



**SPI Podcast Session #137 -  
A Product Launch Sequence that Works—  
How to Create a 3 Part Video Series with Amy Porterfield**

Show notes: [www.smartpassiveincome.com/session137](http://www.smartpassiveincome.com/session137)

This is The Smart Passive Income Podcast with Pat Flynn session #137.

**Intro:** Welcome to The Smart Passive Income Podcast where it's all about working hard now so you can sit back and reap the benefits later. And now your host, he works for himself but he still has a boss, his wife, Pat Flynn!

**Pat Flynn:** Hey, what's up everybody! Pat Flynn here and thank you so much for joining me today. This is session 137 of the Smart Passive Income Podcast. And if you're celebrating Thanksgiving, Happy Thanksgiving. And I appreciate you. I just want to say thanks to everybody out there whether you're listening at the gym or maybe you're in a walk or in the car or just chilling around the house, maybe you're on a plane or I don't know where you are but wherever you are, thank you so much because you are what make the show possible. Without you, I wouldn't be motivated to do this. So thank you so much.

Now, I'm really excited about today's episode because we're talking with Amy Porterfield from [AmyPorterfield.com](http://AmyPorterfield.com). But actually, we're not going to be talking about Facebook, which is interesting because that's what Amy is known for. She is known for her Facebook strategies and maximizing reach on your Facebook page and how to really crush it with paid Facebook ads for example.

But again, we're not talking about Facebook. We're going to be talking about how to launch your product with a three-part video series. Now, [136](#) with David Siteman Garland, this will be perfect second episode to listen to. So, if you haven't created your own online course yet to sell, you might want to go back and listen to that one. But if you have or whatever product you have, this is going to be an extremely useful episode for you because we're going to talk about all the ins and outs and everything that goes into creating a three-part video series.

And this is technique or a sequence that truly works. A lot of marketers use it. It was sort of made famous by Jeff Walker. And he actually just came out with a book called



[Launch](#), which talks a little bit about this process. A lot of people I know have used this extremely successfully and Amy actually just went through this process herself so it's fresh in her mind and I can't – and I wanted her to come on the show to talk about everything she did, what goes into each video, how long is each video, when does the selling start, and what – how long between videos do people get accessed to them, and all that stuff, all the questions that I had that you probably have about this process are here in this episode. And Amy kills it. She just gives us all the best information for just a tremendous value all for free of course.

And so Amy, if you're listening to this, thank you so much and I know I could speak for everybody after they listen to this episode when I just say just say thank you. You are one of the most amazing people I know. And she always brings the goods.

So, let's listen in. This is the conversation between Amy Porterfield and myself about creating a three-part video series, how the heck do you do it and also, why it works. So let's get right into it. Again, this is Amy Porterfield from AmyPorterfield.com.

What's up everybody? I'm so happy to welcome my good friend and a person that I've always mentioned on the show, Amy Porterfield, to the podcast. Amy, welcome to the Smart Passive Income Podcast. Thank you so much for coming on.

**Amy Porterfield:** I cannot even tell you how excited I am to be on today. So thanks for having me.

**Pat Flynn:** I've wanted you on the show forever. And it's funny because you're the Facebook queen like you're the expert at Facebook. Everybody who has questions about Facebook, I refer them to you. However, we're not even going to talk about, well, maybe we'll talk about a little bit but that's not what we're going to be talking about today.

You just had a launch actually, didn't you? For a product that you come out with every year and you make it better and better. And this time, you blew it out of the water in terms of the success with it and how you promoted it, right?

**Amy Porterfield:** Yes. I changed things up this time, which was kind of fun.

**Pat Flynn:** And that's what we're going to be talking about, not just how you changed things up but how you launched this product. And this is something that a lot of us who have listened to the show already know about because David Siteman Garland in the



last episode, he talked about how he launched his and he uses this sequence as well. And we were just joking offline here earlier or off the air about how David actually said that what we're about to talk about was his idea.

