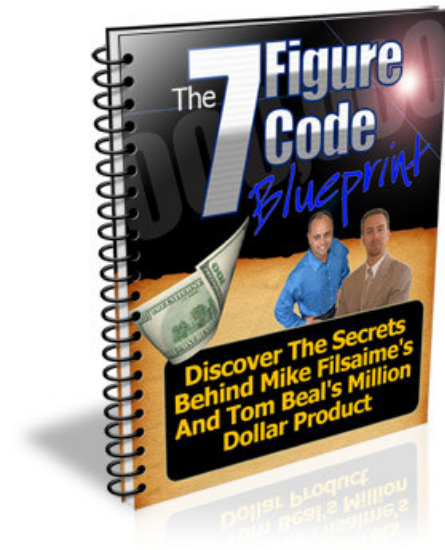


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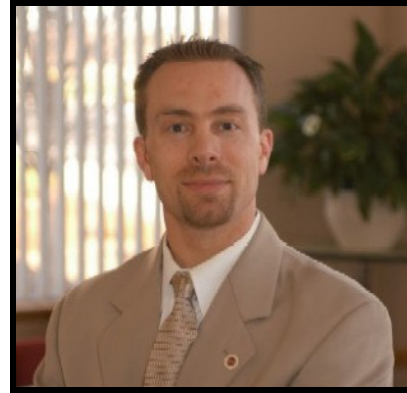
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Mike Filsaime



Jeff Dedrick



Tom Beal

**During this call you will be learning details on Mike and Tom's successful launch. You can go check out the re-launch of their successful product here:**  
<http://www.Seven-Figure-Secrets.com>

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### **Jeff Dedrick Interviews**

**Mike Filsaime and Tom Beal**

### **THE SEVEN FIGURE CODE BLUEPRINT**

**Jeff:** Well, this is Jeff Dedrick with “Hidden Sales Project.com” and it's my pleasure to have Mike Filsaime on the line right now. And are we going to also be able to have Tom on the line or is he off doing other stuff?

**Mike:** No. Tom should be available for comments. I'll let him answer that. But he is available as we speak to chime in and offer additional content for us.

**Tom:** Right. I'm just here in the background. I'll be here if needed.

**Jeff:** Alright. Great. Well, this is going to be a great call because of the reason that I got these guys on the line, and one thing that we're going to have to watch is we're pretty good friends and typically our conversations aren't the cleanest. So we're really going to have to concentrate ourselves.

**Mike:** I'll be on my best behavior. I promise.

**Jeff:** The reason I got these guys on the line is because I witnessed something earlier this year. I was a member at one of their events and I was able to watch everything kind of unfold.

And within the span of, oh, I don't know what it was, five months later they rolled out one of the most successful launches of this year with the 7 Figure Code. It was a product that I believe was it July 7<sup>th</sup> that you launched at around midnight? We were talking about that. Is that it, Mike?

**Mike:** It was at exactly, on July 6<sup>th</sup> you could say, at 11:59 and 59 seconds p.m. So as soon as the clock struck midnight on July 7<sup>th</sup> we started that promotion.

**Jeff:** Well, yes, and it was, like I said. It was one of the more successful promotions of the year. And the main thing that Mike's going to be talking about, or Mike and Tom is they're going to be talking about not only the hidden sales that they used from that original product earlier in the year, but I also want to get into the psychology.

Because they had a game plan to that launch and it was, unbelievable. I know some of the stuff kind of behind the scenes but I know there's a lot of stuff that I don't even know. I'll be asking you a lot of questions on not only how did you come up with the whole process and the product but how did you get your affiliates excited, specific things on the launch itself. So we're going to be getting into some really good content here.

Hey, Mike? Why don't we start off with, "When did you guys first come up with this product idea? How far in advance from the launch were you guys first talking about this?"

**Mike:** Okay, well, you know we'll probably talk about it later in there, what the strategy is. But what we like to do is this. There is a proven strategy. J. Abraham's been doing it. Dan Kennedy is doing it. Gary Halbert's done it.

And what the strategy is, is after you've built a brand or if you can associate yourself with people that have built a brand, what you do is you create a seminar. Now what's important to understand is it's not really as important how many people show up at the seminar, rather what's important is who attends the seminar and what the price of the seminar is.

And finally that you provide in your heart and in your attendees' admission, when they admit it to you, that they would have paid three times the price for the information. So we have to understand that we must know that the information that we provide has to be the key.

You have to deliver what you promise. And in fact, always deliberately have some things that you don't put on the sales page that you know you're going to do at the event to over deliver.

You know we call them critical nonessentials and that's like having a magician show up or a comedian show up or a foosball table, or giving a meal that they didn't expect, or having nice photographers around so that they could get photographs taken for their Web site, all these critical nonessentials that they are like, "Wow! This is like an expo almost. It's fun. It's exciting," as well as all the learning that you promised. So the key is at this point to create a price somewhere in the neighborhood of \$2,500 to \$5,000.

J. Abraham used to do them for \$25,000. So what J. Abraham would do is would make a seminar worth \$25,000 where he would say, "You pay me \$5,000 up front and you can break that up into 3 payments. And then you pay me the other \$20,000 once you implement my strategies, you pay me 10% of your profits until you pay off the \$20,000."

Or as John Childers says, "Come to my \$6,000 seminar and it's really a \$25,000 seminar. You pay me \$6,000 to come and you pay me \$19,000 as you start your success. You pay me based on a percentage of your profits." So what that does is it allows you to create content and put a value on it of \$25,000.

In our case we made The 7 Figure Code a \$5,000 event. And the other thing I said is, "It's important who attended there." So there's nothing wrong with inviting a John Reese or a Jeff Dedrick or any other expert in the industry to be on hand as a VIP guest to help the people mingle and network and everything like that. Because then they also provide you testimonials and the footage that you can put on the sales page.

And now what you have later is a product that you could position as, “I’m going to give you everything that was in the \$5,000 workshop in a recorded version for only \$497, \$997, or whatever the price is you’re asking.” So the important thing to do is to remember to first do the workshop for high value at a larger price, then in contrast the DVD home study course will look as if, “This is an incredible deal.”

If you notice that exact thing is going on right now with Evan Pagan with [www.GetAltitude.com](http://www.GetAltitude.com), right? He did a seminar for \$10,000, got industry experts there as well like Joe Polish. Then he shows a room full of maybe 70 to 100 people whatever it was, on the sales page.

And then he can show that as, “These people paid \$10,000 and I’m going to give you this same exact information recorded every single session from start to finish for only \$1,497.” So it’s just a great strategy.

To answer your question when you say, “When did Tom and I first get this,” we understood the strategy first. It wasn’t just, “Hey, let’s just do a seminar. And what are we going to do the seminar on? Hey, now we’ve got content. We should sell it.” We necessarily didn’t have the name The 7 Figure Code, but we knew we were going to follow this model. We didn’t know exactly when we would launch. All those things just came later.

