

PRE-LAUNCH
Swipe
FILE



VideoFruit

A LAUNCH SEQUENCE: A NOTE FROM BRYAN

Hi,

Thanks for downloading the Pre-Launch Swipe Playbook!

I'm excited for your to jump in and get started with crafting the perfect email pre-launch sequence for your next product launch.

A few notes before getting started:

Note #1: Before you start implementing your product pre-launch sequence be sure to read the full case study we wrote re-capping exactly HOW we used this launch sequence in our latest product launch.

Having a bunch of emails is one thing, but knowing how to use them throughout your product launch is extremely important.

[You can read that blog post by clicking here](#)

Note #2: Use these emails as freely as you want. Pass them on. Model them. Copy them. But do make them your own.

In other words, don't copy them word for word and pass them off as your original work. That's not cool. Nobody wins when we do business like that.

Finally, [keep in touch with me](#). Let me know how your product launch goes.

I love hearing success stories. I also love sharing them with our readers.

-Bryan

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SUBJ: DO THIS EXERCISE RIGHT NOW

Happy Tuesday!

Two quick things...

1. I survived the weekend canoe and camping trip

Barely. :)

Our rickety canoe was loaded down with 80 lbs of gear, my dad, yours truly and my huge dog (who does not like to be still).

But we stayed upright and dry. Woot!

So, if you tried to buy and weren't able to head back over to the checkout page and the 15% Fast Mover Discount will be automatically applied.

[Click here to enroll \(and get 15% off\)](#)



2. What I promised to you on Friday

Friday, right before I left for the camping trip, we closed out a series where I taught you how to make your first \$1,000.

You learned...

- How to pick a service to offer
- How to find people who want that service
- How to build a relationship with those people
- Lastly, how to close the deal and turn them into paying customers

But I realized after writing that entire series that I left out one of the most important lessons I learned after doing this for the past 14 years.

Before we get to that I have a question for you.

Why?

Why have you been following this series?

Why do you want to make \$1,000 per month (or even \$10,000 per month)?

Why do you want to quit your job and start your own business?

What would be measurably different in your life if tomorrow morning you woke up and you had exactly what you wanted?

That is a very important question.

And one you HAVE to be crystal clear on before starting this journey. Or else you will quit.

Why I called off my wedding (6 days before the big event)

11 years ago I was engaged.

I was 21. In college. Broke. No savings. And I cut grass to make money.

My fiancée was about to go into med school AND we were building a house.

To make a long story short -- I was extremely stressed out.

I had no idea where the money to pay for a house, food and med school was coming from.

So, I quit college and focused on my lawn care business full-time.

I was making \$1,500 per month cutting yards.

It sucked.

The only way I knew to get more business was to go door to door and knock.

Every day, for 8 hours, I would knock on doors.

There were three likely scenarios every time I walked up to a door:

Scenario #1: The poor housewife inside got scared, yelled at the dog to quit barking and acted like she wasn't there.

Scenario #2: The poor housewife inside got scared, opened the door and yelled at me.

Scenario #3: The poor housewife got scared, opened the door and let the dog chase me.

All three scenarios ended poorly for me.

The money was decent but the constant rejection was hard.

Then one day I quit.

Exactly 6 days before our wedding date, everything fell apart.

My stress was at an all-time high.

We were in the middle of building this stupid house.

She was applying to med school.

And...

Well...

Then it all blew up.

We had a fight.

She wanted more time to "think about things."

I thought that was stupid.

So, I called things off and went to another continent for 2 months. Africa.



Avoidance was my defense mechanism.

Guess what happened to my lawn care business when I left?

Yup!

Like my soon-to-be marriage, it completely fell apart.

My dad and a few friends did their best to keep up my customers' accounts.

But without me there, actively managing things.

Actively calling on new customers. Knocking on doors. Getting chased by dogs.

Without ME everything shut down and fell apart.

The same goes for the Santa Claus formula-based approach I outlined in this series.

Eventually you WILL hit a wall.

I did.

Devesh did.

