

## **FYS168 podcast katieHornor**

Katie: You've probably seen other people using something called PLF ( Product Launch Formula) online and I've used it in my business. And it's one of the many ways to launch, but probably one of the most popular ways. And today we're talking with the author and the founder of the product launch formula, and he has also been a mentor and a big influence in our business. I'm so excited to have on the show today Mr. Jeff Walker thank you for being here.

Jeff: Oh thanks for having me, Katie I'm glad to be here

Katie: You've been launching for like 25 years and everyone I know who's launching has learned from you.

Jeff: Right

Katie: And I know that with that time there's been a lot of shifts in culture a lot of shifts in technology obviously. Tell us a little bit about the principles of your formula for launching that just seemed to be you know those things that, that make it work now, just like it used to we use different formats, maybe let's dive into that a little bit.

Jeff: Yeah, sure when I started out it was literally in the '90s and the only tool we had was an email because even web pages I mean the idea that you could create a blog post in seconds, right? There's so much that could be done so easily, but then it was just email and then it was audio. Well then it was blogs and audio and then video and then our audio-video and screen capture. And it just all the tools change, change, but the things that have worked since, for, from early on and continue to work, they really come down to three (3) things I like to say stories, sequences and triggers and, the first overriding principle is delivering value ahead of the sale. And we're building real value for people in their lives in a fashion that naturally will lead to the sale of whatever you want to sell.

And then once you get into those stories, sequences, and triggers the stories is people love stories to engage them storytime, and instantly we just shifted the receiver mode. Once we start to hear a story and so you want to build stories into your marketing, but not just random stories. They're stories that have a narrative arc that naturally leads into the sale, and the best stories are the stories you're telling of your prospects the future and the change that's going to come through whatever you're selling. So if you're selling Katie I know you have a lot of online course creators, and at the end of the day, their course is going to create some kind of change in people's lives. They're going to help them build a meditation practice or find the love of their lives or quit smoking, or have a better golf swing or grow big tomatoes. Whatever it is it's going to create a change in their clients' lives.

And in your launch, you want to tell the story of that the opportunity for their lives to change and how it's going to change, and how their lives will be transformed. So

those are stories. Sequences are this idea where you can't just put out like the opposite of a sequence would be like a Superbowl ad where you spend millions and millions of millions of dollars to produce this ad and millions more to put it on the Superbowl and then boom you've got the 32nd ad on the super bowl and it either does well or else it doesn't. With our kind of businesses, we can't afford to spend that kind of money and we can't afford to bet on one day you know changing our lives. It's the sequence and it's in a sequence is, is a series of marketing messages. And that's really what a launch is and so we have a pre-launch sequence and we have an open cart sequence and we have a post-launch sequence and that's so much more effective than depending on one single, piece of communication.

And then triggers there are these mental triggers that all of us are walking around trying to make decisions we have endless decisions to make during our lives and so we those tools our brain uses to short circuit that decision making. And another way to think about it is these are triggers that will create influence in other people's lives, triggers such as authority when people perceive us as having authority, they pay more attention to us likability when people like us they pay more attention to us. Social proof when we see a lot of other people doing something we'll be more inclined to think about doing that same thing and so within a launch really what it is it's putting together these stories and using these mental triggers within your sequences. So it naturally leads into a sale and it works for all kinds of products.

It works for all kinds of services, masterminds, memberships, coaching programs, but online courses are absolutely the sweet spot. I mean that's like it's just a no-brainer if you want to see what the product launch formula is, just look at the best launches in any market and this is the formula those people are following.

Katie: And I love that having been part, of your PLF group the product launch formula alumni because I went through your course a couple of years ago too. And seeing how people in all niches are putting it into practice, it's been amazing like the guy that sold fish from Alaska and, the lady that's in the parenting space and then the lady that's in the crochet space and like just seeing how the principles work. And I love that because you're all about mastery and about putting the principles into place for your people and building that relationship through the sequences. But it's the same principles that work no matter who you're talking to or what it is that you're selling. And that's what makes this so fabulous and when you can master it like you teach to not just do it once and be done but to go back and go over it again.

What can we fix? What can we tweak? What was the data and how do we make this better? Like, that's really when we started growing is because you influenced us to look at the data and to tweak it and do it again.