**Amy Porterfield:** David, David, David, come on now.

**Pat Flynn:** Where does this come from? Like he said, "Oh yeah, she'd probably got that from me."

**Amy Porterfield:** He is so funny. I'm just going to have to give him heck for that. Basically, I did this three-part video series which I learned a long time ago from Jeff Walker. So that's where the whole idea kind of started was Jeff Walker teaches a three-part video series to launch a program, product, or service. And that's where I got the idea from.

But I will say, David does have a really cool three-part video series so maybe I pulled some inspiration from it.

**Pat Flynn:** Awesome, yeah. And before we get into that, the three-part video series, and this is actually again, just like the interview with David, a very selfish interview where I am going to be learning how this works for my own stuff too. So this would be great for everybody listening. Why don't you talk a little bit about yourself because you haven't been on the show before? Most of the people probably know who you are but what were you doing before you got into online business and how did you get into what you got into now?

**Amy Porterfield:** So before I started doing online marketing on my own, I worked for peak performance coach, Tony Robbins.

**Pat Flynn:** What?

**Amy Porterfield:** So I was the director of content development and I literally got to travel the world with Tony Robbins and work on the content that he did on stage and his online programs.

**Pat Flynn:** Wow! That's so cool.

**Amy Porterfield:** It was pretty cool. I have to say, I would not change it for the world. And while I was there, at the very end like the last year, he started to do more online



marketing and he brought in some of the best of the best online marketers like Frank Kern, Jeff Walker, Eben Pagan, I mean really, really great guys doing cool things. And I sat in on one meeting and they started to talk about their lifestyle, more so than the work they did but the life they've created around their online marketing business. And I thought, "Oh, I've got to have some of that."

So within about a year, I transitioned and started my own business, taking everything I learned from working with Tony Robbins. So, it was a really good experience.

**Pat Flynn:** That's awesome. And how did you get into becoming the expert on Facebook?

**Amy Porterfield:** When I was still working with Tony, we had created his Facebook page and we did his Twitter account and all that good stuff. I mean he did it himself. He was the one tweeting. But we created all that and got some buzz around it and that's when I started to fall in love with social media. I loved what it could do for the individual people as well as big businesses.

So, because of that, that's really kind of where I took things. I started consulting when I got really good at it and that was just like my first step out on my own was with social media because I had done it inside of the Tony Robbins organization.

**Pat Flynn:** That's awesome. Now, for everybody listening, if you want to check out Amy's stuff, go to [AmyPorterfield.com](http://AmyPorterfield.com). And also, check out her podcast. Talk about your podcast really quick. How has that been going? What's the name of it?

**Amy Porterfield:** Online Marketing Made Easy and it gives me an opportunity to talk about Facebook but things beyond Facebook as well. Just everything I love about online marketing, so it's a really cool experience. I love doing the podcast.

**Pat Flynn:** You are really great on the podcast. And the last episode I listened to was actually about what we're talking about today. So I want to kind of share this with everybody and even dive deeper into it. So let's talk about and shift – let's shift to this three-part video series. When people sell things online, we see some things that are common throughout how people market stuff. One of the things being, the long sales page, and that works really well and still continues to work really well. But we're not going to talk about that.



We're going to talk about the lead up to a launch of a product. In the last episode, we talked about creating that product and a little bit about the pricing and the marketing. But now, we're going to give you a strategy to really knock it out of the park when it goes live for your audience. And so, this three-part video series, can you tell us what – why does this work so well? I keep hearing about it. Everybody uses it. Why?

**Amy Porterfield:** I think that the main reason it works so well is because it mixes the personal with the business stuff. And what I mean by that is people get to be invited into your world. When you do three-part video series, we'll talk about the structure and the flow of the content, but when you do that, you get to introduce yourself, invite people in, let them know a little bit about why you do what you do.

And then you get to teach as well. So it's not just one long sales video where all you do is push, push, push. But instead, you're giving the content away and you're teaching in a way that is so valuable that people connect with you, they get to hear about your content, they learn something, and they take something away with it.

And now, over a series of videos, now you're kind of leading them to, "Hey, I've taught you all this. You've met me. You've gotten to know me more. Let me tell you how we can do business together." So it's a great progression into the sales by first giving something of value, which as you're like the king of giving great valuable content. So I think it's a perfect, perfect platform for you.