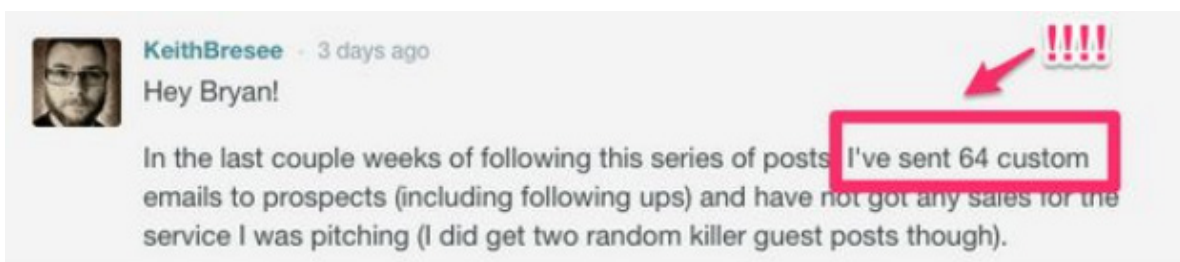
Jonathan did.

You'll get rejected and ignored so many times that you'll want to quit.

You'll try it and it won't work for you.

Life will happen and you'll get sidetracked.

Or maybe you'll do what Keith did and try 64 pitches without a single yes.



Either way... the wall is coming.

Some event will happen in your life that will cause you to not be able to knock on doors anymore.

What happens then?

What happens when you take YOU out of your business?

The wall. That's what.

Back to my key takeaway after being in sales for 14 years

I hate risk.

My goal for the past decade has been to figure out how to create a business that didn't rely on me knocking on doors.

For me to dive headlong into another business, it needed to be Bryan-proof.

It needed to be wall-proof.

It needed to NOT rely on my exchanging time for money.

Then last year, I did it.

I generated over \$100,000 in income without ME being the centerpiece of the business.

After 14 years of experimentation, I finally came across the business framework I'd been hunting for.

The framework I implemented can be applied to anyone who wants to start their own business, take care of their family and live a life that doesn't involve long commutes and frustrating bosses.

In fact, last year I coached over 40 people from all different backgrounds to do the same thing I have.

Here are just a few different industries that this framework has been applied to through my one-on-one coaching program:

- Tarot card readers
- MMA fighters
- Jewish Rabbis
- Online marketers
- Accountants
- Real estate brokers
- Real estate agents
- Stay-at-home moms
- Autoresponder copywriters
- Logo designers

Tomorrow, I'm going to show you the common mistakes people make when trying to start their own businesses and the framework I discovered for creating a business that doesn't rely on you swapping time for money.

Soon, you'll be able to do exactly what I've done.

I'll show you how. :)

-Bryan

PS: Your homework for today is to identify your "What?" and your "Why?"

What is your goal?

- Is it to quit your job and make \$10,000 per month?
- Is it to publish your first book and sell 5,000 copies?
- Is it to launch your first iPhone app by the end of the year?

Why do you want that?

- Do you want to quit your job and make \$10k per month so you can be happier, focus on clients you enjoy and have the freedom to travel with your family?
- Do you want to publish your book because your mom told you that you never would and you want to prove her wrong?
- Do you want to launch your first app because you love programming and want to finally ship an actual product?
- There are a lot of things out of your control. But the starting line (aka. the what and the why) are in your control.

Your assignment for today is...

1. Identify your what and why.
2. Hit reply to this email and share them with me

Tomorrow we'll take the next step. Together.

SUBJ: MAKE SURE YOU DON'T DO THIS (AND AN ACTION ITEM)

Yesterday I told you the story of a huge mistake I made and how it destroyed my business.

First, I was engaged at 21 years old (wayyyy too young).

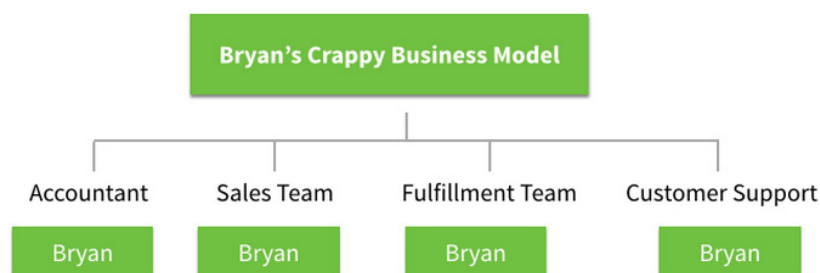
Then I called off the wedding six days before it was supposed to happen.

And I proceeded to flee the country to Africa for 2 months to avoid dealing with the fallout.

My business tanked because it relied on me doing everything.

Me making sales calls.
Me knocking on doors.
Me fulfilling the service.
Me staying motivated.

This was my business model:



I hated my business.

The reason?

I had lost sight of WHY I had started my business in the first place.

As a result, I made dumb decisions, got wayyyyy off course and suffered the embarrassment of being forced to close the doors.

Let me ask you a question...

Would you ever start building a house without a clear picture of what you wanted it to look like?

