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**Listen In While Mike Filsaime And Tom Beal Spill Their Guts
On All The Secrets Behind Their 7 Figure Code Launch...**



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Mike Filsaime



Jeff Dedrick



Tom Beal

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

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Jeff Dedrick Interviews Mike Filsaime and Tom Beal THE SEVEN FIGURE CODE BLUEPRINT

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Jeff: Correct.

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

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

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

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

Jeff: Yeah, you did the upsell at seminar.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Jeff:

They can still see that.

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