

Method 8: Building Everyone into a Frenzy

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People love to have something to look forward to. It's one thing to just launch a product and have people decide that it's right for them. If they're really loyal to you, they'll buy whatever you're selling, then and there. But, most customers don't work that way. If people haven't been presold, they may not buy even if it's something that could be really useful for them.

If you want to sell more products, then it's time to pay attention to how you can pre-sell people in your niche on buying your products before they've even been released. You can tease and build up your products to get everyone into a frenzy so they will buy right away.

You used to see this kind of teasing and preselling done time and time again. It would often happen with very high-end guru products—they'd tease the product for weeks or even months. The whole community would be talking about it. By the time the product rolled around and was for sale, people eagerly jumped over to the buy button without even reading the sales page.

You can use this concept in your own business. You might use it differently, after all there are some less-than customer friendly techniques used in some of those guru launches. However, there are still many concepts there that you can borrow successfully for your own product launches. It can even be a lot of fun.

Several years ago, the Mass Control product by Frank Kern came out. It was all about whipping your audience into a frenzy, like I've just described. This product was extremely successful and Frank Kern used his

own concepts to sell it. Even those who didn't buy it were talking about it on all the forums on the web.

The fact is that you don't need \$2,000 to use this method and its concepts still apply today. The concepts are fairly common sense as long as you switch your mindset. It does help to think of the great launches of guru days past. What gets people really excited? What gets people to hand over \$2,000 or \$4,000 to a product sight unseen? Really think about it.

The fact is that people *love* to get excited about what's to come. They love the buildup. There are many successful TV shows and movies that have used this method. Networks and studios often tease their movie or TV show before it comes out and even before its full trailer is released. It's the excitement people love. It's the tease the people love. They know that they can build up that excitement and get people talking to get more people to watch. The same concept can apply for your sales.

If you tease people ahead of time, and get them emotionally committed and excited about the idea, they'll be a lot more likely to follow through. It's this commitment to follow through that you want. Getting this commitment before release day can almost guarantee that your product is a hot seller.

One great concept behind this is that people love to feel part of the community. When you start whipping people into a frenzy, other people get excited too. It's the viral nature of getting excited that attracts others. When a ton of people are all excited about one thing, others get attracted to it too. That's the whole concept behind Mass Control.

So, how are you going to use this for your products? It's as easy as teasing your audience, starting with free content. You need to come up with a schedule where you release great, free content that will get people excited before launch day.

Your product is about something very specific. It probably solves a problem or a set of problems. Think of your free content as a pre-sales

letter. You want to stir the emotions about a certain problem, or set of problems, that people have. The free content you give away should address these problems head-on. Your free content should be very helpful and of great value, but really only give a hint as to what your full product uncovers.

This free content should act as a list builder. Get people to sign up for your list so they receive subsequent free content. Let people know that there will be free content in the future and that they have to sign up in order to receive it.

Your free content can consist of written reports, video, audio, or a combination of all of the above. It can really help to build a community around this free content, by using Facebook comments, or even a Facebook group. You can even put it behind the doors of a free membership site. Do whatever works for you, but again it can really help to have that community excitement to build that frenzy.

Release this free content on a preset schedule. You should allow JV partners and affiliates to rebrand this free content with their affiliate links. There are many affiliate networks out there that will allow you to tag affiliates into a preliminary sales page. That way they will get credited for the eventual sale even before the product is sold. When the person they referred goes to buy, they'll get credited for the sale.

Make sure you keep up with the people who have downloaded your free content and who were excited about it. Keep them up-to-date on the release schedule, give them surprise free bonuses, and make sure they know that you are approachable, personable, and open.

Make sure you leave cliffhangers in your content. This is something that TV shows do exceptionally well that we can also borrow from. Think about the TV show *Lost* or *24*. Those shows leave you on the edge of your seat wondering what's happening next. You can do the same in your content. Make this into an event people can't get enough of.

In order for this to be a success, you really should work on getting joint venture partners on board. They will get their communities involved. Offer special incentives for your top affiliates, create affiliate contests, and more.

It goes without saying that you'll want to use this frenzy building method on your top products. You probably also want to include upsells. You really want this to be a success. You can even host webinars for top joint venture partners for their communities, specifically. Again, this is an event, and it's something you want to be a smash success.

Consider ways to help your content and ideas go viral. This includes thinking outside the box. What will people share just because they think it's funny, or clever, or so helpful they can't help but pass along? Maybe you can do your own case study or test for data that people can share. Or, maybe you can make a funny viral video. You can't force anything to go viral, but you can certainly give yourself the best possible chance.

Focus on value and focus on standing out. Show that what you're coming out with is the best, greatest, and latest. There are bound to be competing products out there. It can be hard to make sales in light of that, even of the very best and most helpful products. But, if you get people and affiliates really excited beforehand, then you can help to ensure that your product is a complete success.

Action Steps

How do you build people into a frenzy with a product prelaunch?

The first step is to have a product that you're proud of—something you know is really worth it.

Then, come up with a schedule of free and really exciting and valuable content you know people will love.

Some of this content should tease people with cliffhangers.

This content should allow affiliates to brand it with their affiliate links, even in the prelaunch period.

Give people surprise bonuses.

Get people to unconsciously make the commitment to buy, even before launch day.

Make every effort to have a fun, viral launch that really gets people excited and is a smashing success.

Help people feel part of an excited community.

Get a lot of JV partners and affiliates on board.

Launch and succeed!

An advertisement for PLR Content Source. The top half shows a close-up of a hand typing on a white laptop keyboard. In the upper right corner of the image, the text "PLR CONTENT SOURCE" is written in a bold, blue, sans-serif font. Below the image, the text "Your Source For High Quality Private Label Rights Content That You Can Actually Afford and Profit From" is written in a smaller, blue, sans-serif font. At the bottom, the website address "www.PLRContentSource.com" is displayed in a bold, blue, sans-serif font.

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