No. That would be dumb.

Yet the #1 mistake you are making is not clearly articulating WHAT you want to achieve and WHY you want to achieve it BEFORE you start.

But don't worry. We're going to fix that. :)

Yesterday, I gave you two action items:

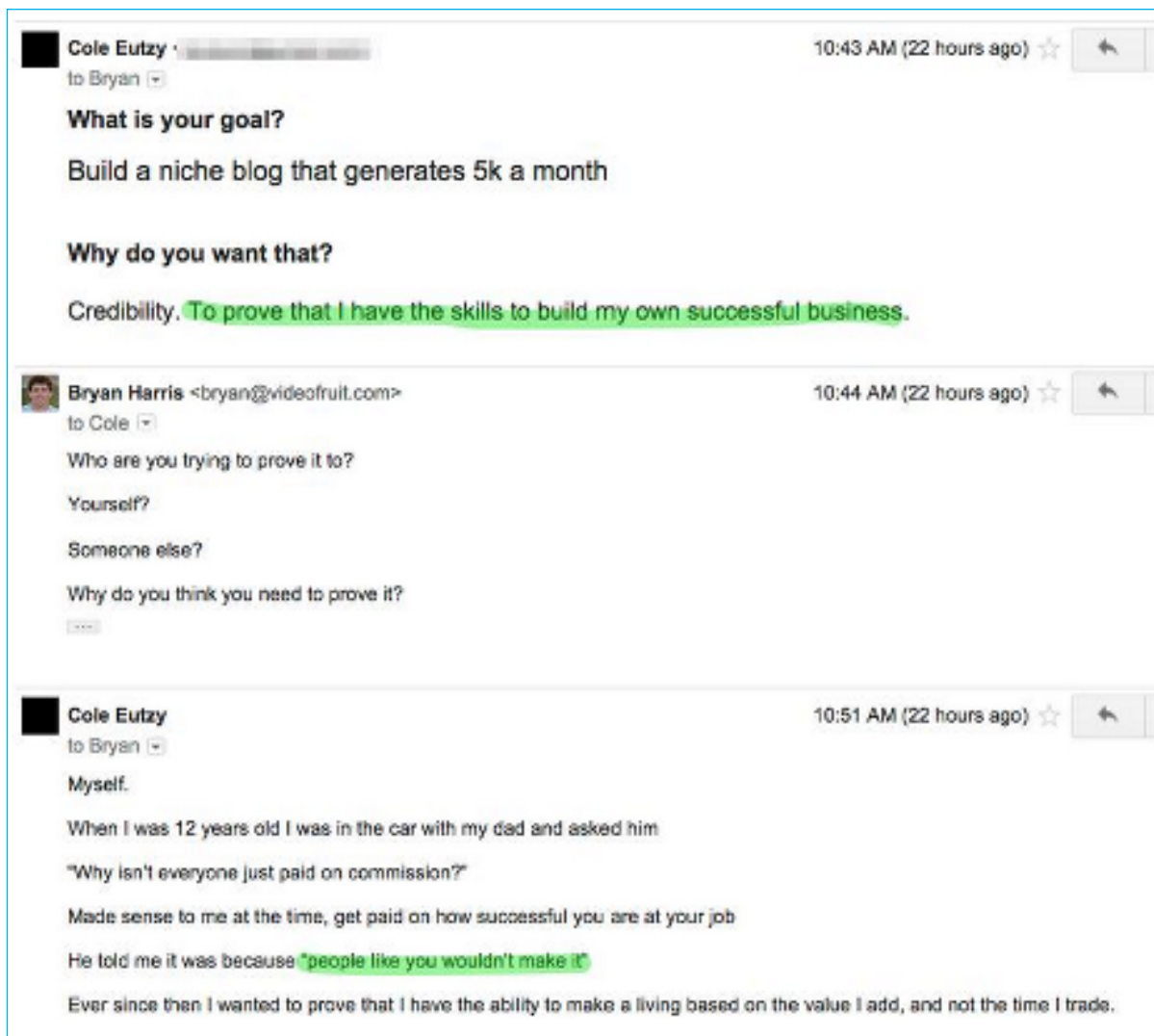
Action item #1: Write down your #1 goal.

Action item #2: Clearly articulate your WHY.

The responses that came in were incredible.

Here is one of my favorites (click to zoom in).

Pay attention to his WHY and look at his response when I followed up with him.



If you didn't write down your WHAT and WHY yesterday, take 5 minutes and do that now.

We'll wait on you.