**Pat Flynn:** Thank you. And I think it will be a great platform for everybody else as well. And that one thing I heard you say on your podcast that really resonated with me was that even each of these videos that you've shared in the series and they don't all go out at the same time. They're kind of timed, and we'll talk about the timing and sort of what goes into each and what works best. But you said that anybody could watch any one of these videos and walk away with something incredibly valuable that can make a change in their business for them, right?

**Amy Porterfield:** Yeah. They can stand alone. I mean they're meant to go in a progression but they can stand alone and be really valuable in itself.

**Pat Flynn:** That's cool. Now, are you a video expert?

**Amy Porterfield:** Oh gosh, no! And I don't enjoy making videos to be quite honest.



**Pat Flynn:** I'm glad you said that because I think that aligns with what a lot of people are thinking out there in the audience. They – OK, video series, when they hear video, they're like, "Oh man! I got to get in front of the camera now. I don't even know where to start. I don't even know what equipment to use. I'm scared of putting my face on camera." How would you address those feelings?

**Amy Porterfield:** I'm so glad you brought this up because let's just start with the mindset behind it. I don't love seeing myself on video and I could rip it apart within five seconds to be quite honest. And I hate to be so vulnerable because it sounds kind of wimpy I guess. But it's true. It's not my favorite thing. And so because of that, first, I had to get the mindset of getting on video and being OK with it. And the way I got passed that is I knew I make an impact with these videos. I knew they'd be valuable and I had to make it not about me anymore.

So instead of worrying about how I looked or what people would think about me, I thought, "I've got a great message to put out there that I'm confident about. So we're going to do it in a way that will make a bigger impact than I've ever made." So, I had to really psyche myself out in terms of just getting on video.

But then after that, I started talking to some of my peers, friends that we know and what they have done in terms of video. And I found a video crew to work with. But I'll say this, I've been doing internet marketing for a few years now. If I were to do this three-part video series – well actually, I did do a mini three-part video series maybe my first year in the business. I don't really count it because it was so small. But I hired one camera guy. We actually went to a hotel room and we filmed three videos in a nice hotel room. So it's just me and the camera guy and that's all that it was. So it doesn't have to be a big production.

**Pat Flynn:** OK. So – but you do recommend – like is this something somebody could do on their own perhaps?

**Amy Porterfield:** I would think so but I don't highly recommend it. I mean it depends on how you're going to use it. If you're launching a product or a program and you want this to be part of your launch, I don't know what you think about that Pat, but I would invest in a videographer.

**Pat Flynn:** Right. I mean I would agree with that. I have a videographer here in San Diego. Actually, a lot of you know him, [Caleb Wojcik](#).



**Amy Porterfield:** He's amazing. Caleb is amazing. I've used him too.

**Pat Flynn:** He's awesome. Yeah, DIY video guy or video guide. He actually has both of those because – but no, I mean that's a really smart thing to do. But he's a great videographer. He did the trailer for my book, [Let Go](#), and also, some of the videos that you've seen on my YouTube channel lately. He is fantastic. And just even having that one person just that so you can just focus on being there present with whatever you're going to say and not having to worry about all the technical stuff. It's very, very important that you're focused when you're doing these videos because people are seeing them.

But I do agree. It's good to hire even just one person. It doesn't have to be completely expensive. But you do want to invest a little bit because this is your product. And like we talked about in the episode with David that this isn't going to be a product or perhaps the products that you're promoting and especially if they're good and you know they work, they provide value, you want to charge what they're worth.

And we were talking in that episode of getting out of the \$97 bucket in creating something that is more valuable, something that actually when people buy, they're actually going to do and higher price would sort of be that. And so, we're thinking, \$497. I mean obviously, it depends on the niche you're in and what product. But think of a product that's \$497, investing maybe four sales for a great video crew will be completely worth it.

