

# “This One ‘Hidden’ Psychological Trigger Can Send Your Sales Through The Roof... Ignoring It Could Be The Costliest Mistake Of Your Life.”

Do you look around and see other people with huge opt-in lists, making gobs of sales, and building fantastic reputations... and it almost doesn't seem like they are trying?

**HERE IS THE SECRET:** they are almost SURELY using a little known mental hot-button called **Social Proof** ... and they are probably using it in ways that you never even realized.

NOW THE GOOD NEWS... this brand-new report focuses a white-hot spotlight on social proof – and shows you how to put it to use almost instantly.

And just as important – this report will give you real-world nitty-gritty details from the actual campaigns of six marketers who are MASTERS at using social proof.

You will get all their hidden tips, tricks, and techniques that they use to drive dollars into their business every single day.

Welcome to...

## The “Social Proof” Report

**(HINT: if you are viewing this on your computer screen, be SURE to print a copy out on your printer right now. You will want to keep this with the rest of the material that you review on a continual basis. Don't trust the safekeeping of this report to your hard drive.)**



Hi... this is Jeff Walker.

I have some amazing material to share with you about Social Proof, and how you can use it to give your business an almost **instant** shot in the arm...

But first I want to give you a little background about this report.

A couple of weeks ago I was thinking about Social Proof – which I had often used as one of the most important elements of my Product Launch techniques.

And I came up with a rather outrageous idea...

I thought of five of the smartest, most highly respected marketers in existence... people who live and breathe Social Proof – they are John Reese, Frank Kern, Jim Edwards, Jason Potash, and Yanik Silver. I wondered – could I get them ALL on one phone call with a single topic?

Could I get them all to “give up the goods” on Social Proof?

Like I said... it was an outrageous idea. But it couldn't hurt to ask, could it? And it helped that they were all friends of mine.

So I started to make some calls, started to call in some favors. And the answers started coming back:

- Jason Potash: **YES!**
- Yanik Silver: **YES!**
- Jim Edwards: **YES!**
- Frank Kern: **YES!**
- John Reese: **YES!**
- 

**And just that quickly, the call was ON.**

And what a call it was – it went 2 hours and 44 minutes, with me hosting the call and pulling all kinds of “never- revealed-before” secret methods from these masters.

The lines were packed... we had 1,185 lines – and they were completely full. Lots of people couldn't make it on the call. Several people were disconnected and could not reconnect... there were simply no available lines.

After the call I was completely drained, but also totally euphoric over what I had been able to pull together... and then the feedback started pouring in.

The response was nearly deafening. Over the next few days my inbox filled with fantastic kudos, the bulletin boards blazed with talk of the call, and the “Simulcast” blog generated more than 121 comments.

Here are just a few of the comments:

*“I cancelled plans so I could listen to every minute of this call live - best decision I’ve made in months! One of the best calls I’ve ever been on - and I’ve been on a lot. You guys packed it solid with practical and immediately usable information - and you presented it with fun and humor. You made me want to be part of your group! My thanks to everyone for your time and energy - it is much appreciated!”*

*“This call is just exactly what I needed. As a non-marketer (very beginning student of marketing), I have really learned some detailed information that is filling in the very basic notion of Social Proof that I was aware of before. Thanks so much to all of you for sharing your knowledge with me. I am very grateful that I was able to participate!”*

*This was absolutely awesome! I am impatiently waiting for the recording. My question is this: do I have permission to let my friends listen to the recording or read the transcript? This is so valuable! I would love to share it with them.*

Jeff: You could have charged for this telecast without any remorse. Too much good to give out for free. Best wishes on your launch !! I got great ideas to implement for the holiday gift buying season.

*“The call last night was great I was too tired to stay up and post my thoughts last night but a big thanks to all who played a part in this. A little success story before I go. I am in an early stage pre launch business and never thought of social proofing and i’ve been marketing for 8 years now but I woke up this morning and put to use the information and ideas I got from last night’s phone call and by 1200 noon I had signed up 235 new people and I received a phone call from my sponsor in the business and he asked what got into me and I told him about the great call he missed last night. Great job guys.”*

Those are just a FEW of the comments... there are lots more, and you can still see them all on our blog at this link:

[productlaunchformula.com/sequence/simulcast.html](http://productlaunchformula.com/sequence/simulcast.html)

In any case, after the call I quickly got to work editing the audio recording of the call. Then I sent the finished recording out for transcription and editing.

After the original edit of the transcripts, I went to work polishing this report... many times a straight transcription of an audio recording can be nearly impossible to read. I spent more than 17 hours on this... touching it up, rearranging sentences – making it more readable, more clear, and more impactful.

What you are about to read is the finished product... and I am quite proud of it. I know it will change businesses, and maybe even lives.

I hope you enjoy this report, but even more important... I hope you put it to use immediately to build your business.

best regards,  
Jeff

## DON'T MISS OUT...

This report is really just the beginning. When you join Jeff's Power Launch list you will get all kinds of extra bonuses including:

- The audio recording of the Social Proof Call... for **FREE**.
- Priority notification of additional **FREE** events like the Social Proof Call.
- **FREE** marketing videos.
- More **FREE** reports just like this one...

## But frankly, that is **NOT** the most important reason to join Jeff's list...

Yes... when you join my Power Launch list you will get all that cool stuff. **HOWEVER, that is NOT the most important reason to join my list.**

Simply put, I am about to release a really killer home-study course called the **Product Launch Formula**.

Now maybe you know a bit about my work, and how I have been involved in a large number of the most successful product launches on the Internet in the last couple of years.

One launch did a million dollars in a day. One did six figures in twelve minutes. Another just generated \$74,925 in 48 hours... from a list of a few hundred people.

And when I release my Product Launch Formula, it is going to rock the Internet marketing world... because **THAT IS WHAT I DO**.

And I guarantee you this... you might not end up buying my course. Who knows... maybe it just isn't a good fit for you. But you **will definitely regret** not getting a chance to look at my offer as an **"Early Bird"** when I send the Priority Notification to my list.

Maybe that sounds like a bunch of hype. But wait and see... come launch day I have a feeling you will agree with me.

So you know what to do now - click the link below ...

[Click Here To Preserve Your Early Bird Status](#)

# The “Social Proof” Report

[ProductLaunchFormula.com](http://ProductLaunchFormula.com)

**Hosted by:**

Jeff Walker

**With guests:**

Jim Edwards  
Frank Kern  
Jason Potash  
John Reese  
Yanik Silver

**Special appearance by:**

Mike Long

Version 1.1

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**Jeff Walker:** Okay, my computer is telling me that it's seven o'clock so it's time to get rolling.

First... this is for all my guests here - if you guys see a chance to jump in and make an intelligent comment please feel free, because we've got some incredible brain power on the line here.

Let's get started. I think John Reese is going to be a little late - he's got some contractor issues in his new home... he's putting in a huge home theater. I think that he should be coming onto the call a little late. But I am sure that he'll be here.

So, let's go ahead and get started. First I would like to welcome everyone to the call. I am very, very excited about this. I know the lines are completely packed.

If you are on the call and you have something come up and you have to disconnect, the odds are that you're probably not going to get back on. What I'm saying is this - think hard before you hit the disconnect button. If it's going to take five minutes of you running off to take care of the kids then just put the phone down and come back and pick it up later because I can't guarantee that you're going to get back on.

I want to give a special thanks to Mike Filsaime... Mike's URL is [www.PayDotCom.com](http://www.PayDotCom.com). Mike just came through at the eleventh hour with an extra 500 lines that he made available, so I'm very excited about that. We just had huge numbers of people sign up for this call.

Anyway let's get rolling. Again, welcome everyone. We are talking about social proof. I've never seen or heard anyone talk about this in the depth that we are about to cover this in. I'm pleased to have an incredible group of guests here. I should say I'm humbled to have these guys on the line.

We've got Frank Kern, Jim Edwards, Jason Potash, Yanik Silver and John Reese will be popping in any second or sometime soon. All of these folks operate....

**Speaker:** If John doesn't get here, Jason can mimic him.

(laughter)

**Jeff:** I didn't know it was Jason who did the voice impressions.

**Speaker:** I didn't either. I thought it was Frank Kern for sure.

**Jeff:** I thought it was Jim.

**Speaker:** We could do a whole interview product with Jason and we will change people's names so it will be like Frank Kern with a C and... :-)

**Jeff:** Well the thing is, Jason could do this call all by himself. 😊

**Speaker:** Well, you've heard of ghost writing? This is just like ghost interviewing. 😊

**Jeff:** That impression of Marlon Sanders was great.

**Speaker:** Do another one, do another one.

**Jeff:** Focus, gentlemen... focus

(laughter)

Okay we are digressing. These guys all do very, very well online. They operate in all kinds of markets online, not just this internet marketing niche but also they are among the best teachers when it comes to doing business online. That's why I'm really excited to get them here. I think they are the best of the best... not to mention that they are the funniest of the funniest.

So we are going to be talking about social proof tonight. Social proof is one of the most powerful psychological triggers there is. Today I actually queried people for their top questions about this. Someone wrote back and said, "What is social proof? It really sounds cool. Did you invent that?" Boy I wish I did!

**Speaker:** Frank Kern did.

(laughter)

**Jeff:** Social proof is basically a psychological trigger that's built into all of us. It has been built into the human race forever.

Each of us has an unbelievable amount of stimuli coming into us through all our senses all day long. There is no way we can process all that.

Social proof is sort of a short cut that lets us turn off a lot of those stimuli. What we do is we just tend to follow along, especially in a situation where we are uncertain. We look for what other people are doing and we tend to follow along with them.

Social proof allows you to, some of the time, not have to make decisions at every instant like where am I going to walk this next step. I'm walking into the baseball game to go to my seat and 10,000 people in front of me are lined up going through these gates. Instead of analyzing where to go I'll just follow along with the crowd.

Each of us is doing this all day long everyday. That's what social proof is all about. What we are going to talk about here is how do you actually use that psychological trigger in your marketing to help do whatever you want,

to influence your customers to buy, to sign up for your opt-in list, to not return your product, to do basically anything you want.

It's sort of like a case of monkey see, monkey do. When you are growing up and you asked your parents if you could do something that your friends were doing and your mom said, "If your friends all wanted to jump off a bridge would you go and jump off a bridge?"

The answer is, you probably would have or you would have thought about it pretty hard. We are very, very much influenced by the people around us, especially if we feel the people around us are similar to us. That's the key with social proof.

One of the places where it's very, very effective is when you see other people that you consider as your peer group, or that you are similar to. Then the social proof is that much stronger.

In any case, we are going to be talking to each one of these guests about social proof. They use it over and over very effectively. Especially with the product launches and the relaunches and every time they come out with a new product, but not just new products, new promotions.

Any time they put together a new promotion, it's like they are building the social proof in and it's incredibly effective. So the first person I want to talk to is Frank Kern. Jason please let Frank do the actual talking here... no impressions.

(laughter)

Frank, are you there?

**Frank Kern:** This is the real Frank Kern. My voice is undoubtedly matching up.

**Jeff:** Wait. Let me process the voice print here. 😊

**Frank:** Download it from [FTC.gov](https://www.ftc.gov). I'm sure you can get it there.

(laughter)

**Jeff:** Frank, so when was it, the end of January, when you launched your Underachiever product... which was a big home study course. You used just masterful marketing throughout that entire process. Part of that, a big part of that was the social proof you had built into it. Could you give us a little bit on how you did that? Tell us about that.

**Frank:** What do you want to know? How I used social proof in the launch or the launch process?

**Jeff:** Yeah, in the launch and in the build up to the launch.

**Frank:** I think one of the biggest elements that Ed Dale and I did was to calculate the fact that it was going to be necessary for us to say, “A lot of people want this and therefore you want it too but it’s limited,” which it was limited and “Therefore you had better buy it in a hurry.”

We kind of had to start at ground zero because I had taken a hiatus from the marketplace for about a year at that point. Nobody really knew who Ed was. We were faced with the challenge of A; launching the product in general, which you know can be a lot of work and B; reintroducing me to the marketplace and introducing Ed to the marketplace.

What we did for our first step was to recruit a bunch of affiliates and do what we called the unified frontal assault on the marketplace. I don’t mean assault literally. I’ll walk you through the process first of all from the point of getting affiliates.

We even used social proof and scarcity in getting affiliates and that was, “Here are the guys who we have allowed to be our affiliates. If you would like to apply to be an affiliate you can join them. Not everyone can be an affiliate.”

First off, this was true. And second, it put potential affiliates’ mind into the set of “Well, other dudes that I know are promoting this thing and it must be a big deal because not everybody can do it.” So that was social proof 101 right there. It was telling everyone, “Your friends are doing it so you might as well.”

Then during the launch what we did was we calculated that our best odds to generate frenzy in this case were to let people know how many other people like them, how many other members of the community were interested in buying this thing and how many were coming on board and showing their interest on a daily basis.

Our entire prelaunch was geared towards collecting opt-ins. We would then broadcast to the list things like “Here’s how many people have gotten on the waiting list today. There are over 11,347 people waiting to get this product. These are people like you. Here’s what some of them had to say when they looked at the first version of our course, yadda, yadda, yadda and supplies are limited. You better order or else the world will blow up and the terrorists will win.”

So, it worked pretty well.

