

*Lisa Sasevich* PRESENTS  
**HOW TO SELL TO  
WOMEN**  
VIRTUAL TRAINING

### **Lisa Sasevich Interviews Jeff Walker**

**Lisa Sasevich:** Hello everybody and welcome back to how to sell to women live virtual training. This is your host Lisa Sasevich, the queen of sales conversation and founder of the invisible close. We are making our way through an amazing day two of our series. The training that we have gotten so far today from Sheri McConnell and Sandra Yancey who has just been outstanding, and I'm very excited about what we've got lined up for you right now. I do want to congratulate you on getting here because I know there are so many things you could be focused on in your small business or as an entrepreneur. You being here is really a way that you're showing your commitment to honoring, serving and inspiring the woman client to say yes to herself by shopping at your store.

I want you to know that the team of trainers that I have assembled here, as you been experiencing, they really qualify to be here for a couple of main reasons. One is each and every one of them has made millions serving women, so we know they've got something figured out. And they are all heart centered entrepreneurs, so they are interested in attracting the woman client, inspiring the woman client and influencing the woman client to say yes. Not just yes to buying something from them but really yes to herself for her own transformation, whether it be in your business or her personal life.

Today, I'm very excited to introduce to you someone who when I asked him to be a part of our master teacher faculty here at this three-day virtual training, he was wondering if I had the right person. I told him it was called how to sell to women and he said, "Well, I don't know if I would see myself as an expert in that." But let me tell you, when you hear his resume and what he has accomplished you will know that he is in the right place, as he has come to see too. His name is Jeff Walker. Jeff has literally transformed the way stuff is sold online.

Back in the old days before he started teaching his very well-known product launch formula almost no one in the online entrepreneurial world talked about product launches. The idea something as audacious as having a million dollar sales day seemed ludicrous, like not possible. But now in the product launch formula era, which Jeff coined, the million-dollar and multi-million dollar launches don't even raise an eyebrow. In fact, even new startups are having six-figure launches and it barely gets attention anymore because they are so common. They are really nice, of course, [laughs] but it's what we work for. It's how we get outreach out. But really with Jeff's product launch formula they become so truly, in a great way, formulaic. That if you follow the steps it really can happen for you. They have almost become routine.

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The hidden secret that many people miss when they watch all these product launches, like many of you may have from the outside, is that it's a relationship-based process. It's a secret sauce that makes the product formula work is that you build a strong bond with your prospects before you ever ask for the sale. Now Jeff has taught thousands of students in literally hundreds of niches and they have now generated – get this you guys – more than three hundred million in sales from using the product launch formula. Along the way as he has honed his craft, one of his personal launches – get this – 1.1 million in sales in the first hour and almost 4 million in the first 36 hours.

Now what I have seen is I have seen Jeff help lots of famous marketers, speakers, authors, trainers, people that we all know, love and follow, however what we don't see and what I'm really excited to dig into today is how Jeff gets even more excited by the not-so-famous students he has. He has helped just huge amounts of students become successful in all kinds of niches including massage therapy, horse ballet, pet first aid and even learning guitar. So, I would like to welcome to the call Jeff Walker. Hi Jeff.

**Jeff Walker:** Hey Lisa. Thanks for the welcome. I'm excited to be here.

**Lisa Sasevich:** You know, I wanted to give you the formal introduction because what you have accomplished, it's just there wasn't like one piece when I was sort of studying up on your more formally that I could leave out. But I do want to welcome you also personally as my friend. What many people don't know is that Jeff and I, while we did see each other at a lot of the high-level closed door green room, Internet marketing, behind-the-scenes sharing secrets meetings and with many cases I was the only woman or one of two or three, where we really got to know each other and really where my heart just opened so big to who Jeff is as a person. We both showed up at a Tony Robin's date with destiny program. How long ago was that Jeff?

**Jeff Walker:** That was in December of 2010.

**Lisa Sasevich:** Wow, so about a –

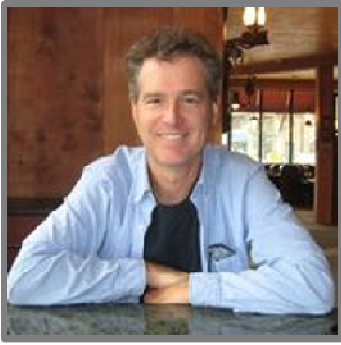
**Jeff Walker:** It a December I will never forget.

**Lisa Sasevich:** It was a turning point for sure, right?

**Jeff Walker:** Yes.

**Lisa Sasevich:** I mean here we were in a room for thousands of people.

**Jeff Walker:** Yeah, just thousands of people there.



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**Lisa Sasevich:** There were. Everybody had nametags and you're trying to dress down. I don't know, they said pick a buddy and this guy from across the room was pointing – kind of shy guy – he was like you, me, do you want to be my buddy, you know. [Laughs] And I'm like, "Okay." We got a little closer and we took a look at each other's name tags and I'm like, "You're Jeff Walker." He goes, "You're Lisa Sasevich."

[Laughter]

**Lisa Sasevich:** We proceeded to just have an amazing week of transformation and really getting to know each other on a very deep level. It's with honor that I introduce you to everyone here listening, Jeff. The thing I have learned about you is there is the front end of what you present and then there is the back end of your real life. What I love about you is they are the same. They are consistent.

**Jeff Walker:** Thank you. And I would say the same thing about you. That's why I love you and I love what you're doing here and I know we're going to have a blast on this call.