**Amy Porterfield:** Oh, that's a great way to look at it. That's perfect.

**Pat Flynn:** Awesome. OK. So enough – this mindset thing is really important. I still think a lot of people out there aren't going to be comfortable behind camera. Do you absolutely recommend, you mentioned the word personal, you would recommend putting your face on camera for this type of thing or would like a screencast kind of be OK where you're just kind of doing – you're doing a screen capture of slides? Does that have the same effect or no?

**Amy Porterfield:** I'm so glad you asked this. I don't think slides have the same effect. There's a place and time for slides. I use them all the time inside my training programs. But to do the promotion of this, I do think people need to see you. But let me give you a variation because James Wedmore, a great friend of mine and I know you know James too as well, James did a three-part video series recently but he didn't do direct to camera like I did.



So direct to camera means I sat on a chair. The video camera was directly on me and I just went for it, either reading the teleprompter or going off the cuff, whatever it was, my face was direct to camera.

James Wedmore did a lot of B-roll where he had a videographer filmed him doing things and working on his computer and down by the beach or whatever he might have been doing and then he actually read from a script and use words on the video, use some of his B-roll, use great graphics. And so, he pieced together a video.

Now, James is very skilled in videography and video creation but there is a way to kind of do a mix where you don't always have to be direct to camera. So I just want to say that because some people don't just want to sit there in front of a camera and speak. So there are variations to it. That still could be a great impact. He had huge success with his as well.

**Pat Flynn:** That's really smart. I love that idea. B-roll for those of you out there who don't know is sort of A-roll I think is to your face. B-roll is sort of when you're seeing other things but the voice still keeps going.

**Amy Porterfield:** Did you just make up A-roll? I've never heard that.

**Pat Flynn:** Is that – no, OK.

**Amy Porterfield:** I'm sure you didn't make it up.

**Pat Flynn:** No, I don't know. Now, we're going to get comments about it and video experts ...

**Amy Porterfield:** People are going to tell us where it came from.

**Pat Flynn:** Caleb is shaking his head right now. And so is James.

**Amy Porterfield:** Yeah.

**Pat Flynn:** I think – A-roll, B-roll, I always thought initially that B-Roll meant background roll. But then somebody corrected me. So maybe I just automatically assumed that B-roll is like – anyway.





**Amy Porterfield:** We'll have to look it up. But if you're totally right about that, I owe you a drink or something, because that was impressive.

**Pat Flynn:** Cool. I like Hi-C, Hi-C Ecto Cooler.

**Amy Porterfield:** Sure you do.

**Pat Flynn:** OK. So moving on, OK, what goes into these videos? There are three videos, what do you put into them?

**Amy Porterfield:** OK. So, this is how I did it but there are variations. Have you ever had Jeff Walker on your show before?

**Pat Flynn:** I haven't.

**Amy Porterfield:** OK. So Jeff Walker has this book called *Launch* and if you want to learn more about this three-part video series, I do highly recommend the book. It's really good and it gets into detail. But let's talk about like you said, what goes into these three videos? The way I did it and how I learned from Jeff Walker is that my first video, I introduced myself but in a way that still offered value.

So I told my story of how I left the corporate job, came into the internet marketing world, and how I've made an impact and how I've created my own business, because what I was teaching in the program that I was going to sell, let's back up. You have to have the end in mind. I was going to sell a program all about growing your email list and profiting from Facebook. And I teach a lot of entrepreneurs how to do this, people that want to leave corporate or have left corporate. So I know that that story was going to resonate with them.

So the first video, I told my story. But in it, I made sure to talk about the emotions I went through and how maybe my viewer could relate or I talked about the steps I needed to take because I knew that those steps were going to be the same for my audience. So, it has to be a story that will resonate and someone can walk away from your story and still learn something. So it can't be all about me, me, me or it's not going to work.

**Pat Flynn:** OK.



**Amy Porterfield:** So that's what I did. And I also introduced these seven steps that I was going to be teaching in the next video. One thing that I learned is that each video needs to move into the next so that people feel like they want to watch the next video.

So I talked about the seven steps to build a profitable Facebook marketing plan and then I kind of tease about the next video. "And the next video I'm going to teach you X, Y, Z." So that's what the first video did. But it was really just connection. For the first time, I introduced my husband, Hobie, my son Cade, my dog Gus. So I made it about my family too because I had never done that before. So it made a really great connection.