So what happened was Tom and I were talking right around about a month before we released The Death Of Internet Marketing back in I think October of 2006. And we said, “We want to do a seminar but we want to do something different that’s never been done before.”

So our topic was on the foundation and the principles of a 7 Figure Business. And we still believe to this day you don’t worry about a 7 Figure Business when you have a six figure business. You start thinking about a seven-figure business from day one. Like we said on the sales letter, you can’t design a business to make \$3,000 a month.

So it’s great for you to say, “I’d be happy if I only had \$3,000 a month. You can design something that says, “Let me provide that value to the world. We’re going to make \$3,000 a month. If you are providing value, you will make more.”

And so we wanted people to understand that you don't have to think that you're going to have a seven-figure business, you may never have a seven-figure business. But it's important to know the foundations of a seven-figure business because that will help you in a \$3,000 a month, a \$5,000 a month and a \$10,000 a month business.

So Tom and I said, "Let's do a no-sell workshop. It's not a seminar where we're going to invite speakers and we're all going to sell at the end and we're going to have 15 different people. We'll do two thirds of the content and then we're going to bring in other experts where they're going to show how they learned their seven-figure business as well and there will be no selling. Then we'll package those recordings and then we'll later sell them.

And so I would say that sometime in September of 2006 was when we got the idea. We did the seminar in February of 2007 and we launched the DVD five months later, March, April, May, June, July. Five months later, in 2007, we launched The 7 Figure Code.

**Jeff:** So you launched that product and was it the \$497 price point to start with?

**Mike:** The introductory price was \$497 plus shipping and handling.

**Jeff:** Okay. Now you also had an upsell on that. Did you want to explain that to the people?

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**Mike:** Well, you know content is the most important thing that you can do. Like right now, Jeff, you are recording this. Correct?

**Jeff:** Correct.

**Mike:** Okay. It would just be foolish to have this type of information and not record it. So what we want you to know is that anytime you do

anything, record it or put it into other forms of information. Like for instance, Tom and I can let you know that we're actually working on a project called The 7 Figure Secrets.

What we're doing is we're taking all the information from The 7 Figure Code and we've mind mapped it and we're having all the transcripts rewritten into a logical book, actually written. And then we're going to take parts of the Power Point slides and bleed them in between with the mind maps and all that type of stuff and we're going to create a front end for our back end product.

That's probably going to sell on ClickBank for \$97. So I'm getting off track. There was a reason for that but I did forget the question. So if you could turn me back on track.

**Jeff:** Yeah, you did the upsell at seminar.

**Mike:** Yeah. So the key is that any opportunity you find to create content, take it. Because you can never have too much good bonus material to use somewhere else.

So we were at the event and Tom came up with the idea, "Hey, why don't we hire Dan?" Dan Dennis, was that his name? "Why don't we hire Dan to come in and just set up?" We got a separate room as a studio and he put the umbrella lights and the track lighting and a camera up.

We had Sky Mangram who used to work with us and Tom did a couple of interviews. And what we did is we took other millionaires that were in the room whether they paid or they were VIPs and we brought them back.

I think there were 15 people that went for about a half hour and we picked their brains and asked them specific questions about their seven-figure business. And all of those had like these bullets that you didn't even find in the room.

So we were now able to create a \$297 product as an upsell. So here's the 7 Figure Code and after you buy it it's, "Hey, do you want the bonus millionaire interviews? They're about a half hour long of 15 other millionaires that were at the event, some of them underground people you may have never even heard of before, that are going to teach you some additional strategies.

And we closed at 19%. So almost one out of every five people that purchased The 7 Figure Code purchased our upsell which is, in our

opinion, and you talk about Hidden Sales Project, a mandatory part of your process when you're selling something is you should have an upsell.

**Jeff:** That's a great technique. You would have lost a lot of money or left a lot of money on the table when you're talking about 20%. That really paid an additional 60% of the money.

**Mike:** Yeah. Well we did 2,534 units in those 7 days. So that's about 500 units. So that brought in roughly about \$150,000. Is that right, 500 times 300 is about \$150,000?

**Jeff:** Yeah, so that's a good chunk of change.

**Mike:** Five hundred times 1,000, yes, \$150,000. Yeah. So that did very, very well for us.

**Jeff:** Well, can we get into then how you got all the affiliates that you had pushing your product? Could you walk through that process? First, how do you create the buzz for it, some of that you got in the contests, how you pitted people against each other.

I don't know what percent of your sales came from affiliates, but I know they were going crazy at the end of that contest. So maybe walk the people through some of the techniques you used to really create this frenzy among affiliates.

**Mike:** Sure. I'm going to touch upon that. I see Tom getting ready to say something so I'm going to let him start on that and then I'll get in and give some additional feedback on that.

**Tom:** To briefly answer it in the best manner, I feel it goes back to what Mike said, over deliver in the event. I think that the reason we were able to have such a frenzy of affiliates is because we were able to get as many VIPs at the event as possible. Had they not come to the event and witnessed it firsthand, they wouldn't have known or believed the value of the information that was being shared.

So I think it goes all the way back to pre-planning the event to make sure that it was heavily filled with VIPs, knowing that if they were there and they saw the information, they'd be more willing to promote it, stand behind it, put together great packages, put together extra bonuses. And that, I think was the key.

Once the event was over, the buzz began already. So they didn't even know, obviously they probably foresaw that there would be a home study course coming of it and most of the VIPs knew that I could do that, but they didn't know when.

But the buzz happened automatically because we over delivered at the event. People just couldn't help but talk about it. And then you have that much social proof in the marketplace from these figures who are blogging about it, writing articles about it, and giving trainings on it, and talking about the testimonials that came from each of those avenues, and e-mails to their lists.

The lists were like, "What the heck was this? How come I didn't hear about it? Or maybe I did but I didn't want to invest \$5,000 in it. I couldn't invest \$5,000 but I hear there's a package coming soon."

And the anticipation builds up to leading into the next logical step which is contacting those VIPs and saying, "Hey, we're getting ready to launch it. It's going to be called The 7 Figure Code. Here's the JV sign-up page," and getting them excited. And then once they began promoting it, everybody else jumped on board as well.

And then we used several strategies with the JV blog to really create a frenzy. We were giving them a lot of analogies like, "The starting gate just opened and so and so took off on a huge lead but someone's right behind them. Who's going to stay ahead? Who's coming up? And who's going to win the great prizes?"

And Mike touched upon the power of the awesome prizes that we had for the JV partners as well. We really knew that it was going to be a successful launch. We didn't really know it would get as many units moved in that short period of time as it did, but we knew it would be successful.

So with the value that was at the event and was captured in the video in I-format, then the production that we were able to put together with an awesome in house person, Mike Merz, we just knew that the product was rock solid.

So we stood behind that with some great promotional materials for people who were top JV partners, and the Rolex for number one, widescreen TVs, trips on a cruise. So we really step it up. We had fun with a little video too to preview when the JVs...