**Lisa Sasevich:** So now that you all know who Jeff is I have to tell you, when I invited Jeff to be part of this series of one of our master teachers, as I shred he was asking me, "Well, I don't really see myself as a leader in the women's market." I said, "Well Jeff, I happen to know most of the Internet marketers out there or know of them. I see who they attract, and here is the truth from the outside looking in, is when I come to your courses or your live workshops over half of your audience is women so we know that your product launch formula when you use it for yourself it's attracting the woman client." And then when you went on to share with me that so many women have used the product launch formula to attract business in their own businesses.

**Jeff Walker:** Right.

**Lisa Sasevich:** I think together we figured that you might know a thing or two about serving and attracting women.

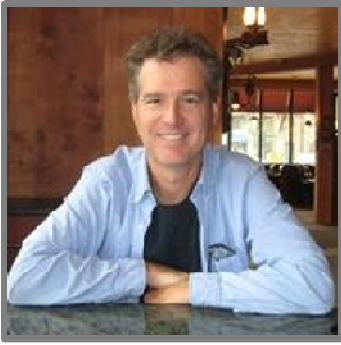
**Jeff Walker:** I'm trusting you on this Lisa. [Laughs] I'm trusting you.

[Laughter]

**Lisa Sasevich:** Well if anyone can pull it out of you I'm going to.

**Jeff Walker:** Exactly, that's what I'm trusting in.

[Laughter]



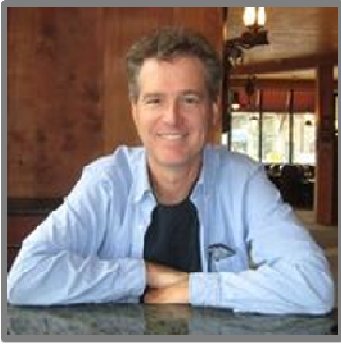
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**Lisa Sasevich:** Well, let's start from the beginning because there are a lot of people on the call that have heard of the product launch formula but may have never gotten to know Jeff Walker. I would love to hear, you know, where did this calling come from to create the product launch? What can you tell us about your path there so we can know you and where you came from just a little bit better.

**Jeff Walker:** Okay. Yeah and I will try to be brief because it has just been a crazy path. And all of us have crazy paths to where we're at. I was mister mom. I was home taking care of a couple of babies. My wife was out working and supporting the family. This is in the mid 90's. Let's call it '96. Actually I had been taking care of the babies for a while because I had been a complete failure in the corporate world. I had a business degree. The corporate world did not work out. I hated every day of it. And then I just walked away from it and then I was just at home taking care of the babies. Really where this came from was desperation. My wife Mary came home one day and said, "I need some help. I need you to start making some money. I need you to start supporting the family. I was to be home with the kids at least part time."

So what I did was I started publishing online. There is a whole long back story to that but I'm going to just cut it short and just say I started publishing via email. At the time I was studying the stock market, so I started publishing about the stock market. I had no credentials. I wasn't a stockbroker. I wasn't a registered investment advisor. I wasn't any of those fancy things. I had no experience, but I just started publishing and telling people what I thought about the stock market. I gradually built up a list over time and then it sort of occurred to me that I could actually sell the people on the list something. I put together what we now call a product launch. I really had no sales experience. I didn't know how to sell. I didn't know anything about selling. I didn't know there was a science to selling. I didn't know there were techniques or methods to selling, I had no idea.

What I did was I ended up – because I was scared to ask people for the order, I didn't think people would actually buy something from me. I romanced them. I put together this elaborate romance where I kept on giving them cool stuff and telling them something was coming and sort of engaged them in the process, and then I asked for their order. I actually made a few orders. I was completely dumbfounded, shocked that people would send me money. But they did. I did this first launch and did \$1,650, which it seems pretty modest now, but it completely changed my life. I realized people would buy from me and this process worked and maybe I could do it again and maybe I could get better at it. Maybe I would even make more than \$1,650 the next time I launched something. So, I gradually built this business teaching people about the stock market. I had no idea that what I was doing was revolutionary.



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But I got better and better like I thought I might. I did a \$6,000 launch and then an \$8,000 launch and then a \$34,000 launch which is like as much money as I had ever made in a year. Then I eventually did this one launch that did \$106,000. When I saw 106,000, it was all pure profit except for my merchant account fees. It was like \$103,000 in profit. My wife was able to retire from her job and by this time she was home taking care of the kids and they were growing up and things were really looking up for us. Then I went to a marketing seminar in 2003 – and like I said, I thought this stuff – everyone was doing this stuff. I got to talking to a few people and they were like, “You’re kidding me. You just did over \$100,000 in a week?” So, I started telling them and sharing and helping some of them. Some of the folks that I was sharing with, we actually nowadays we know them as gurus, as Internet marketing gurus. Like Frank Curran and John Reese and Ryan Dice.

I helped John Reese out, who later became a very prominent Internet marketing teacher. He ended up taking what I taught him and I walked through some things with him, and he did a million dollar launch. It was a million dollars in 24 hours. At that point, it was like, wow, this stuff works in other markets besides the stock market niche. So John and a few other people like Yanik Silver encouraged me to start teaching about it. In 2005, I rolled out my product launch formula and that really did change the game in the whole Internet marketing world. I got thousands and thousands of clients. You mentioned the 300 million in sales, that’s actually low balling it. It’s quite a bit bigger than that now. I haven’t calculated the exact numbers so I stay safe and say 300 million.