**Pat Flynn:** That's cool. Are there any call-to-actions on a specific video besides, "Hey, look out for video two in x number of days." And we'll get into the timing later. But is there ...

**Amy Porterfield:** Yes.

**Pat Flynn:** You're not telling them to buy anything or – they're already subscribed to the list at this point I assume.

**Amy Porterfield:** Right. We have them opt in to even watch the video series. So right away, we're building our email list.

**Pat Flynn:** OK.

**Amy Porterfield:** But there is a call-to-action and it's so important that every video you have them do something. So this first video, I had them leave a comment below the video and tell me their number one Facebook frustration because I knew that was a question people love to talk about. They love to talk about how much Facebook is the biggest pain for them sometimes.

So because of that, I knew what question would get them to engage because you want this audience to not only watch but do something afterwards. So not only did I tease the video and say, "Make sure to look out for the next video," I said, "Leave a comment below. Tell me your biggest frustration."

And then as much as I could because we had tons of comments, hundreds of them but what I tried to do is get in there every night and just comment and leave responses to all the people that took the time to actually respond. That was a big part of the launch as well, engaging back.



**Pat Flynn:** That's awesome. And for everybody out there, I mean this launching isn't something that you can just kind of push a button and it happens. I mean there's a lot of work that goes into this, not just with the video production and we'll continue to talk about that over the time of this podcast but replying to every comment, but those are just small seconds but they add up but they are very, very important. I love that you mention that.

And thank you for clarifying what the call-to-action was. I think leaving a comment is a fantastic thing to do especially if you're leading up to an eventual launch because it's sort of a small, tiny, easy to do little yes in that yes letter to keep doing stuff. That's like a mini transaction, a mini sort of thing they have to do which gets them comfortable with taking action with you that again, eventually leads down that road to that big call-to-action of that sale. And that small reply, I mean that helps you stand out in terms of yes, you are actually reading these. It's not just like something people leave a comment for and then you don't ever see them.

And then also, what I think is cool about this is you get to see comments from everybody else. So you get to see that there's actually other people watching these videos, other people who could potentially go down with this program with you, and it just kind of builds community along the way.

**Amy Porterfield:** It really does. And another thing that I learned along the way and I didn't really expect this is that when they left these comments about their biggest Facebook frustrations, there were some patterns that really showed up. So as I emailed this new audience throughout the launch, I was taking screen grabs and I would use those screen grabs in my email marketing saying, "Look, these are some of the frustrations that are coming up a lot." And then I could say when I started to introduce the program, I'm going to address these inside the Profit Lab. This is module 3. This is module 4." So I have like social proof throughout the entire time. So that was really valuable as well.

**Pat Flynn:** Awesome. So before we move on to video two and what's in that, I think we should kind of back up a little bit and just kind of recap everything that sort of happened along the way. So, we have our product. We've created it just like we talked about in the last episode with David. You have your lead magnet, your incentive from him is that cheat sheet to help people for him specifically in his course that he's leading through with his three videos into the launch. It's a cheat sheet to help people understand I think the top seven tips for creating your online course or something like



that. But it's a really simple PDF but that gets people on your email list which then puts them into the sequence when they get video one, video two, video three.

How – can we talk about the timing? OK. So people subscribe to your email list. How soon do you share video one or sort of what happens after they subscribed?

**Amy Porterfield:** Yes. So mine is just a little bit different than David's and that's great because there's a lot of different ways you can get into this. So what I did is I didn't have that cheat sheet in the front so I just started out with video one. So I run Facebook ads and I emailed my list and said, "I have a brand new free video series. It's live today. Go here and you can sign up."

So I sent them to an opt-in page. Even they were already on my list, they still opted in and they got access to video one. And on the page where they got to watch video one, it showed video two and video three and it showed that there were kind of grayed out. They're not there yet. And it actually gave the date as to when they were going to be released.

So in terms of timing, you were asking when they'd come out, right?