Jeff: Absolutely you know Apple didn't launch the iPhone just one time and say, well, that's good that was a pretty good launch we sold a bunch of phones. They do it every year right and they get better at it. And the reality is, is no matter where you are in business you constantly need to either be launching new products or relaunching the

ones you already have. And I am a big fan of if something works once then do it again, but the way we do it within my business. The way we keep mastering it I started long ago, long ago as a stay-at-home dad you know, we were desperate for money my wife was supporting a family. My ultimate goal was to make \$10,000 in a year to try to help support the family now that was 25 years ago things have changed we've built up a great big team or what I consider a great big team. We've got right around 40 people on my team and anytime we do something, we have a process that we call the went well do differently it is a debrief process. Anytime we do something big, we're about to go into a launch for ourselves and after that launch, we will do an extensive debrief and we'll say, what worked well?

And then we're going to want to do more of that or do, or repeat that and what do we want to do differently? And anytime you're in business nothing goes perfect nothing ever goes according to plan. Do you have some happy accidents? Do you have some things that well felt like a disaster? At least in the moment. And, mastery is all about nailing those fundamentals and you keep on getting better at those and better at those so absolutely, you know one day maybe in the distant future, this formula will stop working. But until then it still works and we can still get better at it I've done I don't even know how many launches Katie. I literally couldn't count them in the many dozens, many dozens in our business and coach people through hundreds.

Really thousands, but I can always get better I mean, right now this morning I was tweaking we've got a program guide that's going to go out for when we do our masterclass, which is our launch. And I was just literally in there tweaking the copy like the first sentence I'm like this isn't the right first sentence to put in this program we just have to nail this first sentence. I think life is about mastery again yeah it's about getting better.

Katie: Yeah getting better and I love watching what you do too because we've launched now a couple of dozen times since working with you and getting better, but watching you continue to improve and continue to tweak has challenged us to just up our game every time. What can we do differently? How can we make that tweak that's going to do better for our people in the long run because you've also taught us to look at that transformation, right? It's not so much about the money as it is about the impact and if we were created to do this, then we get to do it to help these people, regardless of what the finances ended up being in the end and how can we serve them better? And I just love that perspective.

Jeff: You know, it's interesting Katie what you just said, it's not about the money it's about the impact. And, that's true sometimes, but, that's where I am in my life because we've been incredibly successful. I've had million-dollar launches. I've had multimillion-dollar launches. I've had million-dollar days where I've made a million dollars in sales in a day. I had a launch where we made a million dollars in 53 minutes just crazy results. And, we have not outgrown our lifestyle I'm in the same home I've been in for 21 years I drive a Chevy pickup truck hey, we've done really, really well

to the point where it's not really about the money, it is about the impact. And I love the impact we make and we help so many people build businesses and in they're building a business, they go out and help so many people. So I love that impact, but I never forget back when I started and it really was about the money because we were desperate.

I mean it's not like there wasn't food on the table, but it really wasn't necessarily the food we wanted to have on the table for our young family and we weren't in the home we necessarily wanted to be in and, you know, making school choices for our kids, you know it was, it was hard there was very little money to go around.

I always want to honor that a lot of people are like yeah that impact sounds nice and maybe out in the future I can do the impact, but like, can I just have some money right now? You know, can I just make some money? So I, I always hold that my heaviest, I remember that's where I was where I started at.

Katie: Yeah and we started that way too. And that's what we tell our people, you know it's totally honorable to start a business or want to grow because you need the money. Like you have to have money to survive and that's where a lot of us start. And isn't it interesting how the longer you're in this, the more that vision and that perspective shifts to where, you know, as you said, the money is still absolutely a necessary part, but your, your vision expands with the business to be a little more impact-focused as well? And I just think that's a really cool sort of side effect of growing your business.