But just people in every market and every niche you can imagine, and it’s just been an amazing ride from not having a clue on how to sell a thing to gradually figuring this stuff out to teaching thousands. One of the things you mentioned in the introduction is how excited I get about teaching just regular folks – this is how I put it. I know I started with nothing and I know how this business completely transformed my life and my family’s life. But beyond that, I know people I have impacted, people who have been able to quit their jobs and start doing what their passion is, and then the people that those people help. The ripples that go out from this is just – I still work from my home. To think of the outreach, the ripples, the help that I’ve been able to spread, the inspiration throughout the world, I get excited about it. I’m excited every day when I wake up.

**Lisa Sasevich:** That’s awesome. I know you’re out there mountain biking and skiing and doing all those awesome things you get to do in Colorado.

**Jeff Walker:** Yup.

[Laughter]



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**Lisa Sasevich:** And you have the time because it's a lifestyle you've created. That's very inspiring. So Jeff when you look at, you know there are all kinds of people saying that they are teaching different kinds of launch formulas out there, but your still rises to the top of the market every time. What is unique, would you say, about the transformation that you offer? This is almost like a personal question. What do you bring that is so unique, that is really yours to bring, that differentiates you from really anyone else out there and especially in the online marketing space?

**Jeff Walker:** Well I think one of the things – well first there is sort of what I bring – I mean there is what I teach, the method, the product launch formula. I think that's fundamentally different from what other people are teaching. And then also there is this I guess I have sort of a bulldog type of an attitude in that I've kept at it. I have been doing it for 15 years. I've been teaching it for 7 years. A lot of times people release a product and it does okay and they walk away from it, and they don't continually refine that model. In what I know about your business, Lisa, you're like this. You keep after it. You keep after your work and you keep on refining it and making it better. You don't just leave it behind.

**Lisa Sasevich:** Yeah.

**Jeff Walker:** That's the way I've been. I just keep on refining this. I get so excited when I hear about the success my students have that it's just this positive feedback. It used to be that I knew 10% more than everyone about these product launches, if I put in the years. And then when I started teaching it and my students report back to me what they're doing and all the things they've added and the changes they've made, now all the sudden I know like 1,000% more than anyone because of that collective experience. I'm driven to make an impact. That's what I've learned about myself.

Sometimes I wonder why I push so hard when really I've got a pretty low maintenance lifestyle. I do like to go skiing, I do like to go mountain biking, I do like to go on river trips, I like to be outside. So, why do I push myself so hard? It's because of this impact that – frankly I think entrepreneurs are the future of the world. I think they are the ones out there making big changes in the world. They are the ones that are creating jobs. They are the ones that are taking the human race and pushing it forward. My job is helping entrepreneurs. It's hard to not be excited about that. So that's just a piece about me.

The piece about the product launch formula, what really sets it apart is that it's all about relationship. We're living in a world that is more connected than ever. We are so connected it's just absolutely insane. I mean I have sent you text messages at 1 AM and I've gotten



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responses at 6 AM. It's like we're all like that. We're all online. We're all on Facebook. We're all on email –

**Lisa Sasevich:** Oh, tell the truth. I wrote back at 1:05.

[Laughter]

**Lisa Sasevich:** Just tell the truth.

[Laughter]

**Jeff Walker:** You will get up and I know you roll out of my bed and you will answer my text.

[Laughter]

**Jeff Walker:** We're all like that. We're all more connected. That's where the world is going. That's what the Internet is about. It's about just greater connection. So your marketing has to reflect that. That's what I teach in the product launch formula. It's all about connection and relationship. There is one other piece. Even though we are more connected than ever, we're also in some ways more isolated than ever. Like even though we might be connected online we're still – and we've got so much coming at us, so much media, so much information, so much advertising coming at us, that we drive home, we hit the garage door opener, the garage door goes up, we drive in, we don't see our neighbors, we're finding ways to be less connected with each other on a physical basis, on a face-to-face basis.

I think there is this weird economy of we're all more connected and we expect to be more connected and we expect to be treated like we're more connected, but we are all so fundamentally disconnected and even somewhat bored. So, if you can take your marketing and turn it into a big connection machine where you are now interacting with the people that you are trying to sell to and you're in this massive connection phase and relationship phase, and you also set yourself apart by making your marketing and turning it into an event and making it exciting and making people feel like they're part of something that is bigger than themselves, then you got a magic combination of both cut through the marketing fog and make a connection with people. It's just really, really effective.

**Lisa Sasevich:** That's awesome. It kind of speaks right to what we've been hearing in the series. The couple of days we heard from Victoria from ladies who launch. We heard from Sandra from eWomenNetwork. That that is a part of what the woman client is looking for, which really brings us to the question that I want to get into about attracting clients. Now you could certainly answer this in general on the ways that you feel are most important to attract clients, obviously everyone on the line here is looking for ways to attract new clients into their business.



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Just by virtue of the ways that you use, we know that you're attracting at least half of your business as women clients. So it's working, right? It's working to attract the woman clients and then they're using it to attract clients in their business.

**Jeff Walker:** Yeah.

**Lisa Sasevich:** What are some of the ways, Jeff, that you would recommend and can share with us today to attract clients and specifically anything on the woman client?