**Jeff:**

They can still see that.

**Mike:**

You can go, and this is not a public page, but you guys on this call we certainly want to let you learn from it. And you should bookmark this page. Go to [www.The7FigureCode.com/thejvblog](http://www.The7FigureCode.com/thejvblog). And if you scroll down to the bottom there will be a link that says next page.

I think you might have to do that once or twice and I think the second blog post is a video that shows Tom and I pulling up and having some fun with our affiliates saying, “The first place winner is going to win my brand new Corvette VO6 and the second place winner is going to win Tom’s Accura and then we said, “Not.”

[Laughter]

And then we said, “Come on inside. We’re going to show you the prizes.” The other thing that Tom touched upon, one principle in that is the law of reciprocity. It’s that if you invite these VIP members, it’s all like part of a master plan, if you invite these master JV partners to the event, or you get the product in their hands, or both, then the law of reciprocity comes in.

They’re like, “Wow, they let me come to this \$5,000 event. They let me learn from them for free. I really like the information. I’m going to turn around and help them promote the product.

So if it’s not an event, the advice would be to make sure that you get your product in the hands of your JV partners and your affiliates ahead of time so that they can actually learn from it and profit from it and have heartfelt testimonials about their results and the quality of the production and everything like that.

But, how did we build the buzz? That’s how we got our JV partners. But a couple of other things that are important, Jeff. And Jeff Walker and I disagree on this. But we both agree on each other’s points.

My thing is to pick a date, claim stake, mark your territory very, very quickly, and state that like two or three months early. Like we’re launching on this date and then e-mail it out to your list. We sent an e-mail out to our list 90 days early stating that we were launching on 7/7/07.

Within one day we got an e-mail from Mark Joiner stating, “Oh, I was going to use that date. I guess I’ll move.” We got an e-mail from Joel Comm and we got an e-mail from somebody else that, “I

was going to launch on that date.” Who was that? John Reese, that’s right, yeah originally for [www.Income.com](http://www.Income.com) but that got pushed off the blog in a rush so that was never an issue, luckily.

So what was good about that is a couple of people, because it was 7/7/07, looked at the date. So next year I would think that August 8, 08 would be good. It's a good number in the Asian community. It would probably be a good day to launch.

So Tom’s already going to namecheap.com right now. He’s being devious.

[Laughter]

But the bottom line is that there are other people that are thinking like you. So you don’t want to announce three weeks before that you're launching because then everybody else has been planning the same type of thing.

So we like to really block out that date on everybody’s calendar by e-mailing and letting them know that something big is coming. The community is going to stand still for a week and that lets everybody know, “Alright, well this guy is doing it this week so I'd better go the week before or the week after.”

Or what ends up happening is somebody says, “So when are you launching?” “Oh, I'm going to launch on September 4<sup>th</sup>.” And they say, “September 4<sup>th</sup>? You might want to move that.” “Why?”

Because I just spoke with Jeff Dedrick and he’s rallying a lot of affiliates and he’s working with Harris Fellman and they're launching on September 4<sup>th</sup>. “Oh, alright. Thanks for letting me know. I'll move to the eleventh.”

So you want to be the person that everybody knows has to move around you. I think that’s the key. Now again, the reason why Jeff Walker doesn’t agree with that is because many launches sometimes get moved off.

And if your affiliates are ready for you on July 7<sup>th</sup> and you're not ready and you’ve got to move them to July 14<sup>th</sup> they may say, “Dude, man I locked that out for you, but I've already committed to so and so for the 14<sup>th</sup>. So I'm not going to be able to help.” So my point then is stick to your date. Stick to your date.

Many times people don't, but my thing is to stick to your launch date come hell or high water.

**Tom:** And it wasn't easy for us to do that. Mike was traveling like crazy. I was traveling like crazy.

And even one of the top figures we just mentioned, John Reese was on the phone like, "Dude? There's no way you can get all this stuff done in that amount of time. You need to push back the date. The dates good, but you need to push it."

And we said, "Yeah, we appreciate that. We probably should. But we're going to stick with it. It just fits too well." And we did and it worked.

**Mike:** Yeah, I mean we launched the site and I was still writing the bullets for the DVDs and the site launched and DVDs nine, ten, 11 and 12 said, "Insert bullets here. Insert bullets here." And we had so much traffic to the site that while I was still working on it, when I was done five minutes later, I couldn't get a connection to the site for three hours.

Everybody was e-mailing us and instant messaging us and calling us saying, "Do you know your sale page says, 'Insert bullets here?'" And I was like, "Duh! Of course I know. We wouldn't let that happen on purpose."

So just getting back to a couple of things there, I think the date is very, very important. And then finally what we did is this was a little bit sneaky and it had to be done this way because I was traveling for three weeks in Australia and I actually didn't have the time to do the full pre-launch that I wanted.

Butterfly Marketing, the pre-launch was for 34 days. For the 7 Figure Code it was 12 days. There was a 12 day pre-launch from the time that we announced that we are in pre-launch to the time that we went. And the reason was we were just trying to get production done.

I would have thought I wanted to go for 30 days, but in hindsight people were already starting to say, "Enough already. Can't they just launch the product? Why with all this hype and everything?" Because we did a good job creating buzz.

So here's what we did. We were in a dilemma that we weren't able to start rallying our affiliates until 12 days before we were getting

ready. So I actually sent an e-mail out to my entire list, and the e-mail said, "It's official. On 7/7/07 we are going to be launching our biggest home study course that we've ever done. It will be one of the biggest launches to date in Internet Marketing history."

And then what we said was, and I was laughing because I remember what we did here. And I said, "I can't tell you anything about it, but tomorrow you will hear about it from my affiliates. I'm going to let my affiliates announce it."

"In fact, I have personally hand picked and hand selected what I feel to be the top Internet marketers out there. So you can rest assured if you hear from someone, they are somebody that I believe in as a top Internet marketer in this industry. So look out for them. They've already signed up for the program. They're going to be telling you about it. Blah, blah, blah, blah."

The truth was, I hadn't told anybody and then I hit the Submit button. Two minutes later we're getting IMs and phone calls. "Dude, you forgot to tell me. Am I not invited? I thought I was a friend."

"I just searched my Gmail. I can't find anything that I have gotten from you on this." So that was a classic take away. You know it's kind of like everybody is being invited to a wedding except for you and it's like, "She was invited in the office?"

"Yeah." "He doesn't even like her. And he invited Tom and he invited Joe and Susie?" "Yeah, they're all invited." "And he didn't invite me?" And then you say to them, "Yeah, but you wouldn't even want to go." "Yeah, but now I want to go because I wasn't invited."

So it becomes that type of thing that people want what they can't have. And when they think that everybody else was invited and they weren't invited, they reached out to us and said, "Hey, how do I get a link?"