Jeff: You know Katie it is I've noticed that it's almost I hate to say anything it's universal, but it almost feels universal that once people get like I've had over a million people go through my free masterclass training, which sounds like a crazy number. A lot of people don't believe me, but you know, the reality is this has been 16 years and you don't have to be that exceptional for 16 years for a million people that go through your program. You know, it's only like \$60,000 people a year, and in the first few years it was maybe \$15,000 or \$20,000, but now it's usually 60, 70, 80, 90, 100,000 go through each year. So, in any case, I've had a million people come through and tens of thousands of people have come through my high-end paid program and you get to meet a lot of people. You get to see a lot of people and I've had just amazing people, but now and then you get just like some hard-bitten like you know sales professional, they come in they're super slick and it's just about the money. Just about money, money, money, numbers, numbers.

And then I see them in the community a few years later and they've all of a sudden had a big success and they've had the big launches and they're starting to talk about saving the world. You know making an impact. And, I think that as humans and I love this, I celebrate it about us as humans are that I think that people want to get their needs taken care of well, almost everyone. It's almost universal that they start thinking about others and think about how they can help others and help more.

And, it's been incredible learning process over these years to watch people go through that transition.

Katie: Yeah, I think one of the other things that I've noticed is the longer you're in business is the more success you see as you continue to grow this, but there's also a shift to realize like when you're first starting and you're bootstrapping, and you're trying to just hit that first \$10,000 a month. Like it's really hard to take the time that you need to be filled up and we always say you can't pour from an empty bucket. And I think the more that we've grown, the more we've realized the necessity of boundaries, the necessity of putting the family time on the calendar, first with planning our launches and our business deliverables around the other priorities in our life.

And I know that is a really strong point for you and so before we end this today, I wanted to just touch on that idea of those non-negotiables because I know you're the launch master and you're teaching everyone there is how to launch. And yet you don't match all the time talk to us a little bit about that.

Jeff: Yeah, I'm very lifestyle-focused like I said, I've had a lot of success and to me, this isn't about having a successful launch it's not even about having a successful business. It's about having a successful life. And so for me to be successful everyone is going to be different, but for me, it means being healthy, being an athlete, getting outside, getting to play, getting to play tennis with my buddies like I did yesterday. Skiing all these outdoor activities I love to do means having a good marriage, it means being a good parent, it means being a good son, it means being a good community member. And, it's always been a focus to me if I'm a failure at home then I'm a failure and so I'm blessed to have this marriage of many decades where we're well over 30 years now I've got a couple of those kids that I was taking care of as a stay at home dad 25 years ago.

Well, amazingly enough, they're all grown up now.

Katie: Isn't that funny how that happens?

Jeff: It's amazing, but we still have family dinners we had family dinner a couple of nights ago, and Katie, my son who you know so we live out in the mountains in Colorado and he was driving near here in the desert in Utah. And for those of you know Utah, it's between Monticello and Dove Creek which there's, there's nothing there's just there's nothing there. And he spotted a kitten on the side of the road and he was driving 70 miles an hour, spots a kitten he stops it's this tiny little kitten. There's no mother he's just out there in the middle of the desert and so he now has a little kitten and it was like, we're estimated about four weeks old.

Katie: Oh my goodness.

Jeff: I mean you could fit in the palm of your hand you could see it was malnourished you could feel every rib it was dehydrated, but it's been about 4 weeks. Now it's like

my first grandchild and we're dog people. We've never had cats none of us Dan's like Googling how do you take care of a kitten?

Katie: That's funny

Jeff: But yeah they were just over for family dinner and brought nugget is the cat's name or the kitten's name and then it's gone. It was half a pound it's gotten out to a pound and a half and I'm showing pictures of my grandchild here which is good.

Katie: Grand kitten

Jeff: But anyways non-negotiables I mean it is hard when you're starting out and especially, you know you use the word bootstrapping that's what I did that's what most people in our community did we're not going up getting venture capital money. No one's given us investments we're making it work by hook and crook and, a little elbow grease. And, it's hard in the beginning, but you have to be in this for the long haul. And if you're going to be in it for the long haul, you have to be healthy and you have to be healthy mentally, physically, emotionally. Spiritually, psychologically, you have to have healthy relationships, and that's where the non-negotiables I have are all about setting myself up so I can win. And when I win in other areas of my life then I win in business so like just yesterday, like one of the things I've got is during ski season, I love to ski. I have ski Friday I go skiing on Friday so yesterday where are we at?

