

Last Minute Launch Campaign

Hi, Michael Cheney here and welcome to the last minute launch campaign. This was an awesome one. It was a great lot of fun. It made us a ton of money and we also got a good prize as well. Which if I don't want to spoil a surprise, we'll talk about that as well, when we'll get into this.

Okay. So we spotted a launch contest opportunity, right? So you've got different types of campaigns that you can go. You can do as an affiliate. You can do evergreen campaigns where you're promoting stuff. That's always for sale. Never goes out of style, never goes out of fashion. Uh, people always want to buy it, or you can jump on launches where there is a time limited thing going on.

There's an offer and ends at a certain time. And sometimes there's a leaderboard contest. Now we spotted one of these things that was ongoing at had already started, but we were like, I think we can take this, right.

I think we can take this. I think we can dominate this leaderboard. Uh, I think we can even win it. Now, the benefit of doing that apart from the obvious of ego, right? Getting number one, number two, getting a cash prize or a physical prize. Sometimes I've run won, uh, Rolex watches.

I've won sailboats. I've won, uh, MacBook pros, iPhones, you name it, uh, as well as thousands and thousands of dollars in prizes. But aside from that, the other benefit is it gets you out there on the radar, right? So people start to see you, they see your name, they see your business name.

They're like, wow, we need to take these people seriously. They know what they're doing. And that way it really helps you. If you ever put the shoe on the other foot and you end up doing your own launch and promoting your own office, then you're going to get these people getting behind you because they know that you reciprocate, right.

They know that you have big fire power. So it's always great to get on leaderboards, even if you don't win them. So we spotted this contest opportunity. It was ongoing. And we were like, let's do this. Let's get in there.

So what we did is we juggled our pro calendar. I strongly recommend you have a pro calendar. The worst thing you can do as an affiliate is to rock up at the start of the week or the start of the month or the start of the year and say, right, what should we do? I've got no idea, right? You've gotta map it out. You've gotta be well, well, planned in advance. We're normally booked out. I would say anything from kind of six to eight weeks, sometimes 10 weeks in advance. We know what's going out. We know what we're going to be promoting every single day for two weeks, uh, sorry, for two months in advance.

Okay. Try and get that prepared. That PR if you get that prepared, you're going to be more organized. You're going to be able to get your campaigns ready, put more thought into the campaigns. And you're going to be able to build a story arc into the different campaigns. So you're not clashing and doing, you know, one campaign that's, you know, all about a recurring thing. And then you're doing another one that's about recurring. And then another one, you know, two webinar campaigns where you're promoting somebody's webinar or two, you know, you're not going to clash.

You're going to have a very well structured, uh, promotion calendar, where you can see everything that's coming up. You can plan in advance and you can schedule and structure your campaigns accordingly. Now that's what we do. That's what we've got. And what we did is we just juggled a couple of things around so we could get this launch in because it was kind of a last minute and we just thought, yeah, we want to take this. Let's see what we, what damage we can do. So we moved a couple of things around, not only do we want to win the, uh, try and win the prize, uh, and try and get top of the leaderboard. We also wanted to support this partner right? And get on their radar. This

Was somebody new that we wanted to get the attention of. We wanted to get them as a reciprocal partner. Uh, when we started doing promotions and doing our

own offers and products, we wanted them to promote our, so we're like, let's go there with full force. Let's get them, uh, paying attention, uh, by getting on their leaderboard. Right? So what we did is we utilized shock and or email camera pages. And this basically means a lot of emails, but attention grabbing emails. And I'm going to share with you and go through on screen what those were, uh, and you'll see just how powerful they were. We also use the over the finish line method. Now you may know about sprinting or racing or cycling or anything like that. They always say, don't aim for the line, aim for line, right? Because some people slow up. You've seen it.

I'm sure you've seen it on athletics. Some people think they're winning and they kind of raise their hands to celebrate. And then somebody NPS past them and they just dip in front of the line and they end up winning the gold medal. So we always adopt this over the finish line method. We want to send emails so late into a campaign that nobody, that everyone else has stopped mailing, right? So the people might stop mailing, maybe two hours to go or four hours to go.