**Pat Flynn:** Yeah.

**Amy Porterfield:** OK. So right away, you get that email or you see a Facebook ad. You signed up for video one. Within about four, five days, I released video two. And then again probably three or four days I think it was, I released video three. Now, some people do this way different. I have a good friend, Marie Forleo, where I think there was a full week between one of her videos. So it really just depends.

You got to look at your entire launch cycle. You could be keeping it really simple. This three-part video series is all you're going to do for your launch and you want your launch to be two weeks so you get to then decide when you release. You don't want too much time to be between that video though because you lose a lot of momentum so that's why I kept them pretty close.

**Pat Flynn:** Got it. OK. So four or five days in between each. And then as far as the mechanism is for doing this, I mean a lot of us understand email service providers, AWeber or perhaps Infusionsoft. But what are you doing to – how are you taking people through video to video? Are you using a certain tool to help manage this process and take people through these videos into the sales process?



**Amy Porterfield:** So what we did inside the Infusionsoft but you can do this in AWeber as well, once people – so there are like two tracks running. Once people sign up for video one, we already have all the emails written to say, “OK. Now, video two is released and then OK, now go watch video three.” So once you’re in my sales cycle or the cycle for the email series, you’re going to get those emails. We set them up in advance. And in Infusionsoft, you get tagged. And so, as long as you’re tagged, I already put the dates in when I want the emails to go out. So you’re in a funnel already.

**Pat Flynn:** OK.

**Amy Porterfield:** So that’s kind of how it works. And then the second track would be let’s say that you came in at video two. So if you came in at video two, meaning you never even saw video one but you saw an ad for video two when I released it, then when you get into video two, you’ll see video one waiting for you.

**Pat Flynn:** Oh, OK. So they don’t have to necessarily come in at video one. Every time you come out with a new video I guess, that’s cool because it gives you another excuse to promote on social media and share and have it kind of be the place where people come in and see everything else. It has already been done.

**Amy Porterfield:** Yes. And that kind of lends itself to something we haven’t talked about yet and that is that one, any launch you do that has to do with using social media and doing a free giveaway will always grow your email list. A three-part video series will really grow your email list because you have so many different opportunities to get people into your funnel. So this was a huge list builder even if they didn’t buy because we all know, people buy at different times. Now, I have a list that I can continue to nurture down the road.

**Pat Flynn:** Wow! That’s cool. I didn’t even think about this process as simply a list building process.

**Amy Porterfield:** Oh, it’s going to be huge. For anyone who really does it right, puts in the steps to make actually work in terms of a three-part video series over time, you are going to see some list growth.

**Pat Flynn:** And then in terms of where these videos are not hosted on a server but on your website, are these just somebody could create a new page in WordPress and



that's where video one is or is where something that kind of makes this easier plug and play?

**Amy Porterfield:** So we actually did this custom. So we actually created a web page and then we designed a template for the video and the side of the video has each button to watch the next video. So we had that custom-made. But I'm wondering if [LeadPages](#) has something like this.

**Pat Flynn:** It does, it does.

**Amy Porterfield:** It does?

**Pat Flynn:** It does.

**Amy Porterfield:** Oh good. Then that to me is the best way to go because like I said, I've been doing for a while. If I had been new to the scene or maybe in my first or second year, I would a 100% use LeadPages for this.

**Pat Flynn:** Awesome. Yeah. And a lot of you know obviously, I'm adviser for the company so I just want to be honest about that.

**Amy Porterfield:** And I'm obsessed with it.

**Pat Flynn:** Yeah, that's great.

**Amy Porterfield:** Yeah.

**Pat Flynn:** OK, video two. What goes into video two? Oh, before I asked that. Sorry. Sorry everybody, I'm jumping around. But I'm just kind of spitballing here. I'm asking these questions as I come up with these questions in my head too. In video one, do you mention that there's a launch coming or there's a product down the road?

**Amy Porterfield:** I do not. And I'm not against mentioning it. I don't want to be secretive. I just chose not to. I felt like I still had to set things up first.