Once you finish, hit reply and share it with me.

How to reach your goal

Ok.

Now you're super clear on what you want...

- "More time to spend with my family and see the world while working on interesting projects"
- "More freedom to do work that I enjoy"
- "More money so my wife can quit her job and we can start our family"
- "More control over my future (instead of my boss dictating it)"
- "More income so my family can be debt-free"
- "More freedom to travel the world, speaking and singing and inspiring women to understand their worth"

The big question now is how can you get there?

How can you achieve the goal that you've set?

One of the best pieces of advice I've ever received on reaching massive life-changing goals occurred on our journey to get out of debt.

When we got married, we collectively owed \$82,000.

Car loans.

Student loans.

Houseboat.

Ski boat.

Credit cards.

It was ridiculous.

I distinctly remember 2 years into our journey, one of our mentors telling us, "Don't beat yourself up if you make a mistake. Just don't make a fatal mistake."

The EXACT same thing is true in your business.

The reason you haven't achieved your #1 goal yet is because it's freaking hard to get there.

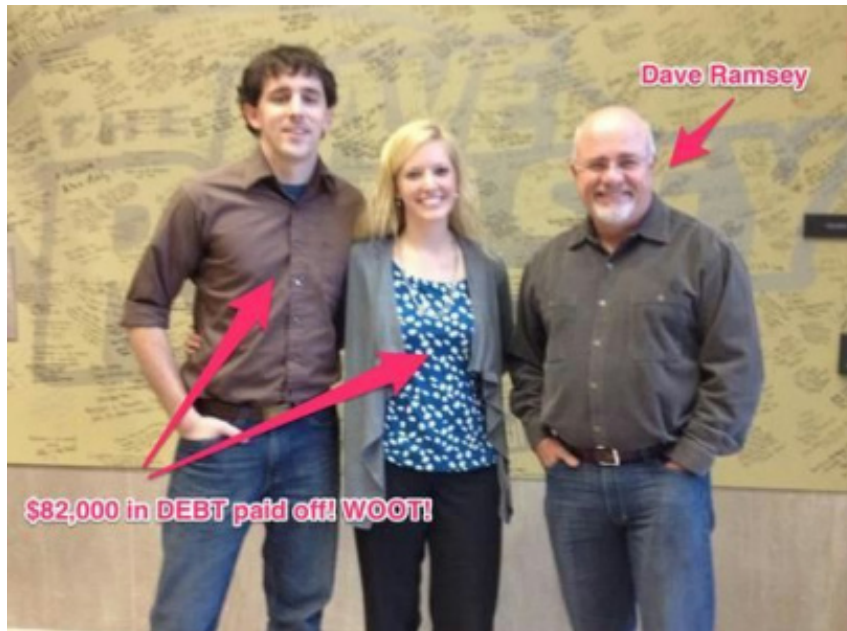
It's going to take time. Sweat. Tears. And a lot of mistakes.

Your job is to avoid making a FATAL mistake.

So I'm going to show you 3 more fatal mistakes that I've made and how to avoid them.

Note: 47 months after getting married, we paid off ALL of our debt and went on Dave Ramsey's show to share our story.

[Here is a recording if you want to listen.](#)



Mistake #1: Making incredibly detailed plans

Most “experts” will teach you to build your business by mapping out a gigantic 75-page business plan, then executing each step of the plan.

This sounds nice and warm and cuddly. But’s it’s completely ignorant of the way business actually works.

I’ve fallen into this trap more times than I can count. Spending weeks (or even months) mapping out exactly what my business will look like, imagining my business 3 years from now and pontificating all of the products I will spin off.

Then...

As soon as I go out into the real world and try to execute my master plan, it falls apart immediately.

Instead of creating master plans, you need to focus on one thing:

Speed of execution.

How fast you go from idea to implementation is one of the top indicators that you’ll succeed.



Ideas are fragile. 2 weeks from now you're going to be much less excited about your idea than you are right now.

Capitalize on that excitement and build momentum by executing QUICKLY.

When you see the first seeds of your idea taking root, that will generate more momentum and give you the jump-start you need to stay focused and grow that idea into a business.

Mistake #2: Asking people what they THINK about your business idea

This is how it typically goes...

You have a brilliant business idea, Uber for Groceries (or whatever).

You go and tell your BFF about your new idea.

You ask them "Well, what do you THINK?"

They respond half-heartedly and you become dejected.



Then you lose motivation, your idea dies and it takes you months to recover.

STOP ASKING PEOPLE WHAT THEY THINK!!

What they THINK doesn't matter.