We're in late October ski season really starts going in mid-December. You know I might get out early some areas are starting to open up, but I just went in every single Friday from December, January, February, March. I just put in my calendar, ski Friday, ski Friday my team sees it they know I'm not available on Friday. I don't care what's happening, you know, outside of a family emergency, I don't care what's happening it's a non-negotiable. It's a family calendar and that's just one example that, you know, I would encourage people there's always going to be more work to be done, but if you're not taking care of yourself in all those ways then I mean, you can think of it.

You can think of it as some people are like that sounds great Jeff, but my mission is to help as many people in the world as possible. So I got to grow my business, I've got to grow my.... well even if you look at it from that standpoint, if you don't take care of yourself, you're going to burn out. You're going to burn out one way or another emotionally, socially, physically your marriage will go to hell. Your kids won't know who you are and it's not sustainable in the long run. So even if you are the number one thing in your life is just business and your mission. You still have to have those non-negotiables to take care of yourself to be able to sustain yourself.

Katie: Yeah, and I love the way that it allows us to be the best for when we're on right? I don't like the term balancing. I like the term blending. Like you blend your life and your business, but when you have those healthy boundaries around taking

care of yourself and taking care of the things that are important to you, it does allow you to be your best when you are in launch mode. Right. And by launching and focusing all on how do I serve my people best during my launch? then I can also focus on how do I serve my people best on the delivery side? So that I'm not always trying to do both of them and not doing any of them well, and I love that pattern. You know some people are like no I don't want to do open and closed launches because then my people can't get it when they need it.

And yet I've seen how powerful it is to be able to give your all in the launch and then give your all in the service of those people in between, and still take care of you. And what's important to you.

Jeff: Right. Absolutely another way to think about this as like in a, for athletes there's this term, and I think I'm going to try to pronounce it periodization, and it's this idea of you need recovery times and you need them on all different scales. And so I think about this like this morning like that we're recording this we started this at 10:00 am local time for me and for me to show up here at 10:00 am and be really on my game and, be a good guest for you. I have a whole process the first thing when I wake up within 5 minutes of my feet hitting the floor I went through a whole yoga routine. And then after that, I get started on my hydration. You know, I'm tracking how much water I'm having so I'm half a gallon in already this morning.

Then I go to my meditation, you know 21-minute meditation this morning and then I went to fuel to, to have a balanced meal without much sugar. And, and so all of that lined me up to get here at 10:00 am and for me to be able to be on my A-game. So that's like, there's like the daily, then there could be more like the weekly where I'm skiing every Friday or I'm playing tennis every Friday or mountain biking every Friday. And then there's like every quarter getting away for some time with my wife or my kids and then there's like a yearly cycle.

So there are all these different cycles and, you know you know what I'm so privileged where I'm at right now they have built up to success over time. And a lot of people are like, well, Jeff, that sounds great. But you know my kids are getting out of bed at 6:30 in the morning, or I got to get kids to school and you know my routine doesn't have to be your routine, but you have to have some way to recharge. And I think you need to have it every day, even if it's only like three minutes of, you know when you're having a coffee to have like a little mini-meditation or, or a little bit of journaling or a little bit of reading of something that is going to feed your soul and your spirit and your mind.

So, you know, I think it's finding those places throughout your life now, however you need to find them.

Katie: Yeah, this has been wonderful I hope you guys have taken away as many tips as I have every time I've listened to you. I just get fed more and more and, all kinds of notes. Thank you so much for being with us today. You guys, if you're watching or

listening to this be sure you hit the show notes and go sign up for Jeff's next masterclass.

I'm telling you to get on his email list, watch what they're doing and learn from the launch master. Come to that class with your empty notebook because you're going to fill it up. And just everything that he teaches it, write it down put it into practice it's going to make an amazing difference in your business and what we've heard today is a little bit more on the personal side of that business launch.

But even those things are going to make a big difference in your next successful course launch. So thank you again, Jeff it's just been an honor to have you with us for this time today.

Jeff: Oh thank you Katie that's great it was great being here.

Katie: Alright guys so hit that [Hand Print Legacy.com](http://HandPrintLegacy.com) / PLF. To get more information about the masterclass. We'll also have that in the show notes, and until next time, remember your message matters.