**Jeff:** So, what you said is you started off using social proof with your affiliates even before you got to the point of looking for customers and clients and opt-ins. You actually were using social proof to recruit and motivate affiliates.

**Frank:** Yeah, and I don’t know if that was entirely necessary. The truth of the matter is that we didn’t want just anybody to be our affiliates. I was concerned with liability issues in terms of selling to somebody saying, “If

you buy Kern's stuff you're going to be a millionaire," and that could come back on me.

I didn't want a bunch of idiots promoting it and then bringing me down to their level. I know how that sounds. It sounds kind of arrogant and crappy but that's the way I really felt and I still feel that way to this day.

It's very important to really pick and choose who you associate with especially in this marketplace or else you could be brought down a notch in the eyes of your market very quickly.

**Jeff:** Right.

**Frank:** When we are approaching other "high level" people, for the lack of a better way to describe them, it is kind of a way to say, "Look, these guys are on board." Well we didn't really say, "You should be on board too."

You should say, "Here are some of the people that are already on board and we have room for a few more. We'd love for you to join us as part of the community that is watching this product."

A big part of what I like to do in any market, not just a product launch, is to create a sense of community. Whether that community actually exists or not is irrelevant. A large part of that is telling someone that they're in a community. You say, "Hey, we are now this community. We are all a group of likeminded people that has never been established before explicitly."

You just say, "Hey, I'm so glad to be part of the community that you and I are in together and that other people in our community are doing this. As part of our community, I think it's a good idea for you to do this. Here's what other people in your community have had to say." That community could be garlic lovers, you know, anything. It doesn't matter.

**Jeff:** When you create the community, it goes back to what I mentioned at the beginning of the call. People will look at their peer group for the real social proof. So what you did is you created a peer group.

**Frank:** Yeah, like on the fly, we generated a peer group among them. During the course of our launch we would say things like, "Today 2743 other information publishers just like you have joined the waiting list to take the first look at the Underachiever Mastery System." I would say things like, "Who else in our community has ever done X, Y or Z?"

A big portion of that is I genuinely believe that in our market we really are a community. The people that are on this call right now are part of a community and are part of a subculture. The point I'm trying to make is that it doesn't actually have to exist for you to use it in your marketing. You can create a subculture and create a community and therefore create social proof and the desire to belong and gain significance by simply saying and establishing the community on the fly.

“Dear Bob, today you signed up to get my free e-course on cooking with garlic. I would like to welcome you to the garlic lovers' community. Did you know that every month 137,000 garlic lovers just like you and just like the rest of us search for garlic recipes on the internet?”

“Here is what a few members of our community have had to say about this e-course.” You know, “This is the greatest garlic e-course I’ve ever seen. Sincerely, Jane Fonda, Garlic Lover, Atlanta, Georgia,” etc. and so on.

Now there might not actually be a community of garlic lovers. You’ve just said there was. I would guess there’s not an established official garlic lovers’ community but there are certainly a group of people spread throughout the world who like garlic.

When you do that, and you create this sense of community, you tap into a very important fundamental, undeniable and unfightable basic human need.

Those are first, the ever present need, want and desire to be a part of something and second, the need, want and desire to have significance where you are a significant part of something. Where people look at you and acknowledge your contribution to whatever that is.

When you create and build and nurture a sense of community, you are able to tap into both of those human needs. That’s like Psychology 101 but it’s some of the most powerful driving forces behind a lot of our behavior as people.

**Jeff:** One of the questions that I kept getting today – people were sending in questions all day and I received hundreds of questions - the number one theme I saw was, “Will this work for me in this market or this situation? I’m launching a new product. I’m launching a new Web site. I don’t have a following. I don’t have a list. I have a service not a product, on and on and on.”

**Frank:** The answer is absolutely, yeah! I will give you an actual case study. I can’t tell you the web site but my cousin is 27-years-old I think. He built his first Web site which was supposed to sell something, the first web site he had ever built in his whole life.

I got him through the process and we actually used some strategy that I had never taught anyone before. I had just used it myself and I showed him because he’s my cousin and he was in the room with me. Part of that was he built a list...

He built the site at first just to build a list while researching a market to see if that market would be productive for him. He spent about three weeks building the list just by sending pay per click traffic to an opt-in

page saying, "Give me your e-mail address. I'll give you some information about XYZ."

Now when he decided to create the course it was social proof time multiplied by 20,000.

What I mean by that was his e-mails leading up to the release of the course and all throughout the sale of the course was, "Over the past three weeks 1032 people have contacted me to find out more information about XYZ. I'm afraid to let this knowledge be available to the public but how can I possibly turn away 1032 people. Imagine, 1032 people just like you and me standing in your front yard demanding you give up your secrets."

So even if you're starting from absolute zero, which he was, you can definitely use social proof even if you don't have names. You can just use statistics.

If you are starting on day one and you have 15 people opt-in to your list on day one, you can have day two say, "Dear Bob, believe it or not, 15 people just like you came to my web site completely out of the blue and asked me for more information about this. At this rate, that's an alarming, overwhelming X amount of people per year," whatever 15 times 365 is.

You can use projected statistics to your advantage.

It will work in absolutely any market. Then you can do things like implied celebrity endorsement. You could say something like, "Dear Bob, 4037 people have signed up for garlic lovers' community this month. It should be no surprise because these are the same tips that Oprah Winfrey revealed on her show and uses herself."

Now that doesn't mean that Oprah Winfrey uses your book, but your book might have a chapter on Connecticut hand seared trout garlic or something which she happened to mention one time on her show. Therefore you can have the implied celebrity endorsement which is even more social proof.

I'm getting kind of esoteric with it I know but it's really limitless what you can do with it.

(laughter)

**Jeff:** So Frank tell us, I think our time is growing tight with you here. I know you've got prior commitments, very important ones. Tell us just a little bit about one more thing... you've had some masterful use of a blog coming into your product launch.

**Frank:** Well we actually employed the blog post-launch. We didn't even really think of it during the launch so we used that to establish a sense of

community amongst people who were not even our original customers but now want to be.

Every day Ed would go to our blog and make pod casts. We would talk about past customers and fellow underachievers who were achieving success. People will go on there and post, "I made my first sale today."

Over the past three weeks I think there have been something like 50 posts on the blog. I don't know the exact number. No one hold me to that number but it is a lot of posts.

If you have a good community and if you're doing a good job and you're delivering whatever it is you're supposed to be delivering, blogs and forums can simply be self-perpetuating social proof machines where you're not even explicitly saying anything at all.

Your customers are giving you all the social proof possible. It's a visible and tangible community of people right there.

**Jeff:** A lot of people that wrote back said, "Isn't social proof just testimonials?" No, it's not. Your testimonials would fall into the category of social proof, but what you're talking about here with your blog is the idea that often they are making comments saying great things about you.

Maybe they are saying okay things about you. Maybe occasionally there is a negative comment, but even then it's just built in Social Proof. People can see that other people know you, love you, care about you or at least interact with you and that is social proof right there.

They can see their peer group and their peer group is working with you and likes you and cares about you and is having success with your product.

**Frank:** Yeah. First of all, I actually can't believe that I didn't even mention testimonials throughout my little time that I have here. I think that just having a group of people all together with a common goal, desire or passion, is in itself, social proof. When they even mention your name as existing, it is a strong point of social proof.

You don't even have to have these people saying you're great. You just have to have these people acknowledge your existence. Look at our culture right now with the existence of Paris Hilton. Paris Hilton does nothing but she's famous because people talk about her. You could say Paris Hilton uses....

**Speaker:** She does a few things Frank. 😊

**Frank:** If she'd quit calling me. That beep you're hearing is her on my call waiting.

(laughter)

I'm married for goodness sake woman! I guess down here in Dixie they grow them pretty strong.

But if you look at the phenomenon with her it's just a classic example of a massive community, the public, acknowledging her existence and now she is an element of social proof herself. Paris Hilton uses XYZ lip balm, oh well if she uses it I'm going to use it. I mean after all she is a person that does nothing.

**Jeff:** Frank I'm going to let you get going because I know you have prior commitments and we've got four other people waiting in the wings. We've got three waiting in the wings and hopefully John will be on soon.

Thanks a lot Frank. As always, I love talking to you. You're a hilarious guy and I love watching your marketing because it's just incredible. What's your best URL to give out here?

**Frank:** Believe it or not man I don't even have one. I don't really sell to the marketplace actively and I haven't let anyone join my opt-in list since January... but if people would like to look at our blog and listen to Ed's podcast and my occasional rantings then they can go to <http://UnderAchieving.blogspot.com>.

**Jeff:** Thanks a lot Frank.

**Frank:** Sure. See you man.

**Jeff:** Okay. Hey Jim, you're up next.

**Jim Edwards:** Alright!

**Jeff:** Jim Edwards is a really smart guy. He blows me away every time I talk to him. His marketing skills, his ability to position an offer, to look at a potential product or potential offer and figure out how to position the offer, his ability to identify the possible objections in your market and how to position your product so you overcome those objections... well, he's just one of the best people I know at all of those things.

He's personally helped me out several times with these sorts of things.

I'm very happy to call Jim a friend, someone who I can call up because it's just fantastic talking to him. So Jim, I know you have had some fantastic product launches – we've talked about them in the past.

In fact, you've got to be one of the hardest working people in this industry because you just keep on rolling out one product after another and they are all just fantastic products.

When you come out with your products they always come out with a great bang and you definitely use all kinds of social proof all throughout your marketing. What was the product launch when you had the countdown?

**Jim:** I think that was the “How to Create and Publish Your Own Killer Multimedia Info Product.”

**Jeff:** Yes.

**Jim:** Where I did a countdown to launch and I was only going to sell it for a limited amount of time or until I sold a certain number. Then I sold that certain number and I pulled it off the shelf and had people screaming for it, so I brought it back for 10 days saying that I would never sell it again after that. We did really well with that.

Talking about social proof, and I’ve thought about this a lot, but for me Frank kind of alluded to it as far as testimonials being a form of social proof. I agree with that. I think that a testimonial is a form of social proof but there is a better form of social proof and that is, for lack of a better phrase, a testimonial case study.

By that I mean, where you have information from somebody whether it is yourself or whether it’s somebody who has used your methods to say not only, “Hey, I did this and I made this amount,” but, “I did this and therefore I made this amount.”

In other words not just saying what you made or the results that you got, but what you did in order to get the results - that’s a much stronger form of proof.

What you’re really trying to do, when somebody looks at your offer, whatever your offer is whether it’s for a \$19 e-book or whether it’s for a \$2000 workshop or whatever... well, the first thing on people’s minds is that they don’t believe you.

Once you can get over that then the next thing on their mind is, “Yeah, maybe you may be able to do it, but can I do it?” That’s the question in their mind. By providing results using case studies, and I’m not talking about pages and pages and pages, a case study can be three sentences long.

“I did this, these are the results I got and this is what you should do.” And so I think that what you’re trying to do or what I always try to do is get people over that psychological hump of “I could do this,” whatever it is. I try and get them over the psychological humps in their mind where they are saying in their mind, “I *should* do this.” And the way you do this is by offering the social proof of, “this is what I did; this is how I did it; these are the results I got.” That’s level one.

Level two is, “Here’s what these people did and these are the results that they got.” It’s more than just a testimonial. It’s a proof that it actually

works and you explain why it works and how it works and you do it on a bunch of different levels. That's one way that I consciously try and present social proof whether I'm the only "social" in it or not. That's one of the biggest things.

The other thing that I try to do is to put myself directly in their shoes and say to myself, "If I were them, what would I have to see? What would I have to hear? What would I have to feel in order to believe that this was the real deal to me? What kind of proof, what kind of testimonials would I need to read? What would need to happen in order for me to actually believe this?"

By turning the tables like that it makes it a lot easier for you to state your case and organize the facts in a way that makes people say to themselves not only, "I could do that or I ought to do that," but "Dang, I should do that because I can do that!"

**Jeff:** Right.

**Jim:** Yeah, right. You're like, "What's Edwards talking about?" 😊

(laughter)

**Jeff:** Exactly. 😊

Looking at testimonials, one of the key things is not just testimonials, but putting yourself in their mindset and in the case studies. One of the number one objections that people always have is "I know that it works, but can it work for me?"

**Jim:** Right.

**Jeff:** "I've tried all these other things. I've failed. I believe **that** person lost 91 pounds on that diet but **I've** tried 32 diets and I've gained weight on every single one of them."

You have to convince them that they can actually have the results that they're seeing in that testimonial.

**Jim:** One of the responsibilities that you have as the product creator is to create the product in such a way that a person with minimal skills with minimal aptitude, with minimal time and minimal background can actually use the product and get results. That's your responsibility.

If you do that, if you sweat like that on the front-end to make it that way, then it makes your sale on the back-end so much easier because it's so much easier to get that social proof because more people can actually use the thing. It definitely doesn't happen by accident. It happens by purposely designing it that way.

I'll just give you a quick example. Three weeks ago or four weeks ago Armand Morin came out with a piece of software that puts a little piece of code that looks like a little post-it note on your Web site. I thought it was awesome.

Instead of just coming out and saying, "Hey, this thing is cool. You ought to buy it," I actually went and used it and tracked everything about how it worked. I used it to promote Yanik's new baby promotion – it made Yanik a pile of money when his baby came.