And we're like, "Oh, here you go. Sorry about that. You know we were going to be contacting people as well in the next 24 hours. We didn't want to hurt anybody's feeling or anything."

The truth was we ended up getting everybody coming to us with that little strategy that we used. I don't know if necessarily we would do it again but it is a good strategy and I like to talk about it.

**Tom:** Leading up to that you obviously have to be out there known in the industry to pull off something like that. So the relationships are really key as well. In order for us to put those VIPs in the room, you've got to have those relationships with the people which happens by going to live events, which happened initially by going to live events as attendees and then Mike being up on stage giving seminars and training people about the Butterfly Marketing techniques and I5Gold coaching mentoring program, all that fun stuff.

**Mike:** Yeah, getting out to the events is really, really the key thing. You take a look at what Jermaine Griggs said recently with his launch. He didn't go to events very often, but three months before his launch, he went to every single event that was out there.

He went to Russell Brunson's. He went to ours in San Francisco. He was at Yanik's Underground event and he got to speak to people. He was at a couple of other events, JV Alert Live.

And next thing you know, I'm hearing everybody talking about Jermaine Griggs, I'm seeing everybody with videos and pictures of Jermaine Griggs and look at this. He knows Russell Brunson.

He knows this person and he knows that person because he was strategic in the fact that, "Hey, if I'm going to get out there in the marketplace, I need to let people know I'm a real guy and just to go out there and not to create JV partners, but to create friends."

Because the truth is, friends will do anything for you. If you create a good product, they'll be there to help you. Because I think, Jeff, you know the last thing you need right now is another product to promote, right?

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**Mike:** Right. You know, it's not like you wake up everyday and say, "What can I e-mail my list today?" In fact it's always, "I don't

know. I mean I've committed to Alex Mandossian already and I'm still trying to work on my own products.

So I don't think that our community always understands that. Sometimes it's like, "Oh, they're always promoting. What it is, is we do have friends that create great products that we'd like to share with our members."

**Tom:**

Yeah, you definitely get to a point where you'll look at your calendar and as you mentioned about blocking off stuff, I've got a big calendar on my wall. I'll write somebody in. First obviously we want to check out the product and look at it, make sure it's good.

But you originally write that person in. Then all of a sudden later you might have two, three, four more people contact you on that same date. And unfortunately you can't say yes to everyone. You tend to usually go with the people you've met, the people that you know.

Everyone always says you've got to be in the inner circle. Well, it's not so much there. There might be some truth to that, but it ultimately comes down to that you want to help out the people that have maybe helped you in the past or people you've met at seminars or people you've met somehow online and it's just kind of a natural thing.

So yeah, when you guys pull off that reciprocity for your seminar, giving those JV partners, those VIP partners, getting them in for free or at a reduced price, I'll have to say that it had to have been the most powerful group of marketers I've ever seen at a seminar ever. I don't know how you guys feel.

**Mike:**

Yeah, we were blown away by the attendees. And Marlon Sanders would have been the cherry on top, but his plane like lost an engine halfway there and the oxygen masks came down. And they had to turn around and go back to the airport. He got so scared he went home. That was the only one that was missing.

[Laughter]

A couple of other people couldn't make it as well, but we had some really, really cool people there. And it just made for great footage and testimonials and credibility.

And for the attendees, when the attendees see these people and they see like Armando Montelongo from A & E's [Flip This House](#)

sitting there with a straight face, a pen in his hand, and writing down notes and taking notes, and then later going out and applying these techniques in his business, it blew us away. I mean it just totally blew us away that we reached out and had all these people in there.

And then you take a look at like Jeff Walker was there and there were a couple of other people like Frank Garon. And the reason I'm typically bringing up these names is because they said that people wanted to talk to them and they were like, "No, I've got to get back in the room because I want to learn this stuff."

Like Frank Garon said he hasn't been to a seminar in the last three years where he's in the room for every speaker taking notes and saying, "I'm going to go apply this because this will work. This will work. This will work."

Everything was like, we broke down our business. So it was really cool to see that we had these people actually in the room and taking notes and then later going and applying it and then calling us and saying, "We applied this technique that you guys spoke of and we've gotten this result," and it just truly, truly helped for the launch when we had those people heartfelt promoting the product.

**Jeff:** Now you touched on this earlier. Could you expand on your future plans? You touched on how you were going to take some of the content out, create a front end product, and then the back end I assume is going to be the full price DVD set. Would you kind of want to get into the details on that a little more?

**Mike:** Yeah. This is a great, great strategy. We kind of stumbled upon it but then other people started talking about it. And then we've actually checked it out and it has been done before.

And you know we teach that front end products lead to back end offers. And I think what everybody tried to do is they would look at their marketing funnel, right? And then they would say, "Okay."

It starts with an e-book or software. Then it goes to multi-media where I offer CD-ROMs and then I can go to maybe a DVD and then I've got home study. And then I've got a coaching program. And then I have a platinum program or a one on one coaching program. And I can bring that all the way up from \$47 and I've got this funnel that I can back people to all the way to \$4,000 or \$5,000.

Now what we think is the better thing to do is not create the front end product and then later go and say, “How can I make this better? How can I keep building on this and start building back end products?”

What we recommend people do is create the back end product first. And then after you have the back end product, you make light versions of the back end product and use that as the front end to sell the back end.

So if you take a look at like what Frank Kern just did, he just did this seminar or this coaching program called Mass Control. So what he does is it's almost like getting paid to create your content. He could have done the videos live, I mean by himself, but what he does is he does it in a training format.

And then people pay a higher price and then what he gets to do from there...I see you chuckling, Tom. If you're talking to Jeff you're both in trouble. I'm telling you right now.

[Laughter]

**Tom:** We're instant messenger guys.

**Mike:** What Frank does is he takes this information and now that he has people that maybe pay, I don't know what it was, maybe \$5,000 or \$10,000, whatever it is, to get into his coaching program, he then uses that to create the product. He then goes and he'll sell that product for let's say \$497 or \$997 instead of \$5,000 and it's the recordings.

And then he can later go and create a Mass Control e-book where he can take a summary of everything and sell it for \$47 on ClickBank. Then when they buy it he can say, “Hey, I have a home study course that sells for \$1,597. In fact, you may remember last year we sold 1,000 units in 36 hours.

“Well, since you've just purchased my e-book for \$47 and you've shown an interest in Mass Control, what I'm going to do is I'm going to give you a five times discount on that \$47 you just paid. I'm going to give you up to \$500 off my home study course, normally \$1,497. You can buy it now for \$997 at this one time offer special since you've shown interest in the Mass Control psychology.”

So what ends up happening is we recommend creating the bigger product first and then finding something that you could break down out of it to create your front end product. So what we're doing with the 7 Figure Code is we have the home study course which is a DVD home study course with printed transcripts and the Power Point slides of every presenter.