**Pat Flynn:** OK.

**Amy Porterfield:** But I've seen other people that do. So it's kind of a preference thing.



**Pat Flynn:** Because my worry is like, OK, I take people through this whole video series. They go through it. And I guess yes, they're getting value along the way. But then all of a sudden, I don't want to be seen as sort of somebody who is pulling a bait and switch, just pull, pull, pull and at the end just finally push it all on them without – like a total surprise.

**Amy Porterfield:** Right. So two things I'll say to that. One, if you feel that way, definitely, mention in the first video that you have a brand new program but before you get there, you want to really make sure that they get immense value and that's your goal. Or two, each video must add value. So even the third video, the selling video, if you want to do it this way, you want to add value even then even if they don't buy. They walk away from the third video feeling like they got value. But we'll get to that in a moment.

**Pat Flynn:** OK. Video two, video one was sort of story and the introduction to what people are going to get. Obviously, some steps as well because you want people to come away with that with some actionable items. The call-to-action is to leave a comment and you reply. You're building that community. People are getting excited about video two. Four, five days later, video two comes out. What's on that video?

**Amy Porterfield:** So this video is pure value. The only thing I did in video two was teach, teach, teach. So what I did specifically is I taught people how to decide what type of lead magnet they want to create. And what you teach in video two is really important. The reason I chose to teach how to create a lead magnet is because inside my program, the whole premise is how to grow your email list with the lead magnet.

So I actually in video two gave away some of my best stuff that's already in the program. Of course, I couldn't teach it at such a deep level so there was no fear of giving away something that people are paying for. I just made sure that I took something out of my program that I knew was a hot topic. One of the questions I get asked all the time is what kind of lead magnet should I create? So I knew it was a hot button and that's what I taught in the video.

And in addition to that, I gave two free cheat sheet giveaways underneath the video. One was all about 25 different ideas for a lead magnet. The other was how to put a lead magnet on a platform. So I gave like immense value. It was something that people could pay for and walk away and feel really good about it.



**Pat Flynn:** That's awesome. It sort of sounds like or it actually is. We've had Derek Halpern on the show. We both know Derek. He talks about this thing called the bonus sandwich where you have your meat which is the product but some people might not have the ability to use that product yet so you'd give away something for free that would get them to a level where they could use your product. And for you ...

**Amy Porterfield:** Oh, I like that.

**Pat Flynn:** Yeah, that's your bottom bread. That's what he calls it, your bottom bread. And that helps people like, Wow! OK. Now that I have this lead magnet, it actually makes sense for me to go and get this product because they're going to show me how to use my lead magnet that I just created." And then his top bread is sort of a bonus for everybody who is in your program already. And I don't know if you have bonuses for people who are in your program but there are obviously a lot of things you could do for people who are into Facebook marketing. For example, bonus on how to retarget or something like that.

**Amy Porterfield:** Exactly. Yup, I do. So I didn't even know it.

**Pat Flynn:** Yeah. You're giving away sandwiches. Awesome. OK. So video two, pure value, teach, teach, teach. And what I love about the sort of juxtaposition between video one and video two is video one is very sort of emotional story and you're going to connect with a bunch of people that way. A lot of people connect with stories. But some people, they're not into stories. They want the valuable educational stuff. And there you are giving it in video two. So video one, video two, you've kind of covered all the grounds for really making an impact and impressing people.

**Amy Porterfield:** Yes, for sure. And what I'll say about both of those videos, all three actually, I did a lot of preparation for them. Meaning, I wrote out all my stories, I created – I was actually reading from a teleprompter in two of them so I created the scripts. So there was a lot that went into it before the video came on. And when we talk about mindset, I'm kind of flipping back for a second, but you get the confidence when you're prepared. And so because I didn't love to be on video, the more prepared I was, the more confidence I had to do it. So I will say that both of those videos, there was a lot of planning before that video came on.

**Pat Flynn:** Awesome. We'll talk about video three in a second. But I want to keep going on this. How long were the videos?