**Yanik:** Baby Zach appreciates it. 😊

**Jim:** I was able to then go to people and say, "Here is how I used it. Here are the results I got. Here is exactly what I did. Here is the proof. Tell you what I'm going to do if you buy through my link. I'm going to create a whole series of videos to teach you how to do the same thing."

If it was my own product I would have tried to line up four or five people just like me. That way it's not just me saying, "Hey this thing is great!" It's, "Hey this thing is great! Here's why it's great. Here is exactly how I used it and here's why you should use it too."

I know it's a really fine distinction but it takes it outside of the realm of just proof and puts it into the realm of these are other people doing what I should and want to be doing. That's basically what social proof is.

**Jeff:** Exactly.

**Jim:** It's a fine distinction but it's a distinction that makes a difference between selling a few things and selling thousands of copies of stuff.

**Jeff:** Just to switch gears a little bit, in your whole multimedia newsletter, The "I Gotta Tell You" machine, you make that feel so interactive...

To me, interactive equals social proof. If you are interacting with other people, then they see what's going on. They know you are accessible. They know that people care about you.

You do a fantastic job of making that whole thing into what I call a machine. It's fun, it's unique. I know it drives a lot of traffic. I know it drives people passing along your URL.

Can you talk just a little bit about that and how you got that working so smoothly?

**Jim:** I remember when that whole little machine started. I was standing at a Christmas party with the editor of the paper that I've been writing for since 1998. He had gotten a letter from somebody that said basically that they thought Jim Edwards sucked, that his column sucked and that they should fire me from the paper.

I asked him if he wanted to fire me. I figured he could, but since I wasn't on the payroll it's kind of hard. ☺

I said, "I'm sorry," and he said, "What are you sorry about? I don't care whether they're writing me that they love you, or writing me that they hate you, because if they are writing me it means that they are reading the newspaper."

That really struck home with me – I realized that what I needed to do was create a social mechanism where I could interact with thousands of people and the people who are real "high reactors" - either positive or negative. It's not positive or negative, they either agree with you or they don't.

What you want to do is to create an environment where they can respond to you and the way to make them want to respond to you is to actually do something that most marketers won't do... and that is to take a position on something, and to take a stand that people might disagree with.

So first, you take a stand.

Second, you set it up so people can either agree or disagree with you.

Third is you set up a system (and a blog makes it really easy) where they can not only interact with you but they can interact with each other.

What you want though is for that interaction to be impactful. It's not just namby-pamby, "Oh this is kind of neat," or "Wow this is swell."

I mean, I don't want them cursing at each other but I want them slinging it because that makes it much more exciting and much more entertaining.

What you've got to do to get social interaction is stir the pot. You can't have everybody with the same mindset and everybody with the same experience level and everybody with the same background and expect anything exciting to happen. You've got to have people disagreeing with people and putting stuff out there and people calling them idiots or people calling them smart.

If you want to do that by being the class clown, you can do it by being the class clown. If you want to be a jerk you can be a jerk. If you want to be everybody's best friend, I would not advise doing that because it's impossible. If you're just going to be yourself and just have enough conviction of character not to worry about it then, you're going to start that social interaction dynamic.

The whole thing with social proof is, well not the whole thing, but part of it is to get people talking. Get people wondering and to get people watching what other people are doing. That's what social proof is, people behaving based on how they perceive other people are behaving, in other words following the crowd.

We as marketers sometimes forget how powerful that is. Some marketers abuse that. Others manipulate it. I know some marketers that should be taken out and shot by the way they use social proof to manipulate large groups of people. They will remain nameless but it wouldn't hurt me if they got pummeled in an alley by somebody with a blunt instrument. I think it's wrong.

**Speaker:** Tell us how you really feel. 😊

**Jeff:** That's what I was about to say. 😊

**Jim:** I think they ought to step out on a four-lane highway in front of a beer truck.

The thing is that you can also use social proof for social good. There are certain things that people need to learn. There are certain things that people need if they are going to do anything and it's okay to use social proof to do that, but you also shouldn't use it to be manipulative.

I think a lot of times that's how it's used. It's not used for good, it's used to manipulate. I think that is unfortunate because it lessens the impact because it causes people to be even more and more skeptical.

Ultimately, like I said in the beginning, the ultimate social proof is other people using the product and getting results... and then being able to describe the results they got and how they did it. Not just that they got the results, but how they did it so others can have a frame of reference to understand how they can do it too.

Again, you are trying to get somebody to say to themselves, "Okay, all these other people are doing it and so I should do it too." Hopefully they are doing it in a way that's enriching themselves and their business. That's the responsibility of the marketer.

**Jeff:** Our time is growing short here Jim with you. I'm going to ask you the same question I asked Frank. Everyone is worried that this isn't going to apply to their business. What do you think?

**Jim:** I think if you are in a business where somebody buys something from you, whether it's information, whether it's a service, whether it's software, any time there is a sale taking place, social proof is a part of that decision making process and can be a big part of that decision making process.

Let me put it into a real world example of buying a home. When you look at buying a home do you look at the condition of the other houses around you?

**Jeff:** Absolutely.

**Jim:** Do you check into the socioeconomic educational background of the neighbors?

**Jeff:** Yep.

**Jim:** Do you not evaluate all kinds of different social factors in making a decision on whether you're going to buy that house or not?

**Jeff:** Yes!

**Jim:** Because you are looking at people who are of the same socioeconomic, in this case, the niche audience is based around socioeconomics. Okay. You're looking to see if people like you are buying a house in that neighborhood. That's all that is. That's social proof.

It's the same thing as if you're selling a piece of software and you're looking to see okay, people that sell dried buffalo chips online for alternative fuel sources for campfires use this software and I'm in that business. I guess I need to get that software.

It doesn't matter what market or product.

The social proof is based around the characteristics that make up that niche. If you're selling anything to somebody then you need to learn how to help people make a decision.

Social proof also makes people feel better about the fact that they're making the buying decision because they don't feel like they are alone. One of the biggest fears that anybody has is that they are alone.

So it helps people overcome that fear of being alone and making the decision. It's like, "Oh everybody else that's just like me is doing it and I need to do it too." That's a basic human need so it doesn't matter.

As long as your business involves sales of some sort then social proof is either going to enhance your sales, or if you haven't addressed it then it's going to be an impediment without you even knowing it. Does that make sense?

**Jeff:** Absolutely. I think it's like being on a family vacation when I was ten years old; driving into a strange town and everybody's starving. We see a restaurant and everybody's starving and we're like "Let's eat there." My dad says, "There are no cars in the parking lot. We're not going to eat there."

**Jim:** You would have eaten road kill at that point but there are no cars in the parking lot.

**Jeff:** Exactly! So if you're going to open a restaurant, get all your friends to park their cars in the parking lot or go rent a bunch of cars and put them in the parking lot.

**Jim:** Or you have a dual business where your parking lot is a used car lot.

**Yanik:** That's actually exactly what Dan Kennedy talks about with new chiropractors. He suggested to them to put a bunch of cars in their parking lot.

**Jeff:** Right.

**Jim:** I don't want to be the one that hogs too much time.

**Yanik Silver:** Yeah, get the hell off. 😊

**Jim:** I'll relinquish to my esteemed colleague Mr. Silver who made a derogatory remark to me just now. 😊

I'm willing to overlook that but I would just like to say in closing that the power of social proof lies in the fact that we are all - and if I offend people with this I don't care because I honestly believe this - we are all five-year-olds in grownup's bodies.

We all want to feel like we are part of the group. We all want to feel like we are making the right decision. As adults we are also very, very busy and because we are busy a lot of times we have to make our decisions in a snap.

But going along with the crowd, whether right or wrong, it's how we are socialized. It's part of our genetic makeup to see what other people are doing and just follow along. As marketers if we use that responsibly we can actually use that to help people make a decision that's going to benefit them. So it's our responsibility to learn how to do that but it's also our responsibility not to abuse it.

**Jeff:** Right. It's a powerful, powerful weapon. Use it for good.

And actually, Yanik is not up next. Jason is up next.

**Jim:** Oh, I don't get to give the URL? Frank got to give one. 😊

**Jeff:** Oh, I'm sorry. Thanks for reminding me. Give a URL.

**Jim:** It's "I Gotta Tell You" at <http://IGottaTellYou.com/blog>.

**Jeff:** Cool.

**Jim:** Thanks for asking me to be on the call.

**Jeff:** I'll put all the URLs in an e-mail and send them out to everyone. I also want to mention that if folks want to get in on our Simulcast, I'm calling it a "Simulcast" sort of tongue in cheek, you can go to the blog for this call.

It is at [productlaunchformula.com/sequence/simulcast.html](http://productlaunchformula.com/sequence/simulcast.html)

Go to the entry on the blog that says “Simulcast”, and leave your comments there.

I’m actually having my good friend and another great marketer, Mike Long monitoring all those comments and he’s instant messaging me whenever there is some killer question that I need to cover. We are trying to hit this Social Proof topic on all fronts.

I would encourage anyone to go there if you have a question or if you just want to vote for your smartest guy on the phone here. If you just love Frank’s jokes, if you want to get Paris Hilton’s phone number from Frank... I’m just kidding there.

Just go to the site and you can see the comments other people have already made. There are a whole bunch of them already and you can leave your questions and comments about the call. So Jason are you out there?

**Jason  
Potash:**

I’m here sir.

**Jeff:**

I’m very, very happy to have Jason Potash on the line. I’ve known Jason for several years – he is another fantastic marketer who just had a wonderful product launch for his “Article Announcer” product. He just knocked them dead. It was fun.

I got to brainstorm a little bit before the product launch with Jason and we sort of evolved a bit of a plan there. Of course he already had a plan. We evolved it a little bit more. Then he got on the phone with John Reese and evolved it even more... and he launched his product.

He had all kinds of good things going on when he did that product launch, but one of the great things was social proof. He’s another master of using this technique. So Jason, I’m glad to have you here.

**Jason:**

Thank you. Glad to be here.

**Jeff:**

I know one of the things you had was a limited quantity. Whenever you’re going to launch a product that’s a physical product, you sort of have to take a wild guess at how much of that product you’re going to sell ahead of time and then that’s how much you get made up.

With Jason, his course had CDs and books and stuff. It’s not cheap to get that stuff printed up so you have to make a wild guess as to how much you will sell.

How much am I going to need? How much should I get printed up? How many CDs should I get duplicated?

Then you went into your launch with I think there were about 500 units available. One of the things you did was you told people, you showed them proof of how there were X number available. I think it was 490 or whatever.

**Jason:** Yes... it was.

**Jeff:** Then lo and behold all those things sold out in I think a day or less! That's social proof. When people see your product flying off the shelf and I don't want to take your thunder here but I just want you to talk a little bit about that and how you use that.

**Jason:** I appreciate the intro and it's a pleasure to be here. Obviously you've got some great stuff from Frank and Jim already. I'm just sort of taking the Cliff notes here as they are talking because I don't want to repeat what they said and they just keep raising the bar with the content here.

There were a couple of things that I did that worked really well - ultimately the proof is in the pudding, because I did very well with the launch. You mentioned a few of those items and one thing that I kind of wrote down and put a big line under it in a highlighter going into the launch is **proof** in every sense of the word. We talked about this throughout the call so far.

One of the things that I've found that people are sort of tired of is, "Oh, I'm only doing a hundred copies." Well why? Because that's just a number that I pull out of a hat and throw on my website? Why are there a hundred copies only or why are you limiting this to a strict number of people?

They don't go to the next level. They kind of just throw it out there because everyone uses the same bag of tricks. Only a hundred copies available. They say something like "People call me crazy for selling more than a hundred so that's it. I'm only selling a hundred and if you snooze you loose and that's it."

It's not really justified.

The real underlying prime motivator is why are you actually doing this? So what I thought to myself is what do people want to see? They have no idea how much quantity I have in the warehouse. I mean heck, I could be shipping stuff out of my basement with my neighbor for all they know and kind of burning CDs to order if you will. They have no idea what quantities I have on file.

So I thought alright, what I'm going to do is I'm going to put all my crud on the table here. You want proof? I'm going to give you proof.

I went into the control panel of the fulfillment company I was using. I took a basic screen capture of the image of the quantities on hand. It showed the product and it said 490 units on hand. I put a big red circle around it with an arrow pointing to it. It's actually still there on the site if you go there.

I did that because obviously I wanted there to be no doubt in anybody's mind that I said 490 and I meant 490 and here is the proof. There is 490 sitting on a pallet in a warehouse somewhere as we speak. I think that pretty well let people know that this isn't something I was pulling out of thin air. I mean look it's right there. We've got a shot of the inventory account right in front of us.

Also, the 490 was an interesting number because it's true. I mean I gave ten copies that I had to pull from that inventory run because I had a few JV partners that I wanted to give a copy to for them to have a look at.

This was a believable number and it worked to my advantage rather than saying I have exactly 500 or 1,000 or whatever. That's an odd number there because I had to pull a few from inventory.

That's just some background info on how I pre-orchestrated the whole limited quantity thing before I launched the product. The funny thing is Jeff, and this is amazing, it just proves the fact that as you know online people skim the page.

They don't read every single word in most cases. Some may go back and kind of chomp on paragraphs and get some more info but for the most part we kind of skim down the page.