**Jeff Walker:** Well, first of all, I mean there is – I always think in terms of the Internet. You said it's my playground. It always comes down to traffic and conversion. There are a number of ways to get traffic. I don't want to go too deep down the traffic route, because frankly I'm better at conversion. Typically, what I'll do – what are you going to put out into the world to attract people? What bait are you going to use? Actually, that's probably a terrible term to use. One of the things I focus on is not using terms that repel women, like bait is probably not the best word. A lot of times you will military –

**Lisa Sasevich:** All right, we will give you one free pass, [laughs] one free pass.

**Jeff Walker:** Okay, one free pass. A lot of times you will see men will use a lot of military metaphors, you know they are going to war, they are talking about coming out with both guns blazing, and just different phrases like that. I think those are not necessarily women for attracting women. One of the things I try to do is I try to pay attention to my language. You know what? I will sometimes use these battle metaphors or the war metaphors or sports metaphors because those are so darn good, but I try to avoid too many of them because I think you do have to watch your languaging. But I'm going down a rabbit hole here. I tend to pull back.

**Lisa Sasevich:** Well actually, I understand what you're saying. I use boot camp, like speak to sell boot camp. That's a very masculine term, right? We think about the military and the boot camp. At the same time, there are times when it is appropriate to use something a little more graphic because I want my clients, women or men, to know we are going to do the pushups and the sit-ups here, right?

**Jeff Walker:** Right.

**Lisa Sasevich:** There are even other examples, because I have used the same example like you want to bait the hook. You go to put the kind of worm on that's going to attract the fish you want to catch, right?

**Jeff Walker:** Yup.



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**Lisa Sasevich:** If you want to attract the woman fish it's got to be a certain worm. You want to attract the male, you know. For some people it's just they want to attract a client in general, but I know for a lot of people listening they understand the value of really having some focus on the woman client, on the women entrepreneur, for many people listening.

**Jeff Walker:** Yup.

**Lisa Sasevich:** I know a lot of what you teach is really for attracting clients does have to do with what you shared in the beginning when you shared your story. It's like you were too scared to make the sale so you romanced them, right?

**Jeff Walker:** Right.

**Lisa Sasevich:** I can really relate to that. I think its part of the magic of the product launch formula, that there is sort of this, pardon my graphics here, but a foreplay, right? There is like this warming up to each other, giving before receiving.

**Jeff Walker:** Absolutely.

**Lisa Sasevich:** I would love to hear more about your behind-the-scenes philosophies on that.

**Jeff Walker:** The reality is that if you are in a sales situation people don't believe you, people don't trust you. One of the best ways to be influential is to gain someone's trust. If you think about it, if you have a brother or sister who is going to tell you something or a complete stranger, who are you going to trust? Your brother or your sister, right, your sibling or a parent or like a trusted neighbor. But if you think about that neighbor when you first moved in, they probably seemed a little weird. Maybe you didn't like the way they dressed or their car was never clean or they never cleaned out their gutters and their downspouts leaked, you just weren't so sure about them. but then after you lived next to them for five years and it turns out they have been there, a couple of times you needed to borrow something, a couple of times they just showed up in your life, they were reliable. They are not a great friend but they have been reliable. Now you've learned to trust them.

Trust is a great influence. It's something that creates influence. The problem with trust is it takes time to build up trust. You trust that neighbor after five years, you didn't trust them immediately. In a sales situation, if you are just trying to sell something to them immediately you pretty much automatically don't have their trust because they know you're trying to sell something to them. With the product launch formula – and the phrase you used, foreplay – this idea of where you're romancing them, where you're sharing good solid information, where you're developing relationship over time, what you're doing is you're building that trust before



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you ever ask for that order. You are compressing time. You are going from that neighbor, needing five years next to that neighbor for them to trust to you, to maybe it's only ten days.

Maybe it's two weeks. Maybe it's only five or six days, but basically you've put out a series of pre-launched content, maybe a pre-prelaunch. In that pre-prelaunch you are just warning people that something is coming and you are trying to get them in engaged with you. Maybe you are even trying to get them to tell you what should be in the product, because people support what they create. So there is that pre-prelaunch phase. Then you go into the prelaunch phase and you give out – typical would be about three pieces of prelaunch content. They could be emails, it could be blog posts, but these days they tend to be video. You put out the three videos. The first video is just all about this amazing opportunity. A lot of times people will have a negative reaction that we're an opportunity, but let's just say you're going to teach people about how to play guitar. The opportunity is –

**Lisa Sasevich:** So you are kind of walking us through the romance right now, with the three video series?

**Jeff Walker:** Yeah.

**Lisa Sasevich:** Okay, so the first one is...

**Jeff Walker:** The first one is typical opportunity. So now you are just showing people that there is this opportunity to play guitar. You've had that guitar sitting in the corner for four years, but they can actually pick it up and you can teach them how to play a song. That is all about the opportunity. That's typically that first video or first piece of prelaunch content. What you're doing here is you're building up a lot of what we call mental triggers that are going to work for you. Those mental triggers are things like – authority is one of them. You are just showing that you know what you're talking about. Another one would be social proof. Social proof comes later in the sequence. But reciprocity would be another trigger, where you are just giving this content for free and people love that.

Then what is always foremost in my mind is how to create a conversation. Typically, you put out that video and then you would ask for comments on that video. It would be just like on a blog where there are comments below the video. You ask for comments and now people respond to your video. You can go into the comments and respond to them. You get a conversation going. Conversations are just inherently more interesting than monologues. It's a lot easier to keep someone's attention if you're in a conversation than if you are just giving a lecture. You start to build that relationship. You're building a relationship, you're building a connection, you're building a conversation, and that really pulls people in.