The only question that matters is "Will they buy it?"

Instead of asking your friends what they think, do this...

Ask them to PayPal you money to pre-order the first version of your product (or service) at a discounted rate.

Once you get three people to do that...

Start making it!

Mistake #3: Trying to do everything by yourself

Look...

I would be happy moving off into a cabin in the woods, not talking to people and only emerging every three months for supplies.

I'm an introvert.

The problem with being an introvert AND trying to start a business is that you think you can do everything by yourself.

Reading blog posts...

Listening to podcasts...

Reverse-engineering what other people are doing...

That stuff will only take you so far.

You need more.

You need accountability and direction from someone who has been where you are trying to go.



When we were trying to get out of debt, that person was Dave Ramsey (for advice) and our friends Mike and Angie (for accountability).

Who is helping you?

Who is holding you accountable?

If your answer is “no one,” then stop and go get someone right now.

Get a mastermind group. Start one if you need to.

Hire a coach. Get a mentor.

It's VITAL to you reaching your goal.

Avoid fatal mistakes and do this instead

Most people believe they have to get lucky or spend years trying a bunch of different ideas in order to start a business that allows them to have more time, freedom and money.

Instead, I've discovered that building a list full of people who trust you and are eager to buy from you is far more important if you want to reach your #1 goal.

A list gives you the ability to bring clients to you instead of you constantly having to reach out them (which completely changes the dynamic of your relationship).

A list gives you the freedom to create products and launch them to a group of people who will instantly buy.

A list gives you the ability generate income by sending an email. (I've made \$10,000 with a single email).

A list gives you time by releasing you from the grind of HAVING to work 60 hours a week to make ends meet.

On Friday, I'm going to show you how to create a list and how to use that list to reach your goal.

We'll chat then.

-Bryan

PS: Your action item for today is two-fold:

Action item #1: Write your goal down on a piece of paper.

Action item #2: Now rip that piece of paper out of your notebook and tape it to the wall in front of your computer monitor.

Every time you spend 10 minutes on Twitter...

Every time you waste 2 hours on Facebook...

Every time you listen to another podcast or read another blog post...

Your goal will be staring you in the face and asking you "Why aren't you spending time working on me instead of doing whatever else you're doing?"

The final product should look like this...



Get to work. :)

SUBJ: DO THIS TO GET FEATURED TO 750,000 READERS

Over the past 4 days you've made several solid progress.

First you identified your #1 goal.

Then you wrote down WHY you wanted it.

And Wednesday we started working on the HOW.

But do you want the truth?

You will probably fail.

Why?

It's hard to start a business.

Having an idea.

Validating the idea.

Building the idea.

Getting people to pay you for the idea.

All hard

But you don't have to fail.

It is possible to make it. To reach your goal.

Today I'm going to show you how to drastically increase your chances of hitting your goal (and give you one exercise to work on over the weekend).

I am living proof that YOU can create a business that gives you freedom.

Honestly...

I'm just a random dude from Alabama. Grew up in the middle of nowhere. Dropped out of college (twice!). Was kind of weird in high school. And bailed out of my own wedding 6 days before it was supposed to happen.

I doubt myself. Get stressed out. And worry about money. Just like you.

But what we've learned together over the last few days is...

If you set things up correctly and avoid the FATAL mistakes, you can do it.

Just like building a house. If you try to wander your way through the process, you'll end up with a jacked-up house.



Wednesday, I showed you four critical mistakes I've made.

Mistakes that have caused previous businesses to fall apart.

Let's recap...

Mistake #1: Forgetting to set your #1 business goal and not clearly articulating WHY you want to reach that goal. As a result, you get off course and burned out and your business fails.

Mistake #2: NOT executing your idea quickly enough, then getting bogged down with the details.

Mistake #3: Asking your friends what they THINK about your idea. This is destructive.

Mistake #4: NOT getting help from other people. Trying to be a lone wolf is great... if you want to make the same mistakes every other entrepreneur makes. Get help!

After hearing from hundreds of you, I've found that most people believe they have to get lucky or have the perfect idea in order to start a business that allows them to have more freedom.

We create all of these justifications:

Maybe I just don't have what it takes...

Maybe my idea is just bad...

Maybe Bryan is just smarter than me...

Wrong. Wrong. Wrong.

Instead, I've found that building a list full of people who trust you and are eager to buy from you is THE key to reaching your #1 goal.

To building a business that gives you more time, money and freedom.

Want to make more money so your wife can have the option quit her job and you two can start a family?

Build a list.