To this day people seem to think that when I sold the 490 quantity basically that was it. It's kind of like Frank Kern's product where he's selling a thousand copies and once it's done it's done. That's it. We are not producing any more after that. The site is going down.

That is what people kept thinking.

If you read down after the big screen shot there is, "490 copies," and "I'm not making this up," and justifying why there are actually 490 units, I very clearly state in the following paragraph, "Am I going to stop selling this product after I sell out?" Then I say very clearly, "Of course not."

The information and the software I'm giving people is timeless. It's not information with limited shelf life that won't work five months from now. The information and the package will work for ten years. I'm not giving you anything that's hocus-pocus or the theory or strategy of the month. It's concrete solid foundational strategies that have worked for me for years and years.

If you read down the page it says that I will continue to sell this product for years and years and years to come as long as I have a viable product and people will continue to buy it. Yet people still just skim right over that. They just saw the 490 and their heart started pumping like, "Oh my gosh! I've got to order this now or I'm going to be in deep trouble."

The only thing I say on the Web site is that if they order after the initial 490 units are gone then their order is going to be placed in a queue. Then there is probably going to be a two to three week shipping delay as I scramble to get more inventory in stock and that sort of thing. That actually did happen to those after the 490th person to order the product. They were put on that waiting list.

Again, there's no smoke and mirrors. I put my cards on the table, here are the quantities. Obviously as I launched a product, even on day one and I think Jim alluded to this and so did you, it's really powerful when you can start to tell people about that limit via e-mail and on the Web site.

It's just like Dick Clark up to the big countdown on New Year's Eve when the big ball is coming down, coming down, and you can see it. You know that the quantity is going up and up and you knew that when you checked the Web site at ten o'clock.

You came back at one and now there's only a hundred copies left. I had better get my credit card now and get this thing because I don't want to be left out in the cold and obviously it's rocking and rolling.

People are buying the product... and again, that's social proof, right?

Look around. The copies are moving off of the shelf. The clock is ticking. There's a limited quantity. You've got to step up and make a decision real quickly because obviously there's some outside pressure moving in. You've got to make a decision real quick.

**Jeff:** That's a key point. Another trigger, one of the most important triggers in addition to social proof is "scarcity". When you had that quantity dropping down, then you're playing on the scarcity trigger.

But it's also playing on the social proof trigger because people are smart. They're saying, "There were 500 and now only 100 are left. I had better get one."

But they are also saying, "400 other people already bought this thing. It must be good. I'm not alone if I buy this."

It's like Jim was saying. It's the fear thing. It's you and your computer and you're looking at this screen thinking, "Am I going to be the only sucker that buys this thing? Is this just a piece of junk?"

**Jim:** Can I make one quick comment here?

**Jeff:** Sure.

**Jim:** That especially works when you're selling higher price stuff in a limited quantity. Having that number especially when that number I've found gets below about 20 or 25 and you keep that number going down. Each time

you update the Web site when you sell a new one, that puts the pressure on. You'll sell the rest of it out just like that.

**Jeff:** Right.

**Jason:** Obviously again, being believable is important because I've seen some Web sites where the pre-launch happens for two or three days and, "We've got 10 copies left," and that number hasn't changed for at least 48 hours. "Well wait a second here, they had like 500! I've been checking the site over the past few days and the 10 quantities left has stuck there and hasn't moved for the last couple of days."

That kind of sets a big alarm in the back of your mind. "If it's hot off the shelf here and people are buying this thing like hot cakes, why are the 10 quantities still sitting there for the past two days?" That kind of works against you.

You have to make it a habit to update the site and really just to stoke the fire and get the momentum and excitement building. Jim had a great point about how it works especially well with high ticket items. One of the things I use is the double scarcity ploy and as you mentioned Jeff, a little dash of social proof as well. Kind of mix it all together.

I had a limited quantity bonus that was only available to the first 75 people that ordered. And in terms of really getting people excited, when I launched the product I opened the doors to the Web site at nine o'clock and literally within the first hour or hour and a half it was like bam, those 75 were gone.

In fact, when I took down the bonus off the main page I had to go over because I can't tell people, "Well the bonus is really gone when the Web site said it's still there." I think I rounded up to 110 to keep people happy.

And then automatically on the site boom it sold out. People were going to the page going, "Oh no, 75 sold out in the first hour!" They know automatically that if I sold out of that initial bonus in the first hour, that the thing just flew off the shelf that they have no hope in hell of getting that thing.

They don't want to miss out because if that momentum continues, if that pace continues of people buying at 100 an hour or 75 an hour. You do the math and understand that this product with 490 copies is going to sell out in a few hours without fail if it's selling at that kind of pace already.

It gives you as a marketer an excuse to e-mail "I'm just giving you a heads up. We flew through this thing in the first hour. We are on pace to sell out real quick so I urge you to get back to the site and if it's something you want to take advantage of, I urge you to do so now. Otherwise you could be faced with a three week shipping delay."

As opposed to just e-mailing someone and irritating them saying, “Hey, things are going really well. Wow! We’re selling a lot of copies. Cool! Anyway, here is the link. Check it out.” I mean how soft is that opposed to really giving them some underlying triggers and some social proof and scarcity and throwing it all out there like a firestorm.

Get them all hot and bothered saying, “Oh man, I’ve just got to get this thing now because you know I’ll justify it to the wife or husband later. I’ve got to get this thing now and make sure it’s going to be shipped to me in 24 hours or less and not worry about getting caught in delays and that kind of thing.” It worked really, really well.

**Jeff:** Jason we’re getting tight on time. Now you’ve done marketing and sales for your whole career offline. I know that you used to be in the software business before you got online. You obviously use this very effectively in the Internet marketing niche and other markets online. Is this social proof something you like to use in other sales venues and other marketing venues?

**Jason:** Definitely and we talked earlier about how this works in other markets. It actually works better in other markets. Let’s be honest. The people listening to this call and those that generally get bit by the internet marketing bug and start to download reports and opt-in to lists and get Yanik’s stuff and my stuff, they are smarter than the average bear. They kind of understand the language.

I’ve had people e-mail me and say, “Hey, great use of a consumption cereal. Great use of scarcity on that e-mail. I really loved it.”

They are already calling your bluff, but they sit back and they admire what you’re doing. Hopefully they will take a nibble and grab onto the bait once in a while but they understand what you’re doing, right?

Unlike other markets, like if you’re selling products to the B to B market like I did, for example computer consultants and consultants who sold high-end finance packages.

These people were extremely analytical, but I could use every trick in my book. Using the persuasive triggers that we have to get the job done, to get the sale and still feel good about it at the end of the day.

They are totally oblivious to these techniques you’re using and you get so much better results because of that alone. They are totally unaware of scarcity, social proof, guarantees, bonuses, risk reversal, all these things that are common language to us as internet marketers. It works even better in other markets.

I wasn’t being manipulative - like Jim said, there are some people who should get on a four lane highway and get hit by a beer truck.

I've used 'take aways' where you put something on the table and then you go, "It's off the table now," or "We're having an event." We were actually having a hundred people to a workshop we were hosting which was, I'm not going to get into the details, but it was a very geeky database manipulation and preparation stuff.

I said, "Today we have space for a hundred people." At the last minute I said, "You know, we realized that we really can't do more than 90 because we've got a film crew in there, blah, blah, blah."

People just went nuts. They went crazy.

Then it was "Hey, there are five spots left." All of a sudden we dropped the hammer and bam... we sold out.

This stuff you're hearing today works even better in "virgin markets" where everyone's innocent and sweet and everyone has no idea what you're doing.

If you can deliver their product and your marketing is solid and delivers what it's supposed to do, you can employ all these tactics and get just wonderful results and make a lot of money using these same tactics in little off the beaten path niche markets.

**Jeff:** I want to point out something very important there. You talked about being on the highway and getting hit by the beer truck. But I want to point out that I don't think Jim mentioned a beer truck.

**Jason:** Didn't he?

**Jeff:** You said beer truck... and Jason is from Canada. I just wanted to point that out.

(laughter)

Jason, it's sort of funny what you were just saying about this market being more skeptical. I saw one of the comments on the blog. I just took a peek at it. It said, "Hi Jeff, great comments on the conference call. Social proof with social proof."

(laughter)

So this guy is pointing out that this call is in fact social proof and yes, I guess there are some elements of that here. Frankly I know that there are people out there that can't get on this call. There is just too much demand so yes, that is social proof right there.

**Jason:** Another quick example, I used to sell sales force automation software to Fortune 1000 corporations and essentially I was a "sales guy" walking into a board room and delivering my power point on why they should spend all kinds of money on our sales information solution.

I was presenting to some of the most successful sales professionals in the country. I'm talking about the VP of Sales, right up the chain of command. Even CEOs used to have their hands in the sales game and I was in there presenting to them.

Well, I couldn't walk in there and pull out my Zig Ziglar handbook and say, "Oh I'll try the puppy dog close today... this should work, okay here we go."

You had to be really "on" because these guys would eat you for lunch and spit you out the minute you came across as Joe Blow the sales guy trying all these tricks and everything else. You had to really have your game on.

It's much the same as we are now. You're dealing with people who understand what it is you're trying to do. They understand the triggers and the behavior. So you've got to make sure that if you want to rock and roll that you have your game together and make sure that you deliver it flawlessly.

**Jeff:** That's a good point. Everything has to be congruent. In fact there is another comment on the blog right now. Someone wrote, "The urgency to buy because the product will sell out. I get so disgusted when you can download a product and the marketer tells you that the supply is limited. It's really not limited in quantity so purchasers should beware."

This is something that I said when I spoke at Yanik's. It's ridiculous that people are using this tactic. Really it's the scarcity tactic that we're talking about but where they say, "You have to buy this product by midnight on October 4<sup>th</sup>. We're selling it for \$27 dollars right now and after midnight tonight it's going to cost \$4000." The people are just using the JavaScript and every day it updates, and it's so pathetic.

The thing is that people are just looking for any crack in your armor, so to speak. If there's anything that's not congruent in your story, then they're not going to believe you. As soon as you prove that you're not believable in one aspect, they're not going to believe any part of your story.

So when you use any of these tactics, any of the social proof, you have to follow through. Everything has to make sense. To me, honesty is the killer weapon. So few people are using it.

**Jason:** That's very true.

**Jeff:** Okay, so we've got to get moving along. Jason, I really appreciate it. Why don't you give us the best URL for you.

**Jason:** If anyone wants to see a lot of what we're talking about alluded to, you can look at some examples that I used with the Article Announcer launch.

Go to [www.ArticleAnnouncer.com](http://www.ArticleAnnouncer.com) and you can just basically eyeball it and pick up all the little tricks and tactics and triggers that we talked about during the call, and kind of see the formula right there in front of your eyes. It's a case study and a lesson in marketing. It's nothing more so check out what I'm doing.

**Jeff:** Okay, and with that, I'm about to ask Yanik to speak up here. I want to tell people again that we're getting all kinds of comments on the blog. I'm going to do my best to try to monitor them and Mike's going to Instant Message whenever any really good ones come up there. The blog is at [productlaunchformula.com/sequence/simulcast.html](http://productlaunchformula.com/sequence/simulcast.html)

Look for the post called "Simulcast" and if you click on the comments button I think you're going to see all these. There are like 30 something comments already.

**Jeff Walker:** Yanik, are you out there?

**Yanik Silver:** I am here.

**Jeff:** I'm just overjoyed to have Yanik on the line here. Yanik has become a good friend of mine in the last few years.

He's a man after my own heart. One thing I haven't mentioned yet is this one book that you must read. Pretty much every time you get on one of these calls or go to a seminar, the people tell you to read "Influence: The Psychology of Persuasion" by Robert Cialdini.

This is a book you can get on Amazon for about ten dollars. In my opinion it's the best book I have ever read on marketing, even though it's not a marketing book.

**Yanik:** I've read it probably nine times. That's how good it is. They have an updated version now "Influence: Science and Practice" or something like that. It's roughly the same thing.

**Jeff:** It's amazing. It covers social proof. I know Frank mentioned that's the first place he heard of social proof. It's the first place I heard about it.

In fact in preparation for this call I just re-read the section on social proof. I forgot how gruesome that section actually is - most of the examples used in the book are downright gruesome. He talks about . . .

**Yanik:** The Jones guy in Guiana and drinking the Kool-Aid and all that stuff.

**Jeff:** Yeah, where 900 people committed suicide. . .

**Yanik:** And talking about people in Italy for the opera they would actually pay people to stand up and yell "Bravo, bravo." And that got more people standing up and yelling "Bravo."

Just think about it. If you have ever been in a crowd where someone gets up and gives a standing ovation. Then maybe two people get up, and four people, and all of a sudden it's really tough to sit in your seat.

That is social proof at work. Another example from my own world is I went to an amusement park two weeks ago. It's hard to find time to get away with the little kid. Then he was nice enough to let me get out for a day.

**Jeff:** Oh, so you didn't take Zach there?

**Yanik:** No, I didn't take Zach yet. He isn't old enough to ride on the roller coasters and go skydiving.

**Jim:** You can't put the car seat in the roller coaster?

**Yanik:** No, they have a height limit. I was lucky enough to make it past the height limit myself.

So any way, we were going there and all the parking spaces are all packed.