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Then you go to the second video. The second video is usually just some great pure content, where you are actually giving them some of the best stuff that you've got. You are actually just teaching them. This is where you're working to make them believe that it could work for them. It's not so much, you know, people a lot of times will believe you but they won't believe in themselves. You might have a weight loss product. This is a really easy example. Maybe it's a weight loss product. They might look at it and say, "I believe you. I believe that it's worked for you. I even believe that you've taken your solution and you've shared with other people and it's worked for them. But I don't believe it's going to work for me because I have tried seven or eight other diets and none of them worked for me." A lot of the second video is about getting them to believe the solution will work for them.

**Lisa Sasevich:** How do you show someone? Because this is something I run into a lot with what we teach about speaking from the stage or selling from the stage. You can get up there and say, "Hey, I'm so great. I have all these letters after my name and I have all these fancy clients," blah, blah, blah. "Here is what I do," and people go, "Well, that's great for you." I'm curious, what are some of the things that can help your client build that bridge when we're looking at their clients, that they can go, "Wow, I can do that too." What are some of the things you recommend?

**Jeff Walker:** Well one of them is you can show just examples of other people it's worked for. I'm not a lawyer, but you have to be careful here because the rules have changed and I'm sure will be changing in terms of what the FTC will allow here in the United State in terms of using testimonials.

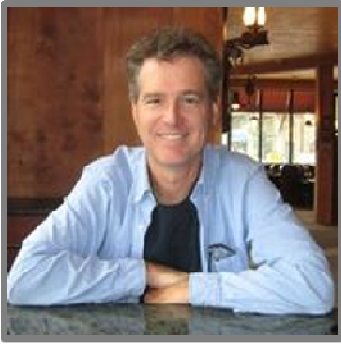
**Lisa Sasevich:** Right. So consult your attorney. [Laughs]

**Jeff Walker:** Yeah, absolutely consult your attorney. I like to share case studies. My case studies are generally fairly expensive and I try to show the good, the bad and the ugly. That will both make you more influential, if you do that, and also I think help with any legalities. The one thing you –

**Lisa Sasevich:** That's really cool. Most people just want to show all the success. I think you're right. When you show how people it didn't work for and why, it's a great teaching point, you're still seen as the thought leader, and it builds your own credibility when you show all sides.

**Jeff Walker:** Right.

**Lisa Sasevich:** That's great.



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**Jeff Walker:** Yup. Like one of my students, Susan Garratt. She has done just amazing things in her business. Her business is about dog agility training. There is this huge pet market and then there is the dog market and there is a dog training market, all big markets. But then there is also this little sport called dog agility. It is a very specific sport. Susan has done really, really well teaching. She is the best dog agility trainer in the world and now she has a business to match that. She is a fierce competitor. I love Susan. She is amazing. She has helped tons and tons of people around the world have better relationships with their dogs and their dogs have better lives. It's a beautiful story.

But Susan is also like a world champion at dog agility training. It is a competitive sport and she is at the top of the sport. One of the things if I am going to use her as a case study, I'm always going to point out that she has had this great success and by the way she is a world champion. There is a bit of a caveat there. You always want to mention whatever the caveats are there, in your case studies. I think it helps your credibility and I think helps you keep you on the right side of the fence.

**Lisa Sasevich:** Awesome. Okay, I didn't mean to interrupt you. Okay, video one, video two, the content, you believe it can work for them.

**Jeff Walker:** Video three usually comes down to what we call the ownership experience.

**Lisa Sasevich:** Okay.

**Jeff Walker:** I got that phrase from Andy Jenkins and he got it from someone else, I can't remember who.

**Lisa Sasevich:** [Laughs] And then they told two friends and so on.

**Jeff Walker:** Yeah, exactly. But basically at this point you are really starting to boot towards the sale now. You've started to – usually this is a pivot, about with three or four minutes left in the last video the pivot is from you are just going from sharing amazing stuff to now you have something coming. Basically the copy is usually something along these lines of, "Hey folks, this has been a great experience sharing these videos with you. I've really loved the interaction. I loved reading all your comments. I've loved reading about all the great success that you've had using my free material. It's been a lot of fun. It's been a great journey. I know that there are some of you that aren't ready for this journey to end and would like to take this a little further and go a little deeper with this. For those of you that feel that way the next video I'm going to share with you what I've been working on. I've actually put together an entire program around this." Then you would go on to give some of the details, sort of a rough sketch.



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**Lisa Sasevich:** And that's sort of at the end of three, the pivot point comes sort of towards the end of three?

**Jeff Walker:** Yup.

**Lisa Sasevich:** Okay.

**Jeff Walker:** And this is sort of relationship-ish. It's almost like you've been walking them down this path and they love you. I can't tell you how powerful this is. People love you when you go through this process. They love you, love you, love you, and now you're going to ask them for something. I like to have a bit of a soft landing. That's why I like to have that transition in that third video. Otherwise, it's like love, love, love, love, love, love, give me some money.

**Lisa Sasevich:** [Laughs] Exactly. Yeah. You got to make sure that they don't feel bait switch, right?

**Jeff Walker:** Yeah.

**Lisa Sasevich:** Obviously with everybody and especially with women, we've got our radar out for that.

**Jeff Walker:** That's the thing I love about women. [Laughs]

**Lisa Sasevich:** It doesn't work about...

**Jeff Walker:** Right. That's the thing I love about women. They are so intuitive. They got this extra sense that I don't have. That's why I love having women on my team because I can tap into that and be like, "Okay, what am I missing? There is something going on in this room."