Or on the last day, they'll send one email, we'll send three or four, five, sometimes six emails or messages out into our prospect universe on the last day of a big launch that we really want to dominate. Right? So that everyone else has spent all their, their bullets they've fired all their shots. And we're like, no, we're still going, right. We're pushing beyond the finish line. And it's important, uh, particularly for this campaign and the story here. So this is what really got our attention. This was a post that this person did on Facebook about their launch.

This was day one of their launch. It just on a hundred sales shortly into the launch. They posted a leaderboard. They mentioned the names of, of who was on the leaderboard. And we were like, we can do this. I think we can take this. Right. So we as say we juggled our calendar, we moved things around and this was the product. It makes us \$18, 95, sorry, \$18, 55. Uh, it was a good product about commission secrets about, um, you know, commissions and all that stuff, uh, very relevant to, to our target audience. So like, yeah, let's do this. So these are some of the subject lines that we use and they all want to share, uh, share the results with you.

Right? So what we did is we, again, we went for different approaches to appeal for, to different types of people on our list and also different psychologists. So the first one we went with was put your mind at peace in this one, we really stirred up the pain of, you know, are you, are you lying awake at night, wor worrying, how about how to pay your bills? You know, are the, the red letters stacking up?

Do you worry about where your next paycheck is coming from? You know, do you end up at the end of the month with, uh, more, uh, more month left than paycheck? That kind of thing. Right. And we're saying, look, put your mind at peace. This is a way to get, uh, regular income coming in. Uh, go check this out. Okay. So it is, it's kind of like a pain based thing, right?

We really do like to start our campaign really addressing the problem that the product solves, right. Rather than just going straight to, Hey, here's a great solution. This is a great thing. Stir up the pain, get into the frustration that people are feeling, get into their mindset.

What are they actually thinking? How are they feeling? What's that internal conversation. If you can get into their mind and into their internal voice in that same language, then you've got half the battle one right there. So if you saying things like, um, you know, like let's just take, I'm going to go the, the golf example, right? If you, you know, are you squaring up to, to tee off for the first time? And you worried about people laughing at you behind your back, worried that you're going to do pull one of those shots again, and it's going to end up in the trees. Are you going to lose those balls in the lake? Are you embarrassed? You know, are you fearsome that, uh, fearful that your, your bodies are going to laugh at you at, at the, uh, you know, the 19th hole in a club shop or whatever, right?

So you get into their mind, you stir up that pain so that people realize that you understand their problem. The more you can and demonstrate that, you know, people's problems and you understand their problems, the better you will build trust and rapport, because they'll know if, if you understand their problems better than anyone else has ever communicated before the chances are that infer that you were going to know how to solve their problem, solve those problems better than anybody else before. Okay. So these are all the things that we did in the first, uh, the first message you, it next, when all you need is a leg up.

So what we really want to do with this last minute launch is just talk about the fact that some people just need that one leg up. They're almost there. They just need a little help just over the finish line. Something that's just going to one thing, right? One little thing. It's, you know, all you need is this leg up. It's not like you need this entire system. You don't need this huge complex bunch of stuff. You're almost there. You just need this one thing. Okay. That as an angle works great for any campaign.

Next we went with, it's your turn. What we are doing here is, uh, demonstrating the

value and the proof of the existing, uh, offer that we were promoting, not only for the vendor itself themselves and how much, um, you know, how much success they'd got with it, but how much success that clients had also got with this program, basically saying, okay, look at all these guys.

Now it's your turn next, the fast and easy way to get paid. It doesn't hurt when you're doing an internet marketing or, uh, business or money kind of, uh, promotion that you obviously talk about money. So we have to get this one in here. Fast, easy, get paid are all hot buttons that will, uh, any market will respond to, right?

The fast, easy, simple, quick, no hassle, uh, dream outcome, you know, super fast, uh, low effort, no sacrifice way to X, Y, Z. You know, it's just a proven formula to get attention and get sales. So the next one we went with is some bad new news. Today. We wanted to sort of flip this on its head. We've done a lot of, kind of building up the, the benefit of the offer, how positive wa it was, how amazing it was. So we wanted to sort of bring that down a notch and really kind of shock people with, Hey, some bad news, bad news, subject lines, and bad news.