Want to have more control over your future (instead of your boss dictating it to you)? Build a list.

Want to make more money so your family can be debt-free? Guess what...

BUILD A LIST.

Now let me SHOW you why you need to build a list.

And how a list will help you reach your #1 goal.

Meet Tyler.

Everyone say "Heyyyyyy Tyler!"



Last January, Tyler had an idea.

He wanted to sell websites and marketing services to real estate agents.

Being a Videofruit reader, he followed the exact process we've laid out over the past few weeks. He started making websites, cold calling and giving them to high-value prospects.

After a few months of tweaking his approach, he finally started selling a few here and there. But he eventually hit The Wall.

He got stuck and couldn't figure out how to get more clients.

Then in October, he decided to change his approach completely. Instead of cold calling prospects, he decided to start building a list of people who knew him, liked him and trusted him.

Guess what happened next?

He got past The Wall!

Over the next few months, his revenue went from \$4,000 per month to \$32,000 per month.



All from doing one thing...

BUILDING A LIST.

Now any time Tyler creates a new product, offers a new service or just wants to get more customers to his existing service, all he has to do is send an email.

No cold calling.

No crazy pitches.

Just an email.

That is the power of building a list.

So how do you start building your list?

Building an email list is straightforward. You need two key ingredients:

Thing #1: Traffic (people seeing an invitation to join your list)

Thing #2: : Conversions (some of the people who see your invitation need to actually join)

Here is the rub...

Most list-building advice focuses on conversions.

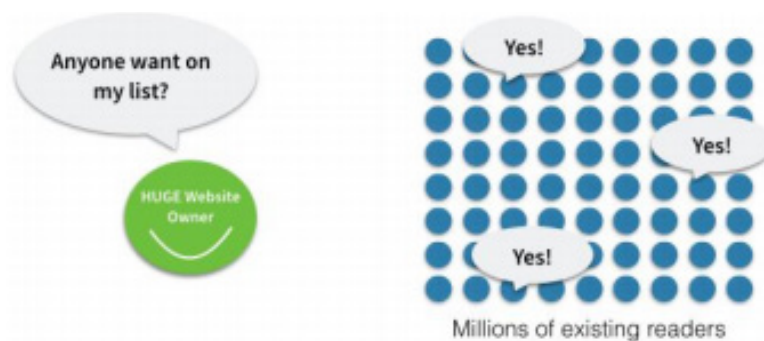
“Install this pop-up box here.”

“Put this widget there.”

That kind of thing.

But when you are just starting out, all of that stuff is a waste of time because you’re missing one of the key ingredients: TRAFFIC.

That’s why when I see blog posts like “How I Got 30,000 Email Subscribers in 2 weeks,” I cringe. Because they are ALWAYS written by people who have millions of existing readers.



OF COURSE all they have to do is put a basic invitation out and their list will explode.

What about everyone else?

When you try to mimic these same basic strategies, your results pale in comparison and you get discouraged.



Why?

You don't have millions of readers!

So I'm going to give one strategy you can use today to fix that problem.

I call it the testimonial hack.

In the very early days of Videofruit I used this strategy to get featured on the homepage of AppSumo (which has over 750,000 subscribers).

And the best part?

I had never published a blog post before.

I had no product.

I was a complete nobody.

But I used this strategy to turn that opportunity into 250 email subscribers.

And it's so simple that YOU can do the same thing by the end of this weekend.

Here is how it works:

Step 1: Make a list of 5 products or services that you've purchased (related to your business).

Step 2: Write a short testimonial documenting one small win you've had with each product.

Step 3: Send that testimonial to the owner of the product and tell them "Thank you!"

This strategy works because all product owners are looking for success stories. They want to feature people (like you!) who have used their product and have had success as a sales tool to get more people to buy their product.

You can take advantage of this by using that testimonial to introduce yourself to that product owner's audience.

Let's walk through each step in detail.

Step 1: Make a list of 5 products or services that you've purchased.

Think broadly here.

- What books have you bought?
- What courses have you purchased?
- What blog posts have you read?
- What podcasts have you listened to?

The goal of this step is to identify 5 companies in your industry, with websites, that have people in their audience who would be a good fit for your list.

Step 2: Write a short testimonial documenting one small (or big!) win you've had with each product.