We paid someone to go through the entire 7 Figure Code and create a mind map of every single DVD. So it will show if we were talking about taxes or we were talking about product creation or time management or hiring employees. Now you get these awesome mind maps. I mean these things are just awesome.

Then we hire somebody to take all the transcripts and then read them and say, "Okay, how would this look if it was a book?" and write it in chapters then and then put it in more of a sequential order and now we have The 7 Figure Secrets with these mind maps and we also have the Power Point slides that can be popped in there as well, usually with some good flowcharts and things like that.

And now we're going to take that and what we'll probably do is raise the price of the 7 Figure Code because right now we're selling about ten a month, maybe a little more, maybe about twelve to fifteen a month. But what we do now is we raise the price to \$1,497 and that is a contrast point.

And now that we create the front end we say, "Hey, you can get this \$1,497 course," and create a charter price or whatever we want to call it of \$797 or \$697 or \$897 or \$997, whatever the case is.

So when you have a price comparison you have to have a price comparison when you do a one time offer. It's crucial. That's a big mistake a lot of people don't do. They never show they're selling higher somewhere else. Otherwise what's the incentive to buy it now?

You don't want people thinking, "If you don't buy it now you can never get it again." What you want people to think is that if you don't buy it now you'll pay more later. That's a very important thing in a one-time-offer.

What we try to do is now create that front end, so now if we can sell 15 or 20 e-books a day, now you can get a 10% conversion where you can do 1.5 to 2 sales per day of the home study course

on autopilot for years to come—where you can sell two to three courses a day by creating a front end for it.

**Jeff:** You did something similar like that with your Butterfly Marketing script where you would raise the price up about \$1,500. Then you did the ClickBank. Was it a \$97 offer?

**Mike:** Ninety-seven dollar product for ClickBank and we gave the affiliates a 70% commission just because we wanted affiliates pushing the front end product. We actually paid more on the front end and didn't pay on the back end. We could have paid 50/50 on each.

What we did, being that we had hard costs, we were drastically reducing the price of the home study course, we gave the affiliates the majority of the money on the front end.

And what we did is again, what was Butterfly Marketing? It was a back end type of product. It was a home study course. But what we did is we said, "Well, Butterfly Marketing is software and an e-book and five bonus interviews and three bonus reports."

Let's just take the principles themselves and take what we sent people in a spiral-bound binder in the mail with the software and convert the Butterfly Marketing manuscript hardcover into an e-book and just sell the principles and show case studies of people that read the manuscript but didn't use the software and had great results in their business and use those case studies as, "Hey, you don't necessarily have to have the software for Butterfly Marketing. Here are some great principles."

But then after they bought it we said, "Hey, as you know if you get so excited about this after you read this, I believe that you're going to want to go out and buy Butterfly Marketing for \$1,497 when you realize how powerful this is. But instead of that, what we're going to do is I'm going to give it to you for the price that it originally went out on the market for, for only \$997.

But since you just paid for the manuscript, I'm going to also take that hundred dollars off and I'm going to give it to you for the lowest price it has ever been offered on the Internet for \$897. But this is a one-time-offer."

Then if they actually said no to that, we actually had a downsell that said, "Okay, how about we don't ship the course to you, but I give you the entire course right now in a digital version where I'll

give you instant access to the software instead of shipping it. And I'll give you the download of the two DVDs, 5 mp3 recordings and the bonus reports instantly. Since I don't have to ship anything to you, I can give you the digital version for \$497.

So that was our downsell and one out of every five people that purchased the manuscript purchased one of those offers. So for every \$97 sale that was made, we averaged almost \$700 total profit minus the \$50 it costs to ship. So we averaged about \$675 on every sale that was made for \$97.

We made \$675 divided by five, because it was one in five, \$135 net profit for every sale that we made on the manuscript, we made an additional \$135 on the back end.

**Tom:** Which is important to go into the math, like Mike said, because we gave away 70% of the initial \$97. So we gave away most of that up front \$97 initial investment, but \$130 on average was the per profit of each of those \$97 sales. So it worked out very advantageously.

**Jeff:** Plus you guys had the full affiliate contest for the book if I remember right. It was a seven day contest and I think you sold something like 6,000 of those things on ClickBank. Are those numbers correct?

**Mike:** I don't remember. I don't know if it was 6,000. It could have been 4,500. It may have gone over 5,000. It's on my blog way back there in the month of August at [www.MikeFilsaime.com](http://www.MikeFilsaime.com).

But I do know this. I know that we grossed, our own business kept the profits, for about \$325,000 after 24 hours. Selling a \$97 e-book where you're giving away 70% commission, we made ourselves a total of \$325,000 all profit, all in the bank, and that's after affiliates got paid.

**Jeff:** And if you did not have that back end at all, what would your profits have been?

**Mike:** Oh, let's see. We made \$135 on the back end so I think it was like \$22 on the front end. Let's see. It would have been \$325. We would have made about \$54,000.

**Jeff:** So obviously very important for everyone listening. Mike just pointed out the difference between having a front end offer, even though it was successful, but the difference between that and the total sales brought in because of the back end is unbelievable.

And I think I heard these numbers in the past, Mike, one time when we were talking. Could you break down the difference? What percent, you mentioned one in five, 20% went for one of those up-sells. How many actually went for the full price and how many went for the downsell because many people have an offer-

**Mike:** Eleven and nine, 11% went for the \$897 offer and 9% went for the downsell. And obviously less people are going to get to see the downsell because already there are one in ten purchasing the upsell, the one-time-offer and never see the downsell.

So it's not that the downsell is actually selling worse than the upsell. It's that some of them don't seem to be leading them to. But let's put it this way. A hundred people come to the site. A hundred people actually buy the product at ClickBank for \$97.

Out of those hundred people, 11 paid us \$897. Nine of them paid us, actually it was ten. It was 11 and ten. It was 21% percent actual conversion. Eleven paid \$897. Ten of them paid \$497. So in that scenario out of every 100 people, 21 people made a purchase, 11 at \$897, 10 at \$497.

**Jeff:** Yeah, those numbers are totally unbelievable. When I first heard that I was just shocked.

**Mike:** Yeah. That's a 20% conversion and for an average ticket of about \$700.

**Jeff:** And I think part of it is that because the customer already has their wallet out and they have just purchased, they are more inclined to turn around and buy again. I know a lot of people I have talked to or that have e-mailed, they seem like they're hesitant.

They want to make the sale but then they're like, "Well, I don't want to hit them with an offer again too soon." Obviously the philosophy is you give them an offer right away that's targeted and they're more than likely going to purchase it.

**Mike:** Jeff, I was in the car business for fourteen years. And I'm not trying to say this like, "I was in the car business for 14 years and let me explain to you..."

I'm trying to tell you like what I witnessed and what I witnessed was a guy that was very, very difficult to deal with and you would

be talking to him and you'd be like, "So, if we could save you that extra \$50 dollars could we put the deal together for you today?"