The park was closed except for this one company. We got tickets from my friend's parents who work for the company.

I'm thinking, "What's going on here? It's not supposed to be crowded." Why are so many parking spaces taken?

We see an opening and make an illegal left turn. Then everybody starts following us and making that illegal left turn and going down to this empty parking lot.

It was really funny because it was an exit spot. There was a correct entrance and nobody was going into the correct entrance any more. They were all going into this illegal left turn.

You see one person doing it and you think, "I'll follow him."

**Jeff:** Monkey see, monkey do.

**Yanik:** Yes, monkey see, monkey do. You see one person parked on the side of the road on the grass and it is like, "Oh, okay, I'll do that."

It's in everyday work and it's in the marketing world. And I guess we want to talk about the marketing world right now.

**Jeff:** Yeah. You've done some cool stuff recently with social proof. The one I'm thinking about is your Underground DVDs.

**Yanik:** We can talk about that and then also maybe the live event itself. The DVDs I had some help from Chris Zavadowski, because there is no way I

could run this whole promotion while I was off running with the bulls in Spain and doing all kinds of stuff, and Missy's pregnancy and so on.

So I called Chris in and he had some great ideas and helped me out. Then Jeff, you and Chris and I got on the phone and brainstormed some more things.

I'm a big observer to see who is successful and doing good things. Obviously John Reese had a major launch (and hopefully John is on the call at some point or we are just going to have to spill all of his secrets.)

One of the big things that I saw working for him was the blog. I had never done a blog before. So we set up the blog... people can check it out - there's really nothing there any more that people can buy. But it's at [www.UnderGroundOnlineBlog.com](http://www.UnderGroundOnlineBlog.com).

We had this whole lead-in to the DVDs being for sale. We were only selling 750 of them. Like Jason said you have to have a good reason why.

That's so important. That's one of the things that I really hang my hat on is the "reason why". That's absolutely critical. Even if you have a dumb reason why, it works.

Like you said with the person posting on your blog (at [productlaunchformula.com/sequence/simulcast.html](http://productlaunchformula.com/sequence/simulcast.html)), "I hate people selling e-books and saying there's a limited quantity." That's not a real reasonable reason why unless you say only the first 100 are going to have this information in it or something like that to make it a little bit more reasonable.

But the reason why is critical. You know how I love psychological triggers and hot buttons and so on.

**Jeff:** Before you leave "the reason why"... that is another thing that is covered in the book that we just mentioned.

**Yanik:** Right. There's an amazing experiment in there and this is where I decided that almost every piece of copy I am going to write is going to include this one key word.

How it came up is, there was this Harvard psychologist doing an experiment. She had her students try to cut in lines at the Xerox machines in the library.

They would cut in line and say, "Excuse me, can I get in front of you because I am in a rush" or "my professor really needs these real fast." And 94% of the time or something like that they had success.

Then they tried it again and they just said, “Can I get in front of you?” They didn’t give any kind of reason, and had something like 77% success.

Then they went back and said, “Can I cut in front of you because I need to make some copies.” They didn’t give a real reason, but they used the word “because”. That was 93% successful.

So the difference was that word “because” – even if it wasn’t followed by a solid reason.

That one trigger word “because” became a word I hang my hat on a lot in copy, giving people the reason why to do something. It makes a lot of sense.

That is incredibly important. Jason talked about scarcity a little bit. The way I think of it is almost like a sandwich. It’s better to pile them on, one on top of the other, than just focus on social proof and that’s it.

A lot of times scarcity becomes social proof or reason why helps with social proof.

I’m getting off topic. So let’s talk about the blog.

We put posts on there and then I had my little “spy messages” that were congruent with the Underground theme. Then we had people posting back.

We put a spy photo, and I have to say I got this from Reese – he used a spy photo. But our spy photo really made sense because it was the Underground Seminar.

**Jeff:** The spy theme.

**Yanik:** The reconnaissance photos. So we posted a spy photo of the suitcase that these DVDs came in. It was like a metal aluminum briefcase with an “YSS,” Yanik Secret Service logo, on it.

People are like, “Oh, that’s so cool,” and “I can’t wait for these to go on sale,” and “I can’t wait to get one.” They could see the comments in real-time being posted there.

All that stuff is still chronicled up there. We talked about what the price was and I said, “Probably going to sell it for \$995.” And they were like, “That’s such a steal.”

Then I thought maybe I would do a payment plan. So that was another blog posting that I did. And people were like, “Oooo, yeah, do that.”

Of course when people finally started getting it and it was for sale the people started posting about how cool it was and how they had already

listened to a certain section, or how incredible one speaker really was, or whatever the case was. All of it just piled on top of each other.

**Jeff:** I remember one of your posts on that blog had 20 or 30 responses. That's amazing. It's just not easy to get people to take the time to actually type something up for you.

Just by having that many comments is social proof right there.

**Yanik:** Absolutely. And of course you can help them along by saying something in your e-mail like, "I'd love to hear your comments."

And you really do want to hear their comments.

That's creating a dialog between yourself and your customers. And your blog is a great way to do that. That's real popular.

When we got comments we used them in follow-up e-mails. That's one of the follow-up techniques that I teach, actually. That's a real easy way to do a follow-up e-mail without bothering people is to do a follow-up just with testimonials.

You say, "Look at all these people and the results that they got." You basically write two sentences and then everybody else writes the rest of your e-mail. So we used it that way.

The fact that the event was sold out is social proof in and of itself. The fact that it sold out five weeks in advance, especially when you said that most events are still taking people up to 24 hours before the event.

Something else that Frank mentioned was having celebrities. We had Dan Kennedy - most people on this call will probably know who he is, one of the top direct marketers in the world... one of the best information marketers or gurus in the world.

We had a check that Dan Kennedy wrote to me to attend the seminar, as an attendee.

**Jeff:** Let's spell that out. As a lot of people know, you have a fairly close relationship with Dan Kennedy.

**Yanik:** Yes, I write for his newsletter and I'm part of his group.

**Jeff:** You're friendly with him.

**Yanik:** I wouldn't say friendly with him. We're not drinking buddies.

**Jeff:** Okay, but you do have a greater relationship with Dan Kennedy than most of us.

**Yanik:** Yes, that would be a fair comment.

**Jeff:** I could see that you saying, “Dan is coming to my event,” and that would excite people. But “Dan is coming to my event and he is paying for it,” that would get people’s attention. But then when you actually show them the check!

**Yanik:** Yes, that’s what Jason was talking about, and that is proof. That’s something that I’ve done a lot of. Most people are naturally skeptical, on line as anywhere, and the more proof you can give them the better.

What Jason did was really great and I try to think about how I can create as much proof as possible. For selling the original seminar, the Live Event, we had a diagram of the hotel ballroom provided by the hotel. It said, “This is as many people as we can get in there and that’s it.”

That was a real diagram so it’s not something that Yanik made up.

And that’s called scarcity.

So any time you can provide proof, the better proof you can provide the more sales you are going to get. That’s off the topic of Social Proof, but that’s another psychological trigger or another part of your copywriting puzzle that really needs to be in there.

So having the actual check, the scanned-in check, was real important. We actually used a scan in the blog which was real cool.

We got a note from a customer, an actual thank you card in the mail, which was great.

I don’t get that many actual thank you cards. We get a ton of testimonials in e-mail. But this guy took the time out to handwrite a thank you note for the seminar and how much of an impact it had on him.

What am I going to do with that? I’m going to scan that in and use that for additional social proof. Why not? Use every means possible.

As long as you aren’t manipulating people or influencing or coercing them into doing something that is bad for them. I try to have high integrity with everything that I sell. I want to feel good about everything that I sell to people.

I know that they are not going to come back and be real annoyed and pissed off. If they are, they can get a refund.

It comes down to making sure you are not using this in a bad way. And once you start learning about all these psychological triggers including social proof, you really have a very powerful force that you can use for good or evil.

**Jeff:** I want to get this across. Social proof is something that is hardwired into all of our brains. It's something that causes us to act.

What we are talking about on this call is basically creating an environment where people see that social proof. So we aren't really creating the social proof.

We might be creating a situation where it develops to a greater degree.

**Yanik:** Yeah, and I'm not telling people to write in with fake testimonials. Like I don't ask my buddy to write in.

Like for instance, if you read the chapter on social proof and they are talking about some religious cult-like groups and they get people to do stuff. Someone stands up and says, "I've been healed" or whatever they say, and then there is this mad rush of people.

Those are actually set-ups inside the audience. Believe it or not I know some very high profile speakers (not Internet marketers) who have done this, where they have shells in the audience who will literally get up, run to the back of the room, and pretend that they are buying.

That sets up a stampede, or a domino effect. To me that's above and beyond ethical social proof. So once again you have the choice of using it however you want.

Something else that we used was the celebrity type thing. We talked about Dan Kennedy, but I also talked about how we have other millionaires, multi-millionaires, top Internet guys, and I mentioned names, coming to the seminar.

Those are all real. Those are all people who are attending on their own dime.

**Jeff:** Yanik, I have a good question here on the blog from Chesa. It says, "When does social proof trigger become a saturated concept that causes people to withdraw instead of follow?"

**Yanik:** I think it would become a saturated concept that causes people to withdraw if they don't believe you. You talked about that, I think, that it has to come down to honesty.

If you aren't honest in what you are delivering, one person might find out or fifty people or a hundred. The Internet is a small place and word gets around.

That's when it can significantly backfire on you. But if it's all done over above board, not in some underhanded way, then I don't see you having a problem with it at all.

All you are doing is funneling. The marketplace is just acceptance and appreciation for what you are doing and letting other people see that and having them think “yeah, other people are doing that, I should be doing that as well.”

That’s the real big thing is that it’s a shortcut thing. When we are unsure about our behavior... who has more than enough time right now? I don’t know too many people who do.

It becomes a shortcut. It’s a little process that we use so that we don’t have to evaluate every little thing. It’s the same thing with referrals. I talked to my friend Rich Schefren the other day and I asked, “Who’s a great accountant that you know?”

He gave me the name of this guy and said he’s real wonderful. He said he charges \$500 an hour, but he’s really worth it.

To me that is social proof because that is a shortcut to me. I don’t have to go check out this guy. If I trust and respect Rich’s opinion, which I do, I’m going to use this accountant.

**Jeff:** The other one that is like that, and I don’t want to get too far off social proof, but it’s “commitment and consistency”. It’s the same thing. It just allows you to not have to make a decision about every little bit of minutiae as you go through your life.

**Yanik:** Yes, and that is so important. We are just constantly bombarded with too much stuff... and we have to have these shortcuts. So we are looking to people that we trust and that we know - their opinions matter to us and we can respect what they endorse.

Another interesting thing that I did is we used a countdown as well for the tapes. We had 750 of them that we were selling. It gets blurry who came up with this concept, but there were three of us on the phone brainstorming and whoever came up with this, well it was a smart idea.

We had a coder create an actual little script that would go every 30 seconds and do a live check of our inventory of how many tapes were left. I’ve never seen that done in real-time. I don’t think anyone has ever done that before.

It worked well in some cases and didn’t work well sometimes. For instance, we had specific deadlines for people. If you were in the first 200 or something you got X bonus. If you were in the next 200 you got X bonus, whatever it was.

As it got closer people could see this little real-time counter that moves along the sales letter with them. It’s very cool. As that counter got closer and closer to that cutoff point then they started clicking off real, real fast.

The orders started coming very quickly. At first, it's really a very funny story, Chris was over at my house on the launch day and our counter was screwed up. We thought it was correct but it was counting off by 2's instead of by 1's.

So we are looking at each other and the first hour we had like 200 sold. We're excited and high-fiving each other. Then we go back and check inside our shopping cart and the numbers didn't quite look correct.

So there are a lot of interesting things that went on during that launch.

**Jeff:** It's funny. I was just chuckling when you said we were on that call and who came up with that idea. Because I was just recently recording a Camtasia video where I was talking about what you did with that product launch and I claimed credit for it. 😊

I remember it being my idea, but who knows. We were all coming up with all kinds of brainstorm for that launch.

**Yanik:** I remember it being mine but we are going to have to fight for it at the next meeting. 😊

**Jeff:** I'll just make a disclaimer. When people see the video, I claimed it was my idea, but maybe it wasn't me. Maybe it was Yanik. Maybe it was Chris. Who knows?

(laughter)

**Yanik:** A couple of other things that we used and that I continue to use are cross-outs. I think Frank talked about that. It's real powerful. By crossing out, if you have a certain number and there's a legitimate reason why you are only limiting it to that, use cross-outs.

So if there are 500 to begin with and there are X crossed out then it says "382" and the next cross-out is "118." By the way, I would never cross it out and have an even number. Another psychological trigger is specificity.

Even numbers are usually made up numbers. You can say, "I do over \$50,000 a month." But I said "I do over \$51,318.94 every single month." That sounds real.

So if I say that I have 118 sets left, that sounds real.