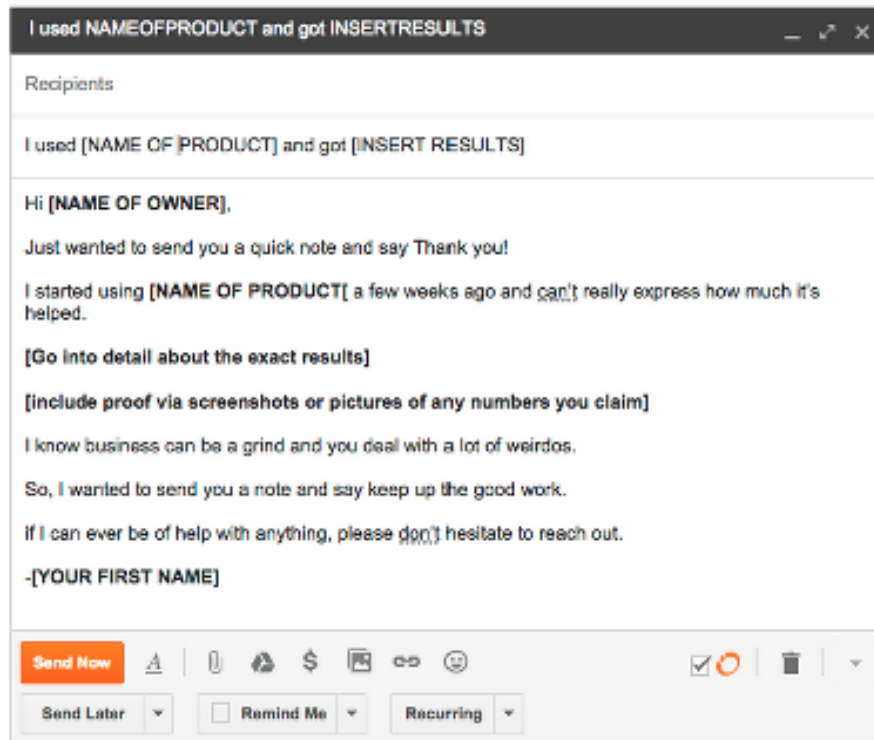
Next share a small (or big) win you've had after taking their advice and acting on it.

Don't overthink this step.

Review back over their instructions they gave, then dig into what you've done since.

Then write a short testimonial sharing your results.

Here is the template I use as a general guide.



Step 3: Send that testimonial to the owner of the product and tell them "Thank you!"

The last part is the easiest.

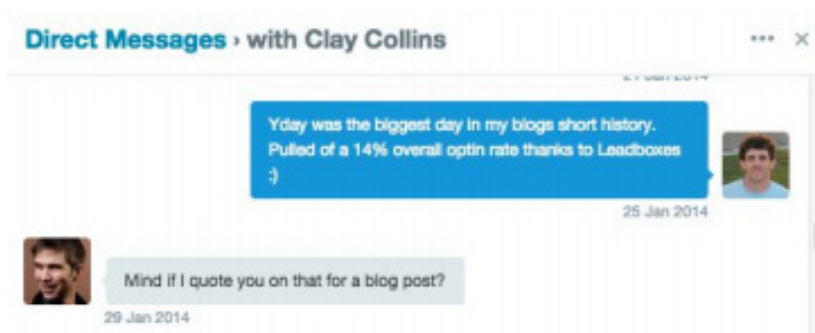
Share your results.

This is the fun part. This is where you get to brag on yourself and on them for helping you.

Here is an example of a short conversation I had with Clay Collins (the owner of LeadPages).

After this conversation, my website was featured in numerous blog posts and 100s of webinars LeadPages put on in 2014.

It also helped me land a guest post later that year that directly added 500 subscribers to my list.



Whether you are just starting out or are a little further along, the testimonial hack is a great way to get free traffic and grow your list as a result.

Of course, there is a lot more to growing a list than just this one strategy.

Once you've used the testimonial hack, there are still questions like:

1. How do I turn my traffic into email subscribers?
2. How do I get a constant stream of new people to my site?
3. How do I actually make money from my list?

If you want answers to these questions and are ready to be taken by the hand and shown the exact process, I can help.

I've just put the finishing touches on a brand-new course that will walk you through a proven step-by-step system for creating a powerful and profitable email list. It's called Get 10,000 Subscribers.

It will be available to purchase on Tuesday, April 28th at 10:00 a.m. CST. I'll be sending more details as well as a behind-the-scenes walkthrough of the course on Monday morning.

So stay tuned!

Talk Monday.

-Bryan

PS: Your action items for today are:

- Action Item #1: Brainstorm one website you could use the testimonial hack on.
- Action Item #2: Hit reply and tell me who you are thinking of targeting and why.
- Action Item #3: Use the template above to write out your testimonial.