And he was like, "Let me explain something to you, son. I said \$200. If your manager comes back at \$199 I'm walking out of here and I'm not coming back. I'm going to go buy the Infinity."

And you'd be telling your boss, "Hey, this guy is just not budging." Then he'd be looking at his watch going, "You know what? I don't even have time for this anymore." It's like the guy is tough.

And you know what happens? When you finally put the deal together it was like, "Whew!" He would sit back in his chair. He would pick up his three year old. He put her on his knee.

He'd grab her by the hand and look her in the face and say, "Daddy just bought you a car. That's right. Yep. We're going to put the seat in there." And it's like, "Hey, is there a McDonald's around here?"

And then all of a sudden you see the guy like Austin Powers when he just got out of the cryogenics. He's just like walking around like, "Where's the waiting room?" and the guy was the nicest guy in the world.

Then after that he starts saying, "You see that Forerunner over there? What are those things on the bottom?" "Those are chrome side steps." "Could you put those on for me?" He doesn't even ask you the price.

He is now in what we would call the buying mode. And he'd be like, "You know what else I wanted to get? I wanted to get a pin stripe and the wife was like, 'I don't want a pin stripe.' No. I want to get a pin stripe and let's tint the windows as well.

"And you know what? I also want to put one of those TVs in the back." All of a sudden the guy has separated the pain of the negotiation process and he's now in a buying mode.

And Jeff, have you ever been there? Where you're like in Best Buy and all of a sudden maybe you go in just to do something and all of a sudden you just get in this mode where you're like, "Let's go get that TV." And, "You know what? Let's look at a home theatre."

The next thing you know you go to the sales person and you're like pushing out this huge cart out to your car. Right? Because you bought the home theatre and you're setting it up and you feel good about it. You feel good about it and I don't think anybody says it better than Jeffrey Gitomer.

And what that means is that people love to buy. They hate to be sold. There is nothing wrong with putting offers in front of your customers. We all get a very, very good feeling out of buying.

I mean for goodness sakes, yesterday, Tom, myself, and Mike went to the Apple store. I bought this Apple Desktop with three computers. They fell in love with it. They go back.

They buy Macintoshes and we're buying accessories for our iPhone and we literally got in this mode of, "What else can we buy? Is there anything else we can buy?" because we felt like buying.

So the point is that when you make a sale to your customer, the sales letter was the hard part. The internal conflict was the hard part. Clicking that Order button was the hard part.

All the joy begins when that sales page says, "Press continue to be redirected back to the merchant." Because then they're like, "Yes!" and then you provide them something else, and you're like, "Yeah, let me just make this experience better. I want it all.

"I want the XM stereo system. I want the navigation system," because they made that decision to buy which separated the buying process. Now I'm in the negotiating process. I'm now in a buying process. If you're not putting offers in front of them, you're taking away from their joy.

They want to make more purchases. I think that anybody that says, "I feel kind of funny making another sale after they just made one. They may feel that that should have been included." No.

If that was the case then Toyota would include extended warranties in every one of their cars. They give you a three year warranty. If you want more, then there's an option to go seven years and many people do.

Some people say, "No. I'm only leasing it for two years. I don't need it." Some people say, "I keep my cars for ten years. Too bad

they don't have a ten year warranty because I'd buy it. I'll have to go for the seven."

So never, ever should anybody listening ever feel bad about giving people additional options. The thing to remember is you're just giving them a choice. They can say no. They can say yes. They'll never get upset as long as they're given a choice.

Certainly you don't want to give them 19 upsells in a row where they can't find their download page. But having an upsell and a downsell is a very sound strategy.

**Jeff:**

Yeah, I totally agree with you. With my fitness clubs, some of my workers would feel hesitant after someone purchased a new membership, a two year, whipping out some good money. They would feel bad about trying to then sell them personal training.

And we had to figure out why they did not want to do this. Well, when we turned around and said, "Well, the personal trainer is going to teach them exactly what they need to do. They're going to get them on the road to fitness because just buying a gym membership doesn't mean much if they don't know what they're doing.

So once my employees realized that that personal trainer, they're purchasing a package of personal training sessions, that could mean the difference between total success or not success. And many times if someone was obese, you're talking like life or death type situations.

So once we presented it in those terms, my staff started really selling the personal training because they believed in it already. It was just one of those things that was an easy sell and then they saw the value of it.

But yeah, just like you said, Mike, people that are in that mode to buy, if you're giving them something of value, then go ahead and offer them that.

**Mike:**

And you know what? Those buyers make happier customers. I would guarantee the person that has the personal coaching is happier than the person that just got the gym membership because you know the gym. It's the industry.

The gym membership people, a good percentage of them, the only time they ever use the facility is when they swipe their credit card.

Then they never come again. But the people that get the personal coaching, they have the accountability and they're happy and they're getting the results.

So I think your sales people started realizing, "Hey, this is in the best interest of the customer because at the end of the day, they're getting what they wanted to accomplish when they set out to come to the gym in the first place.

**Tom:** And you mentioned the keywords there of value and belief. If you're providing something of value and you believe in yourself, you believe in your product, you believe in your company, that boosts your initiative in not feeling like you're doing a disservice. You're feeling you're doing your customers a disservice if you don't share with them the upsell options.

Because that's specifically what Mike and you just pointed out, from someone who just buys the gym membership and they swipe the card, they work out once and then they may go three, four, five, months without even attending, they're not feeling so good. But the person who had accountability with the upsell, that personal trainer holding them accountable is getting the better results.

Similarly, if you can provide that in your products with an upsell and a downsell to give them those extra values that you believe strongly can help them from where they are to where they want to be. That's the winning combination, belief in yourself, belief in your product, belief in your service.

**Jeff:** Right. And plus, with those happy customers, they were the ones that tended to refer other members to us. Because they were coming in all the time, we had an option to continue to sell them stuff be it tennis lessons, or be it whatever, different parts of our club. I mean we had everything just like a Web site.

We had everything broken down into add-ons or additional sales or it could be just them simply grabbing a drink or a workout bar on the way out of the club. If they're not coming in the club, then there's no way for us to make more money off of each one of them.

Hey, let's go back to the 7 Figure. I know you guys are busy and our call is wrapping up here. I always like to talk about mistakes because oftentimes you can learn, people can learn from other people's mistakes.

Looking at your total launch from the actual seminar itself, all the way through the launch of the take home study course, what were some of the mistakes that you guys did or what are some of the things that you think you should have done or improved on?

**Mike:** We didn't make any mistakes.

[Laughter]

So it wraps up at 3:30. Thanks. Thanks for coming out folks. No, just kidding.

Seriously, Jeff, we'd probably need another hour to go over the mistakes that we made. So it's been a good six or seven months, or whatever it's been. I forget now. But how many months, Tom? Five?

**Tom:** Four.

[Laughter]

**Mike:** Okay, let me rattle off in no particular order. I'm going to tell you some of the things that come to mind. We did a lot of things right. We did a couple of things wrong.