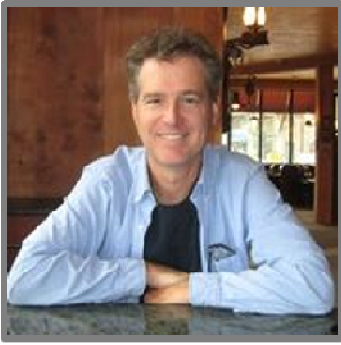
[Lisa laughs]

**Jeff Walker:** "What is your radar telling me about what's going on here?"

[Lisa laughs]

**Jeff Walker:** I love to tap into that.

**Lisa Sasevich:** [Laughs] So you get to that place and then a question I had for you which kind of fits in really great here, what have you found as effective in aspiring clients to say yes? So we got this moment that comes, what needs to be in place? We have taken the time and created the relationship, provided value, built our authorities, showing them it can work for them,



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showing them how it works for others, put them into that experience of ownership. That's my quick summary of what you shared.

**Jeff Walker:** Right.

**Lisa Sasevich:** I know there is so much more to it – so much more to it.

**Jeff Walker:** Right.

**Lisa Sasevich:** But what needs to be in place at that point where you are asking them to make a decision?

**Jeff Walker:** The most important thing is a crushing offer. That's my technical term, a crushing offer. An offer that is so overwhelming that they can't say no. The whole prelaunch and the pre-prelaunch before that, it's all about sort of prepping the environment so that when they get to your sales message they are ready to listen to you. They believe you, they trust you, they are ready to listen to you and now they are open. Now you got to give them a great offer.

**Lisa Sasevich:** I got to say as a woman just in life, whether it's business, dating, whatever it is, [laughs] I love to get a crushing offer. I want to be so clear that something so amazing, you know?

**Jeff Walker:** Yup.

**Lisa Sasevich:** That these offers that come around, "Oh, I can help you with this or that," where I had to really scratch my head and do the research and figure it out, that's not a crushing offer, right?

**Jeff Walker:** Nope.

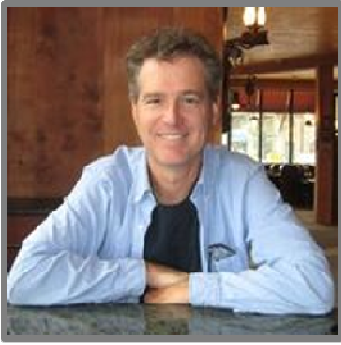
**Lisa Sasevich:** But the ones that come around in life where it is just like, "Of course, no brainer, it might be stupid not to."

**Jeff Walker:** Exactly.

**Lisa Sasevich:** I love that term. I just love that term. I use the term irresistible offer. I just love crushing offer, that's just like...that's hot. [Laughs]

**Jeff Walker:** Good, good. As I say that, is this playing to women or not?

**Lisa Sasevich:** Well, you know what I love about having you on the series if you're not plain to anyone.



[Jeff laughs]



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**Lisa Sasevich:** You have just done your business, had this multi-million dollar from-home business, something we both enjoy. I asked you to be here because without any effort toward women you attract one of the highest percentages of women in the online marketing community, and because I know there are a lot of women listening and we know that women are being very successful using your product launch formula because it really speaks to what's important to us, which is the building of that relationship to honoring the reciprocity. Your formula allows us to do that. Then you know, but it's not wimpy, we are going to come in with a crushing offer.

**Jeff Walker:** [Laughs] Right.

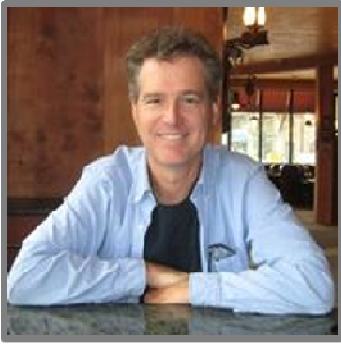
**Lisa Sasevich:** We are just about out of time. Can you tell us a few elements that make an offer crushing?

**Jeff Walker:** Well, I will tell you what, if someone would have told me I needed a crushing offer like 15 years ago I would have been scared to death. Like, "How do I do that? What does that mean? I just want someone to give me money."

**Lisa Sasevich:** Yes.

**Jeff Walker:** The thing that makes it easy is this launch process. What happens is throughout the launch process you get so much interaction going and you have so many people giving you feedback, so many comments and emails flying around, that they will tell you what they want. Your prospects will tell you what they want. You simply give it to them. Throughout the launch – I didn't even mention this – a big part of the prelaunch, even the pre-prelaunch, is to identify objections. Objections usually come in the form of questions. So if you are teaching someone how to grow big tomatoes. Maybe they are like, "Oh, that sounds great, but the last time I tried to grow tomatoes the rabbits came and ate all of them," or whatever the objection is. They will say, "What can you do about this? I don't get enough sunlight where I live. What do you do about this or that?" What they are doing is they are giving you objections. Or it could be something along the lines of, "That's great, but the last time I did online training I had questions that never got answered. It was really frustrating." Well, there is an objection. There is also someone telling you what they want, is they want the ability to ask questions.

So you just say, "Okay, I'm going to now have Q&A calls. We're going to have coaching calls where you can call in and ask me your questions." What you do is you just have to stay tuned into that conversation. When I say it is a launch conversation, I'm not just being, "This is [xx], hippy, groovy, just be a nice person," this is actually engaging with your market, sitting down and reading what they are writing to you. Literally in my launches I will have thousands and



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thousands of comments. It could be three or five or six thousand comments. I can't tell you I will read every single one of them, because a few of them might slip through, but I will read 98% of those comments. It's my job. It's my job to be in that conversation, to be engaged. It's my job to help people out.

