there will be a big disaster. And if you don't have an idea where to find out about all these launches, there are a few sites that you probably should go to, such as JVNotifyPro, which is by Mike Merz if I'm not mistaken, and also JVNetwork which is by Mike Filsaime, or even IMNewswatch, and sites like those. Those will give you a rough idea of what could possibly be coming in the near future.

75.39

Okay, another thing to know is – at all costs, protect your JV partners' trust. Do not undercut them by offering any of the customers alternative means of payment without crediting the affiliates, because it takes a lifetime to build a reputation, but it only takes one foolish mistake

to destroy it.

Like, we don't actually send out to our list using our affiliate link so that JV partners will actually get their deserved commission as well.

Basically, another final point that we wanna say is that doing a project together like this – one of the most important motivations was that the three of us were into this, and that we are motivating each other and helping each other out and complementing each other's strengths and weaknesses. So therefore you won't feel so burnt out or tired...so that is another thing that you probably want to consider in your upcoming projects – to maybe find someone to work with and do it together and make sure you have a clear understanding on what each other should do. Do not argue or fight over small details. It's difficult in a partnership, so just make sure you have fun in the process, and like us, we actually have a small launch party as well in Gobala's place, where we launch it together and we have drinks and snacks with other marketers as well...Edmund Loh? And so we hope you have learned from our fire sale, and may you have a successful fire sale as well. Thank you very much.

Thank you very much!

Thank you very much.

[End of audio seminar]