**Jeff:** Before you go on, I just got an instant message from Chris. It says, "It was my idea."

(laughter)

**Yanik:** He wrote me one, too, but Chris added a little expletive word at the end. 😊

**Jeff:** Yes, he added that on mine, too. 😊

**Yanik:** So it was Chris. Okay, we'll give credit to Chris. I still think it was me. And you still think it was you.

**Jeff:** I'm convinced it was me. 😊

**Jim:** Actually it was me.  
  
(laughter)

**Yanik:** Alright, the last thing I want to add on social proof... and it echoes a little bit what Frank said (and it gets harder and harder as you get farther on this call to have new points), but Frank talked about how many people were on the list.  
  
We did that continually throughout the e-mails where we said, "You are one of 679 people getting this right now because you are on the early bird list."  
  
By the end it was like, "You are one of 10,822 people getting this." So the race is really on. That adds even more scarcity pressure, plus of course social proof on top of that... that 10,000 other people want to know about this.

**Jeff:** It's funny how often social proof and scarcity go hand in hand.

**Yanik:** Yes, a lot of the psychological triggers definitely go hand in hand, like I said, and they work very synergistically. I don't like just using one by itself. It's like peanut butter and jelly. You have to have two.

**Jeff:** I don't want to sound too violent, but I think of it as bullets in your guns. I like to come out with both guns blazing. That's how I think about it.

**Yanik:** That's a good way of thinking about it, too. Now I have a question for you. I know that you are certainly a very altruistic person and charitable person, but I know that you aren't doing all of this for charity. You have to have something coming out sometime soon that we talked about.

**Jeff:** I'm going to have a product and I'm going to have it soon. But one of the things that we told people who were going to get on this call was there wasn't going to be any pitch at all.  
  
So I'm not going to pitch anything at all. There is something that is going to be coming out soon but I don't really want to say anything more than that. Thanks for asking, though.

**Yanik:** Okay. I tried to get it out of you.

**Jeff:** People will hear about it soon enough. I don't need to pitch it here.

**Yanik:** Very good.

**Jeff:** We need a URL from you.

**Yanik:** [www.SureFireMarketing.com](http://www.SureFireMarketing.com)

**Jeff:** Everyone loves Yanik's material. I highly suggest getting on his list and buying his stuff. Again, I'm not pitching here, but he puts out quality stuff, as does everybody on this call.

**Yanik:** Yes, or else you wouldn't have had them on the call.

**Jeff:** Absolutely. So now is the big moment of truth. Let's see. You might have to go another 15 minutes if John isn't out there, but let's see.

(silence)

**John Reese:** I'm here on the call. Did you like that dramatic silence?

(laughter)

**Jeff:** OK. So you put in a huge home theater deal?

**John:** Yes. Actually it's a real funny story and it totally relates to social proof. I'm spending quite a bit of money on this.

I recently bought a new house and I'm doing a lot of renovation. One of the things I always wanted in my house was a really cool movie theater, so I'm building this huge movie theater in my home. It's a crazy undertaking.

This company that I was working with in town that's doing some of the contract work on the room, doing some wiring and some networking and things. There was another company in town that I had do some audio work.

As it turns out the owner of this company knew who I was. He had been in the Internet marketing circles somehow for one of his businesses.

To make a long story short I had another crew of people show up at the house to work on this room. The original company almost wanted to do the work for free because the guy knows me, and he wanted to be able to say that he did my theater.

I imagine he also wanted some free consulting from me or something. So I basically had two groups of people trying to do the same job.

So it was sort of a fiasco that I had to sort out. So I apologize that I'm late.

**Jeff:** No worries. Glad to have you here. Actually I should give you a little introduction.

If anyone doesn't know who John Reese is... where do I start?

John is a marketing genius in my opinion and the opinion of most other folks in the know.

I'm very glad to have John on the phone. It's a fantastic privilege. I have spent a bunch of hours brainstorming with John on the phone or on Instant Messenger. He's helped me out with my business and sometimes we brainstorm about his business.

In August 2004 he made big news when he sold a million dollars of product in one day when he launched a new product.

What I think is even more amazing is a few months before that he put on a seminar himself and sold 130 seats at \$4,500 a piece. He did that just promoting to his very small list of about 2,000-5,000 people.

John has been doing this for a long time. He's been online forever in Internet years and has done it in all kinds of markets.

He has this ability to pierce right through the heart of any marketing question there is, or any business question. I've seen him do it over and over with all kinds of people.

He is very helpful. I've seen him help so many people at various seminars and his workshops and stuff. So I'm very pleased to have John here. He's a master at social proof and a master at launching products.

**John:** Thank you.. and thanks for the introduction.

**Jeff:** Where do we start, John? You came up with so many new ways to create social proof... it's just amazing.

**John:** I caught a bit of Yanik's time there, and you mentioned briefly what Jim and Jason had to say, and it just brought to mind some things. And then you mentioned our mutual friend Mike Long.

I don't know if maybe Mike has discussed it with you, but it brought this idea to mind that I gave to Mike. Has he told you about this annihilation report thing for his business?

**Jeff:** Yes, he did. But you should talk about it. It's cool.

**John:** It's a great example of social proof and how to incorporate it with your customers to improve your marketing. And it's not really Internet marketing related, which makes it even better.

One of Mike's businesses is he sells infoproducts in a market that is for "Magic: the Gathering". It's a card game that people play.

It's basically like chess with cards that is kind of like Dungeons and Dragons kind of thing. Mike was a three-time world champion. That's where Mike has tremendous clout to be able to sell in that market as an expert.

So if anyone wants to rip off his business, good luck trying to compete with what he has done.

But anyway, Mike was over one time. We are close friends and we chat all the time. I remember we were at the house walking around and he was excited - telling about what he was doing recently with his business.

He set up a membership site where he could give audio and video training to his students who wanted to master the game. A lot of people play their friends and they are excited about beating their friends. Some of them are actually in tournament play so they are more serious about it.

But either way it's a very fun, social game. And people like to beat up on other people, like anything else that is competitive. So Mike was telling me about his business and how it was coming along.

I remember I was kind of half eating a sandwich, and I mumbled, "You need the annihilation report." He said, "What?" And I repeated more clearly, "You need the annihilation report."

This is an idea that just hit me. I go, "Here's what you need. You need something you call the annihilation report where your customers send you e-mails about how they annihilated somebody they were playing."

A lot of these people who play this game get together on like Friday Night Magic at different card stores and hobby shops around the world where they play tournaments like each Friday night.

I said, "If you had this annihilation thing then people could e-mail you and tell you, 'Hey, I recently played it at my local store and I annihilated a lot of people using what I am learning from you.'"

I told Mike that this could be powerful social proof because here is what it does. It reinforces to the people at the membership site that what they are paying for is worth it and works. They will see the other elite members of the same group that are using those tricks to win the game.

Then what it will do is that it's like pouring the fuel on the fire. Social proof, if used properly for marketing, can grow and grow and grow. It gets viral, so to speak.

So what happened is he announced that he was going to do it. He let his subscribers know he was going to use their e-mails about how they wiped out opponents using his teachings.

They would send the e-mail describing how they won game and game, and Mike would say, "Way to go, Shawn. Way to win one for us"... the "us" being the group of subscribers.

Then other people would e-mail in because they wanted to be in an annihilation report. And that's the whole thing about social proof and the whole thing about human psychology.

People want to belong to something. They want to feel important. We all do.

We all want to feel that we have importance or purpose in life. So for that niche in that hobby that they are spending their time in, they want to feel that they belong to this group that they are paying money to belong to.

I mentioned that brief idea, and Mike being a solid student of marketing, gave it a try and tested it. And sure enough, it's worked pretty well.

In fact, it worked like gangbusters. What happened is when two or three people wrote in, now the majority of the students are thinking, "Hey, I want to not only have my name in lights, but I want to go out and kick some butt and then be able to share that with everybody and let everybody know how good I did."

He gets so many of those e-mails that he has to wade through them. He can pick and choose the best ones that can have the strongest impact on the group. So it's very, very powerful.

I did something similar with my Traffic Secrets owners after I did that big launch and had so many customers. One of the things I believe in is over-delivering... even after the sale.

So I set up a private membership forum – it was free for everyone who bought the course. I thought we could have charged \$50 a month and made another million dollars a year from doing it, but I just wanted to do it free for them and give people an area online where they could congregate and talk about their experiences with the product.

I didn't do it for selfish reasons, but I knew that a by-product of doing that is that it's only going to improve my own marketing and my own credibility if I'm allowing these people to help each other and become very successful. It says a lot about my product that it works... it's a good by-product.

Within that group I had a couple of people posting that were having great success.

I thought that I needed to start a subgroup within this group of basically my best students.

These were people who were actually getting off their butts like I wanted them to do. These were the people who were actually going out and testing things like I wanted them to do. They were going out there and getting good results and making good money, like I wanted them to do.

So I set up a separate section in the forum, and everyone can see it, but only the members in that subgroup can post and share with others. They can be the shining stars of the class, so to speak.

I set up this thing one night and I called it the Gold Star Student Section. I told them, "Your goal should be to become a Gold Star Student. It's not enough that you bought this product."

"If you don't use it and make a lot of money with it, that was the whole reason for you to get it in the first place, to make more money in your business."

It was a neat thing that happened. It's just like the thing with Mike's customers and the Annihilation Report.

I heard from a lot of my customers. People who weren't really taking much action saw all these other people posting in there about their success and it put a lot of pressure on them to get up off their butts and make some money so they could post and become a Gold Star Student, too.

It worked great. It got people really to consume the product and just to be more successful than they would have been.

It's kind of like peer pressure.

**Mike Long:** There are a great number of comments right now on the blog so I'm trying to keep up with them. I just wanted to say that John's idea to add an Annihilation Report transformed my business.

What John was just talking about consumption, he is so right. You hear some advice that you will get out there, and I won't say who you get it from, but some advice out there will tell you that a very small percentage of your clients will even open up your infoproduct... and even fewer will use it and be successful with it.

Of 400 clients on our new subscription-based web site, [www.MTGInsider.com](http://www.MTGInsider.com), we have over 250 powerful testimonials, the kind of testimonials that Jim Edwards was talking about earlier. It's given us this level of credibility in the business.

I have never experienced anything like it. I just e-mail the list and include whatever e-mails I have gotten that morning from people who are just fired up.

I was hanging out with Frank Kern one weekend. I called over to Frank and showed Frank this instant message I had just got from this guy who had just gotten sponsorship from this store and just won a big tournament.

He was saying, "Wow, man, I'm getting free cards and I'm winning and it's great!" There's my Annihilation Report. It's out in the e-mail the next day and I get a couple of new subscribers. It's a powerful process and it's all just one big social proof engine.

I also learned a little bit of it from "Double Your Dating." They use something similar. But John just really crystallized that, so thanks to John for that.

**Jeff:**

That was Mike Long. He is in the background here working the blog trying to get questions answered there and just moderating it. Like he said, there are over 60 comments on the blog right now.

There's one great question that I want to get to, but first, John, you mentioned something that was just so powerful. You talked about using social proof to really help people.

We've talked about this several times on this call – social proof is an incredibly powerful weapon. It reminds me of that movie Spiderman and the line, "With great power comes great responsibility."

I'd like to see people use this great power in a responsible fashion. I can't control it and I know some folks will go out there and run nuts with it, not using it ethically. But I hope that most will use it responsibly.

In any case, you created a subculture within your buyers and you created model students and then you tried to use that social proof, that pressure of those people following your work and following the Traffic Secrets course, to encourage other people to have success.

It's a wonderful example of using this mind trigger for good.

**John:**

Just to mention something first and foremost...

You were talking about everything goes back to being truthful about "reason why" and everything else. And here's what is funny.

You can be the greatest marketer in the world and dominate any market you go into if you do business with this principle - thinking of your customer before thinking of yourself.

I am willing to admit it that there was a point in my life when I was a lot younger and I didn't really care about other people, I just wanted to make a bunch of money. I would sell whatever I had to sell to make money. Not breaking the law, but not caring what happens to that customer down the road.

If I sold a product and they didn't refund it, I considered that my work was done. I eventually grew up and got a little bit more mature, but along the way I learned a lot more lessons about life and treating people right.

Things changed for me in my business when I made that change. A by-product of that was great success and if you do think of the customer first, you are talking about a win-win situation.

Your marketing becomes more powerful. Like in that example of me setting up that member's area for my customers to get them to consume the product.

The by-product of you making your customers happier will end up making you sell ten times more than you would have sold.

I think somebody made a comment, "When does the point come when these tricks and tactics are saturated or stop working or whatever."

Wasn't it a question like that?

**Jeff:** Yes, exactly. It was "when does it become oversaturated and stop working?"

**John:** The way to ensure that doesn't happen is when you always make moves that benefit other people. If you are focused on delivering good value, treating people well, and really helping your customers benefit from whatever it is that you sell, you don't have to worry about anything else.

Because nobody is going to get tired of being treated correctly. No one is going to be tired of getting a thousand times the value of whatever they buy from you.

On another note, the key thing that everyone needs to keep in mind about all this kind of stuff and how to use social proof and everything else, is buying behavior and what people think about when they buy things.

The bottom line is you as a business owner, you as a marketer... marketing to a group of people, the bottom line is that the majority of people don't give a crap about you.

But the most powerful thing is, and this is why social proof is so important - when people are about to make any decision or make any response to anything in direct marketing, the most powerful thing that can influence them is hearing from or being exposed to someone else that has already made the same decision.

People need to write this down and put it next to the computer so they can always be thinking about it.