**Lisa Sasevich:** It's the most important thing that you're doing, really.

**Jeff Walker:** It is.

**Lisa Sasevich:** In all this work you solicit. Many of the teachers prior to you on the series have affirmed that when it comes to selling to women, and this is where you might not even realize how much unconscious confidence you have, that the number thing is that they feel listened to and heard. That is one of the things you are doing and that your formula asks for. You are, you are listening to and you're hearing, and you're showing us that when you do that people will you exactly what they want.

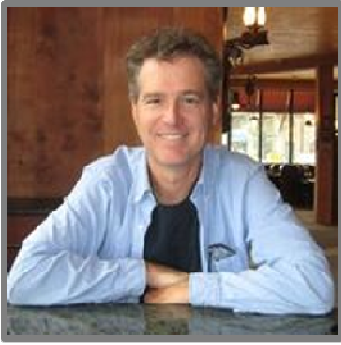
**Jeff Walker:** Yeah. And then you just give it to them.

**Lisa Sasevich:** I was going to come back to, sort of as my final question, but I think you answered it. Earlier you said something about people support what they create. I think you looped back around to that. All along the way, you're creating relationship but you are also giving yourself the opportunity – at least in what I hear you sharing – to hear them speak, to listen, to be told exactly, "This is, Jeff, what I need from you." And then you come out with a crushing offer that gives them exactly that. That's so brilliant.

**Jeff Walker:** It is.

**Lisa Sasevich:** It's so simple, but it's so brilliant.

**Jeff Walker:** It is. It is. That's the other part of my job, trying to make complicated stuff seem simple – or not even seem simple but actually make it simple. It also goes back to what I was saying earlier. Even though we have so many ways to connect with each other, people are walking around feeling disconnected. If you engage with thee...and it isn't like you have to answer every comment, but they just have to see you being engaged in the community. If you can build community, that's another huge trigger, huge mental trigger. If you can create community – these days you can blossom a community literally in a few days on a launch blog. That community can be every bit as powerful as the community that you live in. This is the thing, it's like a couple of days ago I went out to lunch with my wife. We went to Brenda's Café here in my little town out in the mountains in Colorado. Guess who owns Brenda's Café,



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Brenda does. I mean this is a tiny little café. Lisa, I've been to your house, it's smaller than your house. It's half the size of your house, tiny little café.

**Lisa Sasevich:** That could still be big. [Laughs]

**Jeff Walker:** It is a quarter the size of your house. So anyways, we are sitting there eating lunch. On the way out, Brenda – I didn't know it was Brenda – but someone came over, they got a to-go cup for my ice tea. They came running over to help me out. I'm like, "that's great service." We mentioned it to the person checking us out. That was awesome how she ran over. This woman said, "Well, that's Brenda." I was like, "Really? That's Brenda? No Way." It was like Brenda was like a celebrity to me even though she was just running this tiny little restaurant. There were only three people in the restaurant, but it was Brenda's Café; she is a celebrity. Well the reality is if you are business person and you are out there publishing out in the world, especially if you are online and publishing, you are a celebrity. You are seen as a celebrity. People are in awe of you that you have a business. What is like one of the coolest things that could possibly happen to people walking through their everyday life, if a celebrity actually interacts with them and they feel like they've gotten to know this celebrity a little bit and they've seen them outside of maybe their normal celebrity life, it's incredibly powerful.

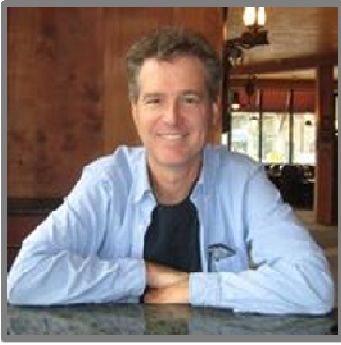
**Lisa Sasevich:** Yeah.

**Jeff Walker:** So if in this launch you are engaging with people and you are answering comments and maybe your next video someone says, "Oh yeah, I saw the comment from Jane from South Hampton and she asked this," it's like oh my gosh. That's not only incredibly powerful for Jane, but it is powerful for everyone else who read Jane's comment or who just made a comment. Now they see that you're engaged in that conversation, incredibly powerful.

**Lisa Sasevich:** Yeah, huge impact, what you're saying. I think you have really impressing on everybody listening, that your business automatically can make you a celebrity. You just have to understand – I would listen to this again and again, honestly, the point you just shared. Because for many of you listening you are missing this piece, you have to understand how to leverage that, really so you can expand your reach and have a bigger impact. So Jeff, I could keep you here all day because I have so much to learn from you personally, [laughs] but here is what I want to do, two things. I want to thank you, so actually three things.

[Jeff laughs]

**Lisa Sasevich:** I want to thank you for really diving deep, I think even more than we were planning. You really gave us such a huge vision into how the product launch formula really does serve to build relationship, create trust, and instill confidence, all of those things that are



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needed for everyone listening who wants to attract and influence the woman client. Of course, we love crushing offers. You are teaching us the keys to how to prepare the environment so that we can make one, and that our clients can say yes on the spot.

I know that you have prepared us a gift for everybody today that wants to get started in the world of having an online business, really like a start from scratch. I know from looking at it myself, someone who already has a successful online business that I had some basics to go back and relearn. I didn't see it as thoroughly as you laid out. So I think whatever level our listeners are at, this is a really amazing gift that you're giving. Let me tell the URL on where they can get it and let you just say a couple more things about it before we wrap up.