Um, post social media, wherever you put your, um, marketing messages always work very, very well. That's how the news industry street works. It's how Facebook is so successful. People love to and moan and wine and love negativity. It's just, we, we love to see negativity so that we can, we can reflect on how great things are going for us versus other people. It's just a hum thing of human nature, right? So people want to see bad news and they want to be made aware of it so that they can feel better about themselves or prevent themselves falling into this trap. Right? So bad news works way better than, Hey, here's some great news. Like, well, whatever, what, who, who needs great news, great news basically means you've probably got something to sell me, blah, blah, blah. Whereas bad news is something's gone wrong. I need to see this.

What's gone wrong. What's this person done? Have they made a mistake? Have they messed up? Uh, let me have a look at how bad their life is. Right? So that's the, the subject line and the bad news, the, uh, in this particular instance was the fact that this was closing down, right? Some bad news. So you get their attention, but you've gotta pay it off quickly. You don't say, oh, bad news. And then you open the email and you're looking, you're scrolling up and down. You're looking at the, the Facebook post that said bad news is the title. You're like, where's the bad news guy. Like you've gotta pay it off. Right.

You've gotta, you've got to actually, you know, fulfill on that promise. Right? So we

just dived, uh, dived in straight away and said, look, the bad news is this thing closes down today.

But the good news is you've still got a few, uh, hours to get hold of it. Right? And then we went with, for the last time. Now there's multiple to types of messages you can go with for the end of a launch for the end of a campaign, you know, a time is running out, uh, sent from my iPhone. Um, you know, the clock is ticking. You know, uh, the tra the train from opportunity, bill is leaving the station, all these kind of things, right. They all work great. Uh, but you must send them, right.

You've gotta send them the more you send on that last date, the more money you're going to make the, uh, sales you're going to get, right? The more commissions you'll generate, if it is a time limited launch, if it's not a time limited launch, then you need to use other tactics to make sure your offer is always limited in some way, while either with the number of bonuses that you offer, uh, maybe have access to you for the first 10 people that, that buy the thing, or you, you secure some kind of discount out, or if they buy the products within this certain timeframe, you'll also give them one of your products or whatever it is, right. You've gotta make, uh, make scarcity and urge urgency exist if it's not, uh, present already in the campaign. So what happened is we did all that, uh, and these are the results, right? We did over a hundred sales of this, uh, product and the, uh, the vendor tags here, tag beast mode. Um, I then made this post, uh, email marketing doesn't work.

One top affiliate just sent me a hundred sales, \$1,600 in revenue. This was Oz, uh, and on my just wrapped up launch, uh, the second top affiliates made over a hundred K in the last 30 days, uh, from email marketing. So this is basically them just saying, look, email marketing doesn't work. And obviously, you know, it does work. That's what they're saying, right? So this was a leaderboard update with, uh, 24 hours to go. And all the people on this leaderboard were really, uh, on top of this, tracking this down, making sure, wanting to win that top prize and keeping an eye on it.

Right? So at this point, uh, there was somebody out in front. Uh, we were second, uh, somebody else in third, um, and it looked like we weren't going to do it, but we kept pushing as say, we kept sending emails. We kept applying. We kept appealing to different pain points, different desire points with our prospect and kept pushing beyond the finish line, sending emails later than other people and sending emails, uh, more frequently than other people. And the final update was this right. We want, we, as it says that the vendor posted here says Michael Chaney came in like a wrecking bull in the last 24 hours over a hundred sales win, \$700. So we won \$700

in cash for, for winning the leaderboard we got on people's radar. People were like, wow, who is this person? I've, you know, if they've never heard of us. And we were able to generate a lot of revenue, a lot of income, and I will see, uh, thousands of dollars in commissions as well.

So here's a recap on what we did in the last minute launch campaign. We've spotted a launch contest opportunity, and we jumped on it right away. We juggled our pro calendar, which is well organized well in advance, uh, to fit it in. We then, uh, did this because we wanted to support this partner and get on their radar, not just to win the prize and get on the lead board and make commissions. And we utilized shock and or email campaigns, multiple emails over a short period of time, particularly kind of back loaded towards the end of the campaign in the last few hours of the campaign, utilizing this over the Finish line method. So this last minute launch campaign works absolutely amazing made its thousands dollars, got us several hundred dollars in cash prizes got us on people's radar, uh, and was a really stellar campaign. So hopefully you can learn a lot from this and apply it in your affiliate marketing business to make a lot of commissions for yourself.