Number one, my opinion, if you're going to do any type of payment plan, don't use PayPal. PayPal allows the user to go in and cancel their subscription which they can't do with credit cards. So people that are like, "You know, I'm going to go and cancel my subscription. Then I'm going to go to the help desk."

People can't do that with their credit card. So the only way that somebody can cancel their subscription is by going to the help desk and saying, "This isn't working," or, "I didn't get this," or, "I'm not sure," or whatever the case is. But you're too much behind the eight ball.

When I tell you the amount of cancelled subscriptions we got, it was enormous, enormous, probably 15%, maybe more. What happens internationally is people don't get their package, and we were on time.

"I ordered five days ago. Where's my package?" "You live in Japan. You live in New Zealand. You ordered on a Saturday."

“They didn’t get it until a Monday. We didn’t ship it till Tuesday. Today is the fifth day and it’s Wednesday and you just cancelled your subscription.”

“Oh, well I just wanted to make sure that you didn’t charge me again until I was sure that you shipped it.” So that’s one of the things.

The other mistake that we made was not getting a price of the course before we decided to come up with a price that we were going to sell it for. It happened very, very quickly. We were going to sell it just as a DVD course. That’s the way it was going to be.

With nine days to go we get on the phone with John Reese and he says, “You know I think your course is going to rock and I think it's definitely, definitely worth \$497. But can you do anything else?” And we were like, “What?”

“How about this?” And he comes up with this grand plan. If you do that, that will be great and that was like creating mind maps and all that type of stuff and we were like John, we just can't. “It might be worth it. Push the launch off.” We don’t have the time.” He says, “How about transcribing everything?” I was like, “You know, that we can do.”

He was like, “Yeah. Just get all the DVDs over to a transcriptionist.” So we ended up getting that and then we had to get it printed and all that type of nonsense and that’s what made this crunch. However, what we didn’t realize is that our prediction cost for the DVD course was about \$28. By the time we were done with two two-inch binders, two three-inch binders, I'm talking thud factor of the transcripts, our production costs went up to about \$105 a unit.

Now keep this in mind, Jeff. In order for us to ship internationally, because, here’s another mistake we made, was not having gotten fulfillment houses in Australia and the UK and have orders for UK customers go to the UK, Australia customers and New Zealand and Malaysia go to that house, and domestic orders go for US and Canada and Mexico here. Because our final cost was about \$155 to ship a course that heavy, because now that it got heavier to New Zealand, now you take into the fact that you get 3% of your merchant account, right?

So you take \$490. Well we’ve got shipping and handling so let's say we’ve got \$524 minus 3% is \$508. That’s what we got after the

fees. Then we paid our affiliates \$225. That left \$283. And then it cost us \$165 to ship. We only made \$118 per course because 90% of our sales were made by our affiliates.

And now you take into consideration the guy that cancelled his payment but he got the course and our first payment was only \$147 and it cost me \$165 to send it to him. And we collected \$147 on payment one and then I paid an affiliate \$75. So now we're in the hole. So that means I have to sell three products to make \$118 three times just to break even on that one sale.

So we got hurt. We made money. But let me tell you something.

**Tom:** We added a couple of hundred thousand dollars in cost.

**Mike:** Oh, yeah. Let me tell you something. The 7 Figure Code was all about branding. At the end of the day at one point \$5,000,000 in sales, we probably netted, thank goodness for the upsells, because that's where a lot of our profit came in. We probably netted about \$425,000 out of the entire campaign where we were hoping for somewhere around \$700,000 to \$800,000. But it's a learning experience.

**Tom:** Time crunch kicked in there and we even contemplated it because we had already prepped our affiliates saying the price point and things like that, just thinking it was a DVD course. And then when we added the transcripts and the additional shipping cost, we knew there would be a bump, but we didn't anticipate that much. We factored in something that was about half of what it ended up being.

**Mike:** Yeah, and we kept blaming the fulfillment company because they were like, "Are you kidding?" We were like, "We understand. Don't worry about the cost right now," and they were like, "We have no idea what this is going to cost you. We've got to get off the phone now, Mike, if you want this thing ready."

So like we made it difficult for them and then finally when they came back with the price...

**Tom:** It was double our anticipated price.

**Mike:** Yeah! Because we didn't realize how expensive paper is.

**Tom:** Yeah, and to ship that heavy of a product.

**Mike:** And it increased our shipping costs.

**Tom:** We did strategize on it. In retrospect, if we had sold it at \$777, the 7 Figure Code, we probably would have sold maybe 5% less. Maybe the same.

**Mike:** Yeah. That price is too low. The correct price is what it is now, \$797 and we should have launched with the 7's at \$777 and we probably would have sold maybe 2,200 units instead of 2,500.

The difference is our profit percentage doesn't go up. It's all profit. Anytime we would have increased the price from there, it would have been all profit at that point. It's not that our expenses would have continued to go up. If we raise the price to \$2,000, our expenses don't go up. It's a fixed expense and we left our fixed expenses too close to our selling price.

**Tom:** On the contrary, that took \$200,000 right out of our pocket with that additional choice. But it was a choice and we contemplated it in the initial launch, we really wanted to give back to the marketplace. And we could have come out with a price point of \$1,497 or \$997, but we really wanted to establish a brand of value so that we could get a mass amount of purchasers.

So anytime we put a product out, they would know that we put out quality products. So that was the real purpose and we also had a back end strategy that we put in place which probably could be the next mistake. I mean we thought it out as far as the back end.

**Mike:** This is one of the reasons that I quit speaking, Jeff, between you and me is because it's hard to run a business. What looks good on the outside, we know ourselves that we couldn't properly set up back end strategies. We had an upsell. An upsell is a little bit different than a back end strategy where our leads maybe go to a call center.

We could have done that, but we didn't like what the call center had to offer. But given more time we could have done a lot of this stuff ourselves. The important thing to remember is this. And this is a great expression. I love this expression.

“The life of your business is not a marathon. It's a series of sprints.” So that was one successful sprint. But we're going to have another sprint and another sprint and another sprint and another sprint. And at the end of the day we've got a lot of good things going on.

We're just so happy that the 7 Figure Code just helped strengthen our brand. Now we have a product that we can create front ends for. We can create value. We can create offers at events or coaching programs or whatever the case is.

If you were ever to ask, "Would you do it again?" The answer would have been, "Oh, absolutely, yes. We would have just done it a little bit better." But man it was a fun ride.

**Tom:** With the video streaming, that's not a big problem. When it launched at midnight...

But we had a lot of people there. The anticipation had grown tremendously, so when you have that many videos on the sales page, we thought we'd be smart and say, "Hey, you know what? Let's just use Google video." I mean, whose going to crash Google video?" But what we didn't know is how the code would really pause and really take a long time.