**Jeff Walker:** Okay.

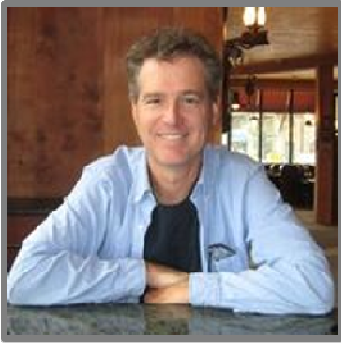
**Lisa Sasevich:** So Jeff has a gift for you and if you want to jump over [www.selltowomen.com/jeffgift](http://www.selltowomen.com/jeffgift) – a lot of F's there. It's [www.selltowomen.com/jeffgift](http://www.selltowomen.com/jeffgift). Do you want to share a little bit more about what's waiting for people there, as a complimentary gift from you?

**Jeff Walker:** Yeah. It's what we call the start from scratch onramp. Basically, just over the years as people have figured out – like my neighbors and friends started to figure out that I was making a living from home. They wanted to know what was doing, and then they figured out it was online business; they always wanted to know how I did it and what I was doing. So finally I just said I'm going to create something that really teaches people the basics. And not just the basics but the way I would do it if I was starting over, that's the key. This is exactly how I would do it if I was starting over. There are just some things – it's really not that hard. It intimates people, but we took it step by step. When I say "we," it was myself and my team sat down and really put this training together. The whole idea is if you are just starting out or if you are just starting over or if you just started out and things aren't going as well as you wanted, this is basically a how I would start from scratch, how I would do it. I've talked about a couple of the businesses on this call, but I actually had a few others. I'm lucky enough that pretty much everything I've done has worked out. It's because I always follow the same basic formula whenever I go into a new business and I'm getting started. So that's what we've got for you, the start from scratch program.

**Lisa Sasevich:** That's awesome. I got to say hindsight is crystal clear, right? It's why our courses are so step by step, because we can look back and tell you exactly what we did.

[Jeff laughs]

**Lisa Sasevich:** So it's smart of everyone listening to go to [www.selltowomen.com/jeffgift](http://www.selltowomen.com/jeffgift), and whether it's because you are just getting started or you want to just peak in and see what it's



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going to take or you are already started and you want to go back and kind of check yourself and see if there might have been something that you overlooked that could really, really help you out. That's definitely what I did with this tool. So I want to thank you Jeff. I just adore you and I'm so grateful that you trusted me so we could pull out of you how much you already know about serving and honoring the woman client. [Laughs] And I want to let everybody listening know that coming up in just a little over an hour, I'm very excited to be introducing you to Pamela Bruner. She is a coauthor of *EFT and Beyond: Cutting Edge Techniques for Personal Transformation*, and she is a coauthor of the book, *Tapping into Ultimate Success*, coming out with Jack Canfield, who we all know as author of *Chicken Soup for the Soul*.

What I'm most proud of about Pamela is that for the last two years she has been one of my diamond highest-level sales authenticity and success mastermind members. So I have had the privilege at close view to witness her rise to seven-figure success as a female entrepreneur. She has a lot to share about everything that she has learned about how to sell to women and about removing fears and blocks around marketing and sales. So do stay tuned. And just as a reminder, if your schedule is getting a little overwhelming and you want to be sure to catch all twelve of our mastery teachers, plus our bonus interview with Zappos, the reminder here is there are two ways to do it. As a gift from me, what we've done is we are leaving interview up for 24 hours. You can check your email and go to our site where you can listen to the interview. You have 24 hours from when it happened. If that's still kind of – I know for me that would be too much to try to fit everything in, so what we've done is we have put together a VIP bonus package for those of you that you want to be listening, put it on your iPod and be listening as you go running, not have to be listening one after the other in a condensed period of time, you can read all about it and see what's included at [www.selltowomen.com/joinus](http://www.selltowomen.com/joinus).

Right now during the series it is just \$97. It will be \$197 after our training event special ends. You are going to get the downloadable MP3's of every interview. We're going to transcribe them all. For example, you can go back and highlight what's in each video of Jeff's product launch formula, what he shared here without having to listen to the whole thing again, and we're also going to have action sheets for each speaker, where we have taken the key points and strategies and summarized them – kind of handing you the cliff notes – so you have everything you need at your fingertips. Again, that's at [www.selltowomen.com/joinus](http://www.selltowomen.com/joinus). Jeff, again, thank you for your brilliance.

**Jeff Walker:** You're welcome.

**Lisa Sasevich:** I look forward to seeing all of you [laughs] on our next call. Did you want to say anything to say goodbye.



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**Jeff Walker:** No. Just, I just love what you're doing, Lisa. This is what the world needs right now. I mean there are so many women – well, on two levels. First of all, because women are controlling such a huge amount of commerce these days and such a big chunk of our checkbook that it's important for anyone in business to learn how to sell women. But also, because I know you have a big focus in your business and within the series of helping women entrepreneurs. I come from a market where there haven't been traditionally a lot of women. I think we need more. We need their talents and their skills in my community, in the online marketing community. I think we are starting to see more and I think we are going to see a lot more in the coming years. I think what you're doing here is a big help towards that. I think it's fantastic. I had fun being on with you and I hope I shared some stuff that helps people. This is great, what you're doing.

**Lisa Sasevich:** Thank you Jeff. I'm excited that you have shared it with your community and we're sharing it with ours. That's what spirals all of us up. Thanks for trusting me. You did a great job.

[Laughter]

**Lisa Sasevich:** I will definitely talk to you soon. Everybody, we will be together shortly for our next interview in the series. All right, take care everybody.