**Jeff:** I'm writing it down.

**John:** That's why one example of the social proof would be a testimonial or a success story.

Again, they don't care about the marketer... they only care and want to know if you are credible.

What is a greater influence on them are other people that have made the decision they are faced with.

Let's say I am about to buy this product to make garlic recipes or whatever the thing is. Did Frank use that example tonight?

**Jeff:** Yeah, he did.

**John:** Frank likes to use that example sometimes. If you do anything like cooking or anything else, it doesn't even have to be marketing related.

(That's a mistake I think a lot of people make when they hear different tactics. It doesn't have anything to do with Internet marketing products.)

So if somebody else says, "Hey, I cooked this cake for my family and it was the best meal we ever had," they are more apt to be influenced by that than they are by the person selling the book saying, "My family loves my recipes."

People need to keep that in mind. That is the most powerful thing they can do in their marketing.

That's why if you try to get people to opt-in to a list, use a testimonial from someone else who is on the list and how they think that ten part mini-course is so great.

That does a lot more than you just saying it is great and will have a bigger influence and almost double your conversion rate.

It all has to come down to one thing and that is believability. You can't use any social proof that is not believable otherwise it all backfires on you and it all seems like a bunch of crap. It is as if you are just trying to pull a fast one on somebody.

Social proof is so powerful... it is not just a matter of people wanted to belong to a special group, a sub-culture or an elite membership. It is also that they want to make sure that their buying decision is correct and they are not going to get ripped off; that the product is worth their hard-earned money they are going to spend.

A testament to that is the popularity of the publication *Consumer Report*. It is one of the most popular publications in the world right now.

If you've done any amount of keyword research at all you've looked into markets and looked at data and you look at keywords people are searching for, in almost every market whether it be contact lenses, bicycles, motorcycles, Corvettes, whatever... you will find a lot of people are looking for product reviews.

Again, that is the social proof element. They want to see what other people are saying who bought the product or who have anything to do with that product. It is very, very powerful stuff on many levels.

**Jeff:** They are looking for cues to follow; people who have been there before and have already blazed a trail. They are looking to follow that trail.

**John:** Right, nobody wants to be the guinea pig.

**Jeff:** It's like I said, they are sitting in front of that screen, they have their finger on that mouse button, they have their information already filled out on your form, their Visa is already there and they are about to push that button and they are worried.

They are thinking, "Am I going to get scammed? Am I the only loser out there that filled out this form and gave this person my Visa?"

I can remember the first online purchase I ever made and it seemed so weird to be sending money over the phone line.

**Yanik:** Especially when it is the year 2001 and you glance down and you see their copyright is 1998. It doesn't make you feel very good. You're like, "Has anyone ordered in the last three years?" ☺

**Jeff:** "Or am I the only one?"

I remember the first time I ever bought online, this was before the Internet. I think I bought a juicer. It seemed so weird to be putting my information in there. I mean, was this a total crock? Was this a rip off?

You want to assure people that there are other people making that decision; that there are other people who have already made that decision and they are happy with the decision.

So John, you have used all kinds of social proof well before a product is for sale.

**John:** Right, and that is just to allow other people to do my marketing for me. Do you want to hear more details about that?

**Jeff:** If you would, you know how I like to pry this stuff out of you...

**John:** Well one of the things, obviously, that is critical about doing a product launch and to getting off with a bang - the premarketing or the prelaunch phase - is just building buzz.

You want to build buzz and get other people talking about something. I've said this before - the most powerful weapon in marketing is anticipation.

Anytime you can incorporate anticipation into anything you do, it will increase your response, period. Anticipation is just incredibly powerful, so you want to get people anticipating something, looking forward to something.

In many respects, we all today have pretty boring lives at times. We get numbed to the same TV shows and do the same events that are going on in our lives. We're dying to have something to look forward to.

So when you build up buzz in advance of something and build anticipation for it, it is very exciting for people. It is no longer boring like the static marketing that 99.9% of other marketers are doing.

It's something dynamic and alive and active. It is something cool; it's more fun than just, "I'm sending you this e-mail today to give you this link so you can click on it and read this web page that looks like every other web page you have seen. You can click the order now and pull out your credit card, put in the numbers and give me your money because I want to make some money. Thanks, have a good day."

So you throw the anticipation in and I obviously did that for my workshop, I obviously did that for my Traffic Secrets product and I did it for my Reese Report private newsletter as well.

I didn't invent that by any means. It's been around for 50 years or more. It is obvious in the movie industry and the music industry when they release a movie.

When the Super Bowl is on at the end of January, early February, pay attention to the movie trailers. There are usually one or two movie trailer promotions that are done during the Super Bowl; they are paying \$2,000,000 or whatever.

Usually they are movies that won't come out until the summer. July 2006 in this case of the upcoming Super Bowl. So it is many months in advance and they are building the buzz and the hype way ahead of time to build up that anticipation.

It is like that with concert tickets. They go on sale on November 15<sup>th</sup>. Well, we are more than a month away from that, but they say that to get you thinking ahead. They mention it again and it just reminds you and, oh, "I know where I've got to be on November 15<sup>th</sup>. I've got to be in line to get those U2 tickets."

It is the same thing with an album. They do a lot of prebuzz publicity and marketing to get people ready for the release of a new record that is coming out; way before it is even available for sale.

So those people are spending millions and millions and millions of dollars before people can even plunk down their credit card and buy something. They do it because it is very, very powerful.

Anticipation builds up excitement and builds interest. It is just as if you had a secret and were holding onto it. It is like having some newfound money that is burning a hole in your pocket and you think, "Can we just spend it?"

Just like with a secret - you just can't wait to go tell somebody about it.

Buzz is the same way and that is why it grows so much. When people are excited about anything they like to share the excitement with others.

In the case of Traffic Secrets, for example, that is really one of the key things that created such a monstrous launch date that did the million dollars in sales. Because of all the little steps I took before that launch I really upped the anticipation again and again.

I got people to talk about it publicly, which drew in more people who had never even heard about it. The process created evangelists for the product.

I didn't even have to put up a sales letter. On that release day, I didn't have to use a sales letter and I bet I could have sold \$800,000 worth.

People had already made up their mind they were going to buy. You can go back on my blog and look at it. "I'm going to get this as soon as it is available."

What happened was, using the blog for an example, I kept sending out messages along the way before my launch and driving people to the blog to make comments and talk about it.

That was one of the things I had never seen anyone do for a product launch before; using an interactive area for people to really express in detail based on each message I was sending out. Each message I sent out I'd say, "Hey, let's go to the blog and talk about it."

There were people literally hanging out at the blog saying, "I'm going to be one of the first people to buy this."

That's how excited they were.

It just fueled itself. People who would go to the blog and had never been there before would read 200 people saying, "I can't wait to get this thing. I'm going to be up all night."

I had a couple people who literally stayed up all night before the launch at 9:00 AM. They went without sleep all night to be able to buy it when it first became available.

When you have people saying things like that, it is very, very powerful stuff. Other people think they need to join in and get this thing too.

That is what social proof does. It really puts that peer pressure on people so they don't want to miss out. They see their peer group and their peer group is saying, "I can't wait. I'm sitting here with my finger on that order button."

That is social proof.

**Jeff:** Yes, that is very powerful. Very, very powerful. You and I have talked about this before. You really pioneered a different way to use the blog. Blogs have been around for a long time, but you had people who weren't using them for marketing and certainly weren't using them for social proof.

It also got people talking about you in other forums; online discussion groups, bulletin boards and all over the place people were talking about John Reese and Traffic Secrets before they could get it.

**John:** It was nuts. It really just kind of took on a life of its own. For me, being the marketer and being my product, it was exciting. I went, "Wow, this is so great."

I'm reading about all these people who want to buy it before I even had it for sale. It makes you feel good that people want what you have to sell; that they can see the value in it. It was really exciting to see people talk about it and knowing they couldn't wait to get it.

It was just fun, that's all I can tell you.

**Jeff:** It puts you in the flow. It's like you are watching basketball and we've all seen people go in and all of a sudden they make four three-pointers in a row and it's like they cannot miss.

Then you get a situation like this where you are getting feedback from your market, your readers, your audience, your clients, your prospects and they are giving you all this feedback. The social proof works for you too and you just start grooving on it.

It's hard to explain if you haven't been there, but you build momentum yourself and you start to see opportunities to use the social proof and take it to another level. It can be a lot of fun to be in that situation.

**John:** Yeah, it is. It's funny, I can remember years ago studying different business people and different marketers. A lot of old school direct marketing teachers, for example, are computer-phobic; they just came from a different generation.

When the Internet came out a lot of them bashed it. They said it's just another form of media – it's nothing special. It is just a business tool.

I'm sure you can agree and remember people saying that. "It's nothing new, it's nothing new. It's just like print media or TV or radio or anything else."

I remember these people saying this and I remember listening to seminar tapes of one of these big guys who put on a seminar... saying this stuff. I remember literally wanting to punch them in the face, so to speak.

I wanted to grab them and shake them and say, "How on earth can you be telling people this?"

Here is the one important thing about the Internet that is different from all other forms of media: It is interactive. That is the difference.

Because it's interactive, many elements of marketing now become more powerful than they have ever been before. Also, it allows new forms of marketing to develop that have never been around.

Social proof, because of the Internet, is more powerful than ever because we have the opportunity to allow our customers to become part of the marketing process. This is exactly what I did with the Traffic Secrets launch.

How could you do that with a TV campaign? You could maybe have someone call in on the phone. A lot of infomercials are now doing that kind of stuff. You see it more and more on *The Home Shopping Network* when they go, "We're going to go to the phones and talk to Ellie Mae from Macon, Georgia. Are you buying this bracelet, Ellie Mae?"

She says, "Yes, I'm addicted and I bought 400 of them this week, the same bracelet. I only have one arm, but I just had money to spend," or whatever.

But the Internet truly allows something to be live all the time and something that is completely two-way. You pass messages to people; they pass messages back to you; and it allows other people in your market to see that and interact with them as well.

It is just extremely powerful.

The proof is in the pudding with results that we've seen using it just in the last year, the results from the people on this call.

**Jeff:** Right.

John, we're getting a lot of great comments on the blog.

You were talking about interactivity - we've got over 70 comments on this blog. If people want to go there they can read them. Actually people are starting to talk back and forth and helping each other out there.

The URL is [productlaunchformula.com/sequence/simulcast.html](http://productlaunchformula.com/sequence/simulcast.html)

But here is a really good question. This question is from Terry...

"How much does the linkability factor count in social proof? For instance, every speaker in the call is very friendly. You've heard that someone can sell ice to Eskimos. Well, all these guys can. They not only have good products, but they are likeable and nice."

What do you think there, John?

**John:** I think people are confusing social proof with being social. As a marketer you don't have to be social. You can be completely shy; you can hate talking to people; and you can still use this technique to be completely successful.

I don't think it comes down so much to you as an individual. Of course, if you are a jerk in your marketing and you piss people off and you take advantage of people and don't honor refunds and everything else, that is another whole conversation. That is going to affect your business.

But social proof doesn't really come down to how likeable you are.

A lot of that really doesn't come down so much to your personality as much as it does just about how you communicate. I think, more than anything, clarity is more important than being nice. It comes down to honesty, truth and everything else that goes along with that.

But it is the message that you put out to your market. You don't have to be the most social person in the world, but when you type up an e-mail and send it to your list, it needs to be clear and concise about the message you are trying to get across.

Of course, if you are using social proof in your marketing, if you want people to talk about your product or even talk about a special report you put out, which is one of the things I did during the Traffic Secrets launch, then the content has to be good.

The thing that you are trying to get people to build up a frenzy around, has to have value. Everything comes back to value. If the first thing in your mind isn't delivering tremendous value to your market, then you should go get a job or go get into another business.

That has to be first and foremost. Delivering great value is what really gets people talking. Sure, you can get negative publicity if you put out a movie that is the worst movie ever.

But I don't think that is the kind of social proof you want for your business.

**Jeff:** I can remember very vividly something you said when I interviewed you a couple months ago... one of the things you said is sort of tattooed on my brain - you have talked about some of the things I've said to you being tattooed on your brain.

In any case, one thing you said was that you can never go wrong over-delivering and making people happy. The way you said it just really struck a chord with me. It is so powerful - just over-deliver.

I think you've also said that you don't have to do stuff perfectly; you just have to do stuff a little bit better than the next guy. Most of the next guys are just not doing very well at all.

**John:** Yeah, and I talked about that briefly on the seminar we did to raise money for the hurricane victims last week. That was just a simple thing that my father taught me. Always do more than is expected of you... in everything you do. Not just in how you deal with business, but with relationships, friendships and anything.

That comes down to marketing. While everyone else is out there doing the bare minimum, what if you give your customers one free report or something they didn't know about.

You say, "Hey, I did an interview with an expert on this and I just wanted to send it to you free," or whatever the case may be. That goes a long way. It separates you from the crowd and you rise to the top, especially on the Internet where almost every market is just this huge bundle of noise with people screaming for your attention with their marketing.

That's one way to really stand out. It has worked really well for me and it is how I run all my businesses.

It hasn't failed me and I don't think that is a fluke. It is a principle that works and it is something that people really appreciate and respond well to.

You talk about social proof and getting other people to become evangelists for your marketing - they almost become your salesmen even though they don't get paid.