All right. That's it for today.

Get to work! :)

SUBJ: GET 10,000 SUBSCRIBERS (ONE MORE ACTION ITEM)

Three years ago I created my first product.

An iPhone app.

One of the deepest levels of satisfaction that you can experience is creating something from scratch, then releasing it to the wild and seeing other people use it and enjoy it.

It's amazing.

But, guess how much money I made from that app?

\$0

Ha!

In fact, I LOST \$1,385 on it.

My goal when I created it was to generate enough money to quit my day job. My boss and I did not get along. Business was slow. And I was burned out.

I needed a change.

Losing \$1,000 sucked.

Now, fast-forward 8 months.

I was prepping to launch my next app. Only this time I was extremely confident I would make money from it.

Why?

This time I wasn't just pressing publish and crossing my fingers that people would magically show up to buy it.

This time I had put together a list of people who were eagerly waiting the release of the product.

People who had their money in hand, standing at my door and waiting for me to tell them to come in.

The day that I released it, I added 500 customers at \$10 per month.

How?

I sent one email to my list.

Launching a product with a list



How do you build an email list?

In the 8 months between launching my first and second app, I did everything I could to figure out how NOT to lose money again.

What I discovered was this...

The quickest and most risk-free way to create a product or service that people will buy is to FIRST build a list of people who want it.

Then the selling process is very basic. Simply send an email with a link to buy.

But how do you create that list?

It took me years to answer that question. Now I'm really good at it.

In 2014 I started the Videofruit blog, and within 10 months built an email list of 10,000 subscribers.

Then I started documenting my system by walking a handful of coaching clients through that process with their own businesses.

I've now consolidated that entire system into one easy-to-follow course.

It's called Get 10,000 Subscribers.

(Clever name, right?)

I've found that reaching 10,000 subscribers is a HUGE tipping point in your business.

At 10,000 subscribers my students and I have been able to...

- Create a coaching program that sells out within 2 hours (and charge \$500 per hour for their time).
- Create a software product and generate \$5,000 of monthly recurring revenue (24 hours after launching).
- Create a training course and sell \$25,000 worth in 96 hours

If you want to do the same thing, keep reading...

Get 10,000 Subscribers is my entire step-by-step system for building a powerful and profitable email list.

- It will show you how to go from 0 subscribers to 10,000 in 10 months.
- It will teach you how to create a product for your list and launch that product.
- It will keep you accountable and help push you through the four major plateaus that every platform builder faces.
- It will teach you how to write guest posts that generate 200+ subscribers.
- You will learn how to create marketing giveaways that add over 2,000 subscribers to your list.
- You will learn the exact framework I use to write blog posts that generate 100-300 new subscribers every time I press publish.
- You will learn the traffic generation strategy I use to get 1000s of new readers for old and new content on my blog.
- You will get unlimited one-on-one consulting with me.
- You will get access to a private community full of other people growing their lists.
- You will get regular group Q&A sessions with the entire community.
- You will get a 15-minute face-to-face kickoff call with me. (via Skype)
- You will get access to advanced list-building workshops with Andrew Warner, John Lee Dumas and others.

If you know you need to build a list, but feel lost when it comes to what you actually need to do, this course is the perfect fit.

It is like a college class. There is a syllabus. An order to the program. Assignments. Interaction. Examples. Templates.

Literally everything you need.

This isn't just a bunch of tactics or blog posts strung together. It's a system to create an email list that will give you freedom.

How can you enroll in the course?

Tomorrow (Tuesday, April 28th) at 10:00 am CST, the course will be opened for enrollment.

Enrollment is open for 7 days.

Since every student has personal interaction with me, there are a limited number of spots for the spring semester.

Normally you have to pay \$500 per month (with a 6-month minimum commitment) for access to me and this material.

However, tomorrow you'll be able to get access for a fraction of the price. (There are even a few payment plans for those who might be a bit more cash-strapped.)

Tomorrow morning I'll be emailing you a link with more details and instructions on how to enroll.

So keep an eye out for that.

-Bryan

PS: Today's action items:

- Action Item #1: Write down what would be different in your life and business if you had a list of 10,000 subscribers.

- Action Item #2: Hit reply and tell me what you would DO tomorrow if you woke up and had 10,000 subscribers on your list.

Example: "I would write the book I've always wanted to write and send an email to my list to pre-sell 100 copies."

Take 15 minutes. Dream about what it would be like. Then hit reply and share it with me.

PPS: Be looking out for tomorrow's email with more details on the course and enrollment info.