**Mike:** We had 43 videos on a page. So Google had to pull the plug in 43 times. So when you went to the Web site it said, "Waiting for video Google, waiting for video Google, waiting for video Google," 43 times with thousands of people at the site all pinging the same thing. So it's not that you're crashing Google, but yes, you've got 1,000 people calling the same 43 videos all at the same time and all waiting for these videos to load on top of the fact that I'm a front page hack. I don't know CSS. I don't do DreamWeaver.

**Tom:** We didn't give our in house programmer enough time.

**Mike:** Right. So they get everything ready for me and then I'm the guy that just goes in and dumps front page code in there ten minutes before the site is loading working on the bullets for the videos that when the site went live, like everybody's laughing like, "My goodness. You're talking about a 7 Figure Code. You're going to teach us a 7 Figure Code and you can't even create a sales page that can load on a Web site.

**Tom:** Yeah.

**Mike:** And we couldn't get it fixed for 24 hours.

**Tom:** Now in retrospect, moving forward we're going to use like Amazon servers and stuff like that. So it's all a learning curve. And I guess, Jeff from my background of working with top professional

athletes and TV stars, and things like that, as a marketer you're doing a disservice to yourself if you don't give yourself a self analysis afterwards. "Hey, here's what we did right." We pat ourselves on the back and say, "Good job." Here's what we should make a note of to do next time we have a big launch like this so it's perfect.

So nobody is perfect, and that's kind of the cool thing from the 7 Figure Code is you don't have to have it right. You just have to get it going. You know we could have dragged it on and made sure that all of the T's were crossed and all the I's were dotted, but it would have taken two weeks, two months, who knows, two years before it would have been perfect.

But we picked a date. We stuck with it. We ran with it. We provided value to our marketplace. Prior to that, we established ourselves as people who can provide value and for all the people onboard.

When it's all said and done, even more than headaches and complications and people not loading the page for a couple of hours, they still stuck with it because they knew at the end of the road, when they finally were able to get there it would be worth the wait. So all in all it worked out tremendously well. So we pat ourselves on the back. We had fun. And we also said, "Man, next time we've got to make sure we do this and do this and not do that and not do that."

**Mike:** Yeah, we had some fights with some of our friends. We were hugging and kissing at the end, but we had very, very good friends that called us. It was like, "Well, how about..." and those type of things because our sales page wasn't loading and stuff like that. We were getting accused for different reasons why it wasn't loading and that wasn't the problem. So it was all adrenaline because we hadn't slept for two days.

**Tom:** Three.

**Mike:** Really three days. I mean it. We did not sleep. It was like we were looking at each other saying, "Do you realize we haven't slept?"

**Tom:** Seventy-two hours.

**Mike:** And just getting ready to launch because we were in such a crunch. Outside I think it was a big success and we love it. I mean if I

crash a server on my next product launch I will always look at that as I did my job right on the pre-launch. So we're pretty happy with it.

**Tom:** And going back to the value and afterwards, post-launch type of analysis, the best post launch analysis still to this day. Here we are four months later, I just got another e-mail yesterday from a top marketer who is onstage speaking who has finally gotten the videos. He said, "Wow! Now I know why the buzz was so big about this product. Because I'm launching it and I can't believe you're sharing everything."

**Mike:** Who was that?

**Tom:** Chris Guerrero.

**Mike:** Oh, Chris Guerrero!

**Tom:** He says, "Wow! This is awesome. No wonder the bars are so high because I'm finally watching it and I can't believe it. This is going to help me and I know it's helping thousands of people across the world."

**Mike:** Cool.

**Tom:** Then you get the people whose businesses have totally turned around. And we have many testimonials on the page. If you go to [www.The7FigureCode.com](http://www.The7FigureCode.com) you'll see real live testimonials from people who have attended the event. And on the flight back home they revamped their whole business plan and changed their life. They were going on one path.

They totally changed, 180°, totally changed their business and are living the life they want and getting the income to support the life that they want. So that's what it's all about when it's all said and done. Because hype is something that if you have a trailer of a movie that you're like, "Wow! I've got to see this movie! Did you see the preview?"

You go to the movie and you're like, "The only good parts in that movie were the trailers. Everything else sucked." That's hype when it doesn't live up to it. But if you have hype and you have that buzz and then afterwards people say, "Wow!" the buzz doesn't give credit to what the value was provided.

Now you've lived up to the hype. Now you've done your duty. You provided help to the marketplace. You can show your face in public and people won't come after you.

**Jeff:** Hype, in and of itself, is not a bad thing. Hype is always looked upon after delivery. And people will even say, "It was too hyped up. It didn't deliver on the hype," because the hype is not a bad thing, in and of itself.

Or it's like people will say, "Did it live up to the hype?" "Oh! It was great!" Hype is not a bad thing. The hype is bad when you hype something up and it just bombs.

**Tom:** A Harry Potter movie. Yeah. Were going to go see it.

**Mike:** That's how Tom and I feel about Harry Potter.

**Jeff:** One last question.

**Mike:** I'll put a qualifier out there. We hope you're watching because we're on a 24 flight from somewhere.

**Jeff:** Alright. One last question from you guys. Did you feel that there was a big mistake having both of you on the same foosball team that got beaten in the first round of your seminar?

[Laughter]

**Tom:** First of all, that was hype. We know the definition of hype. The people who need to play to five, because here's the deal, Mike can easily be 5-0 and I get the next six points, or vice versa. You guys got lucky on the first five.

**Mike:** The truth is, we hyped up that we were the biggest bad-asses in foosball and we ganged up together and the very first game we went out 5-0. In that instance, we didn't live up to our own hype.

**Tom:** And who'd we lose to? Mr. Dedrick himself.

**Jeff:** I'll think about a rematch. I didn't get the luxury of meeting you, but Jason James and I ended up winning the whole contest.

**Mike:** That's right.

**Tom:** Oh, okay. You guys planned that whole scheme. You guys had that schemed out from the get-go, so that worked out nice. Kevin says “Hi” by the way. I just got a message and figured I’d let you know.

**Mike:** Oh, thanks.

**Jeff:** Yeah, we actually mind-mapped that whole win a couple months earlier, so.

[Laughter]

**Tom:** Leave it to Jeff.

**Jeff:** Well, guys. I want to thank you for coming on and spending the time here and opening up a lot of good stuff. I even took a few notes. Usually I don’t learn anything from Tom, but this time I actually did.

[Laughter]

**Tom:** Well, we’re glad to be here. I’m going to try to somehow see if we can get out there to the Mardi Gras Affiliate Weekend that you have set up for us. One way or another we look forward to seeing you again, Jeff. Thanks for having us today.

**Jeff:** Alright, guys, thanks a lot. Everyone that’s listening, I appreciate you being on line and take whatever these guys told you, all the notes that you wrote, take action on one of those right away. Alright, see you later guys.

**Tom:** Take care. Bye.

**Mike:** Bye, Jeff.

**Jeff:** Alright. Bye.

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