Again, you hit it right on the head. Nothing bad is going to come to the person who treats everyone else good.

**Jeff:** I've got another good question on the blog here.

This is from Warren. "If there is time at the end I would like a brief talk on the difference between social proof, buzz marketing, and/or word of mouth marketing."

John, you've used the word "buzz" quite a bit tonight. Can you differentiate between social proof and buzz... or do you even need to differentiate between them?

**John:** They kind of cross over into the same world. The social proof part of it is where someone other than yourself, like a customer, is having an influence on other people to get them to buy because they already purchased and they are happy. That's an element of social proof.

Word of mouth marketing or referral marketing is when somebody goes, "Hey, I really think you should check out that chiropractor, he did wonders for my back."

They are almost one and the same, but I think what we are talking about with social proof isn't so much word of mouth advertising, as much as it is using what people are saying about your product - or giving them the opportunity to say good things about your product.

I think much of what we are talking about is within the confines of your own marketing, wouldn't you agree? And how you can control the environment and how you can position it to allow people to talk about your product and become almost sales people for your product.

**Jeff:** That's it exactly.

Social proof is a trigger that is in everyone's brain. In fact, there is a comment here from Anthony posted just two minutes ago, four minutes ago:

"This is a very interesting topic. I had no idea that the majority of people had not yet evolved past the tribal stage of their being. This is not to pass judgment upon them, but merely to state that where they are at is something I have never been able to understand or comprehend before."

Well, that is an interesting comment, but I will guarantee you Anthony has got this hard-wired into his brain as well.

A lot of people think, "I'm beyond that," but this is something that every single day people use social proof to decide how to act over and over. They do it unconsciously.

What you said, John, what we are doing here as marketers is just taking that and creating a venue or a forum for people to express that for our product, to show the social proof for our product.

One example I've used before is that you are getting off a plane and you go to pick up your baggage. You are in a strange airport. Maybe everyone else gets off and checks all the signs.

But sometimes when you get off and you caught the red-eye and it is 1:00 AM and you're just getting in, and 200 people get off the plane in front of you and all turn to the right and start walking down the hallway, you'll just turn to the right and start walking down the hallway and follow them.

That's one decision I don't have to make. Everyone else knows what they are doing and I'm just going to follow along.

Everyday each of us uses social proof over and over and over.

So we're just talking about taking that idea, that trigger that is built into everyone, and finding a way to display that social proof for other potential customers.

Sorry to get off on that rant there...

Here's a really good question, another one up from the blog.

"John Reese's use of a blog as a forum during a prelaunch, how do you handle people posting negative comments about you or your product, not necessarily abusive or inappropriate, but simply negative?"

**John:** On your own blog?

You delete them. It's that simple.

I actually did that. There were some people who posted on my blog during my Traffic Secrets launch that just had smart-aleck comments or were really negative or skeptical and just had some really bad things to say.

I deleted them. It is my blog and I can do whatever I want to.

A lot of those were anonymous people who wouldn't even post their names. They were just getting in there to cause trouble, using profanity and things like that. They were just jealous, stupid, envious people which I found to be the most ridiculous thing ever.

If you've been on forums, you see people bashing other people and their products. If people haven't figured it out yet, that is completely opposite from how you build wealth. The people who are actually successful are the ones that aren't worried about what other people are doing.

Here's the key - they aren't worried about factors beyond their control. They are worried about what they can control and just doing business as best they can.

They are worried about treating people well. They don't get caught up in the soap opera of those who just want to talk bad about other people.

People might wonder why I was directing traffic to get people to interact on my blog instead of a discussion forum, because a discussion forum would be another way to interact.

The reason why is this... a discussion forum is a little bit more of a wide open place for people to talk and people create new topics and it can really get distracting.

The great thing about the blog is you are in complete control of it. You can post a little message about whatever you want people to discuss. Then let people post comments. It's kind of one-way comments.

In a discussion forum you'll get people who keep replying and keep posting and keep saying this and that and this. The blog is more of a sounding-off board for people to say one thing.

It's exactly what it says it is. It's a comment. And I find that comments are more powerful for what I was trying to achieve than getting into a full discussion board.

So the use of a blog is great. It's clean, it's straight to the point, and people who want to make comments can make them. They don't have to have a million people posting noise around their comments so they aren't seen.

It just seems to be a better format for being able to allow people to interact without people fighting for attention, I guess.

**Jeff:** You and I have talked a lot about blogs. And just about every guest on the call has talked about blogs. They are very powerful. You have used it very effectively. Frank used it. Jim uses it all the time. I don't know if I talked about it with Jason. Yanik used it.

But you also have all kinds of other social proof built in throughout your marketing in Traffic Secrets. Can you talk a little bit about some of those? Or some of the other ways you built it in?

**John:** In the campaign?

**Jeff:** Sure. Whatever you wanted to talk about, but in your campaign is what I was thinking.

**John:** Leading up to my launch and telling my list about it, every time I would send out messages, I would get questions from people.

So a lot of the things I did during the process was use some of those questions as social proof. I would say, "By the way, I'm getting a lot of

people asking me about if this is coming out on DVD and if I will be able to play it in England?”

That is social proof - there are people over in England who want to buy the product.

A lot of times with me, I just thank God that I'm kind of a natural at the game. I do a lot of things without kind of over-thinking it. You probably noticed more examples of social proof that I didn't even think about. You know what I mean?

**Mike:** During the Traffic Secrets launch a major point of social proof was the sway of your launch partners, Yanik and Frank and Jim Edwards. Having those guys around was a major deal in convincing other marketers that they wanted to push it.

**John:** Yes, when I approached other partners in the market and I explained that it's a great product, I believe in it, and I would like to send them a copy of it so they could review it way before the launch and make sure it's something they feel good about promoting.

Of course a lot of these people have great credibility and good standing in the marketplace - like Yanik and Jim and Jason and Frank and several other people like Armand and Alex Mandossian.

A lot of people probably saw that and thought, “If those guys are in then I am in.”

**Jeff:** And also, not just for attracting partners but you released a special report ahead of time and had other people publishing it as well.

**John:** Yes, saying, “This is something you definitely want to check out.” It had multiple purposes to it, but one of the big things was that the report had a lot of really good content. I could have put it into an e-book and sold it with what I taught in that free report.

But by allowing people to give it to their lists, it warmed up their lists and their customers and their prospects to me as a producer of content, to me as an expert so to speak.

So it's not enough sometimes to get people to recommend your products. But it's basically saying, “Here is some other stuff this person has produced.”

It goes along with other two-step types of marketing - where you deliver a free mini-course to someone and it's really good (and it should be really good if you do that) and they think, “Wow, if his free stuff is this good then I can only imagine how good the rest of the stuff is.”

So, one, it was for those social proof reasons that they were recommending my content and giving it to their lists. The other thing, it

had a viral concept to it where other partners saw people giving it out and they knew what was going on and they said, “Wow, I want to give this away to my list, too,” and that got me new partners.

That was another element of social proof. But if we want to step back even further into the time-line of the launch and head back into the direction right after the workshop, the workshop material became the bulk of the course.

I released several videos of testimonials of people at the event. I released some of the content of the event right there to my list, “Here’s what you missed out on.”

When I started the prelaunch for Traffic Secrets, I gave away some free videos and said, “There is more where this came from.”

It really built the buzz. I forget who it was who said it, but someone said my workshop was like the Grammys for Internet marketing. It was like Who’s Who of the marketing world. There was Gary Halbert and all these great guys on this call and a lot of other knowledgeable people.

**Jeff:** A lot of times when you go to seminars all the top marketers, like the people on this call, when there is a presentation going on they all will be out in the hallway... instead of inside listening to the presentations. Out in the hallway is actually where the joint ventures happen.

Everyone is like, “Okay, I don’t need to hear this.” They head out to the hallway and shoot the breeze.

At your workshop no one was in the hallway, and every one of those people who are normally in the hallway were in your workshop for every minute of it.

So it was like the Grammys of the marketing world. You should have had the red carpet and the paparazzi taking pictures.

**John:** And if I did that would be social proof.

**Jeff:** Another way you built social proof was by using video testimonials from your workshop in your sales letter for Traffic Secrets.

This is key. There were some from famous people in this niche.

**John:** Like Gary Halbert.

**Jeff:** But there were also testimonials from other people that aren’t well known that might have a business in some other niche. So you had all kinds of video testimonials and they were from all kinds of different people.

**John:** When I did the re-launch in April I focused on social proof. If you go to the Traffic Secrets site, which is [www.TrafficSecrets.com](http://www.TrafficSecrets.com), there is all the social proof you will ever want with all the success stories.

Those success stories led into that letter, you will notice that almost every person there, over 100, were people you have never heard of in your life. I did that for a reason.

I didn't want to be like everyone else in the market where you can tell they had their friends say nice things about the product. You see these testimonials all over the place from the same people saying "Wow, this thing is earth shattering. It's the greatest product ever."

It's very powerful when you use testimonials where people are specific about their results. If it's a weight-loss product, have people say, "I lost 13.7 pounds," or whatever they did lose.

That's more powerful than saying, "This e-book on weight-loss is so amazing. I lost a whole bunch of weight and I'm no longer a fat pig."

**Jeff:** "Fifteen pounds in 17 days."

**John:** Yes, exactly. Being specific. Something people can put their finger on and say, "Wow, that's great!"

**Jeff:** And when someone looks at your testimonials, they are looking through to find themselves in the testimonials. If you are selling *How to Make a Million Dollars Tomorrow* and someone hits your site and they are a 59-year old female engineer, they are looking at your testimonials to find another female engineer that is between 55 and 65.

**John:** Right.

**Jeff:** You aren't going to be able to put every single person in your testimonials but the more demographics you can hit, the more you can show your prospect someone who is like them.

In terms of social proof, the most influential people for someone is their peer group. When you find other people who you perceive are like you, then you are going to tend to follow them.

Here's another question. Someone wants to know how much you paid for your home theater and what equipment you bought. That's comment number 67 on the blog.

(Laughter)

**John:** I won't be specific because that is kind of rude, but it's more than what my parents paid for their home. 😊

**Jeff:** You told me a little bit about it last time we talked. I hope you invite me over sometime to watch a movie there.

**John:** I might have a marketing field trip to my house some day for maybe a mastermind thing.

**Jeff:** You had to knock down some walls and stuff, right?

**John:** Oh yeah. Install networking and all kinds of stuff. But it will be a fun thing when it's done.

**Jeff:** Well, John, why don't you give your URL. I've been asking everyone to give their URL.

**John:** Which one? They can go to [www.TrafficSecrets.com](http://www.TrafficSecrets.com). I'm sure most people have heard of Traffic Secrets by now. That's the product that sold a million dollars in a day - social proof had a lot to do with that.

You can see all the great specific testimonials, and how we used them. That should be a great model for anyone selling anything.

My main site is just [www.MarketingSecrets.com](http://www.MarketingSecrets.com). There's really nothing for sale there but you can go there and just join my free newsletter.

**Jeff:** Well John, I really appreciate it. This is fantastic. I don't know how long you went... but this is great stuff.

**John:** Thank you for having me.

**Jeff:** It was fantastic. Anytime we can get you on the phone or instant messenger I get so much value out of it. So I encourage everyone to get on John's newsletter.

Actually he doesn't send that many newsletters but when he does it is ground-breaking stuff and it's free. So it's amazing.

I'd like to thank everyone for attending. Again, we are up to 84 comments on the blog. Go to [productlaunchformula.com/sequence/simulcast.html](http://productlaunchformula.com/sequence/simulcast.html) to read them.

Thank you everyone for being on the call. Thanks again to the guests. I can't tell you how humbled I am that these guys came on my call because they are the best of the best.

We don't hear them on calls all the time and certainly not all together on one call, especially when we have the focus that we did here on Social Proof.

**CONTINUE ON FOR YOUR NEXT STEP...**

## DON'T MISS OUT...

This report is really just the beginning. When you join Jeff's Power Launch list you will get all kinds of extra bonuses including:

- The audio recording of the Social Proof Call... for **FREE**.
- Priority notification of additional **FREE** events like the Social Proof Call.
- **FREE** marketing videos.
- More **FREE** reports just like this one...

## But frankly, that is **NOT** the most important reason to join Jeff's list...

Yes... when you join my Power Launch list you will get all that cool stuff. **HOWEVER, that is NOT the most important reason to join my list.**

Simply put, I am about to release a really killer home-study course called the **Product Launch Formula**.

Now maybe you know a bit about my work, and how I have been involved in a large number of the most successful product launches on the Internet in the last couple of years.

One launch did a million dollars in a day. One did six figures in twelve minutes. Another just generated \$74,925 in 48 hours... from a list of a few hundred people.

And when I release my Product Launch Formula, it is going to rock the Internet marketing world... because **THAT IS WHAT I DO.**

And I guarantee you this... you might not end up buying my course. Who knows... maybe it just isn't a good fit for you. But you **will definitely regret** not getting a chance to look at my offer as an "**Early Bird**" when I send the Priority Notification to my list.

Maybe that sounds like a bunch of hype. But wait and see... come launch day I have a feeling you will agree with me.

So you know what to do now - click the link below ...

[Click Here To Preserve Your Early Bird Status](#)