**Amy Porterfield:** So they were about 20 to 30 minutes so they are pretty long.

**Pat Flynn:** Those are sizable videos.

**Amy Porterfield:** Yeah. And I normally never do videos that long. And I learned something from Tony Robbins that I always love to think about when people say like, "How long should such and such be?" And he always said – I'm going to get the quote wrong completely but he always said something like, "They need to be as long as they need to be to make an impact." And for me, I needed that time to make the impact. I couldn't make it in a shorter time so I just went with it.

**Pat Flynn:** Nice. And then you mentioned a teleprompter.

**Amy Porterfield:** Yes.

**Pat Flynn:** That's hardcore.

**Amy Porterfield:** Hardcore. So, I actually used a teleprompter for all three – no, for videos two and three. I'm sorry. I didn't use it for video one. And the reason I didn't use it for video one is the guy that was filming me, his name is Dean Rainey, and Dean said, "I need this to be off the cuff. I need you just to tell me your story." So he was filming me and doing take after take after take and then he would edit it all together. So that was more off the cuff, the story telling. But then when I was teaching and selling, yes, that was a 100% teleprompter.

**Pat Flynn:** So, I actually have a teleprompter myself. I've used it for my course on Breakthrough Blogging. It was actually really helpful, but very difficult to have sound natural. Now, I do feel like I have some kind of talent in terms of reading stuff off and then making it sound real because when I started public speaking, I would script out all of my – everything, I was going to say for presentations. So I would memorize 25 to 40 pages of stuff.

**Amy Porterfield:** Oh my goodness.

**Pat Flynn:** Actually, I told my coach after I hired a coach and he was like, "Oh, what?" And he's like, "Dude, that's awesome. Like you should be an actor because you can memorize that stuff." which is totally not true because I suck at acting. But he was like, "Dude, you're not giving yourself the opportunity to be real and just go off the cuff and



actually have a real conversation with your audience.” That’s when I started to just bullet point.

Now, when you say you use a transcript for example video two, did you script everything beforehand and just read off or did you kind of use it as a way to just keep you in the right area before ...

**Amy Porterfield:** So I scripted everything but with a little bit of a caveat. So I scripted everything. I was ready to read it word for word and I definitely am not fully comfortable on teleprompter either and I’ve gotten better at it and I can do the inflection in my voice so it doesn’t so robotic or whatever.

But I tell you this, Dean, my videographer, he stopped me a few times and he said, “Just say it how you would say it. Don’t read the teleprompter right now.” So whenever I came across as too robotic I guess, he would stop me. So there is – definitely, there’s beauty in just saying it how you would say it but I just want to really caution people, at least have a very detailed outline because most of us go off on tangents if we don’t.

And these videos are really important. These aren’t just videos you’re going to throw up in your blog for a blog post. These are videos that are leading to a sale. So you definitely want to make sure you say what you need to say. So that’s why I’m such a stickler for the preparation part.

**Pat Flynn:** Sure. Yeah, and I know you always prepare very, very hard for things that you do and it comes across very obviously because you do great work.

**Amy Porterfield:** Thanks.

**Pat Flynn:** In terms of the again, the teleprompter, you said that the videographer would have you sort of stop and just talk. So you’re not recording just one long take and that’s it. He’s editing things together?

**Amy Porterfield:** Yes, a 100%. So we might go for two or three minutes and then we’d stop. And then we would do the next chunk.

**Pat Flynn:** But the camera is still rolling, right?

**Amy Porterfield:** The camera is still rolling but I like would kind of have to reevaluate and say OK.



**Pat Flynn:** Reset.

**Amy Porterfield:** Yeah, reset and then keep going. So I'm not like reading for 30 minutes straight. No. We stop the camera like 200 times in a 30-minute video.

**Pat Flynn:** I think that's going to be a relief for people.

**Amy Porterfield:** Yeah.

**Pat Flynn:** Because I think 20 minutes straight and perfect is a lot to do.

**Amy Porterfield:** Oh, no, no, no.

**Pat Flynn:** OK. So the final video is actually – there are cuts in between parts, right?

**Amy Porterfield:** Yes. And you do not want a video that's literally – you direct a camera, looking at the camera for 20 minutes straight. You want maybe a different angle or you want to put some words on the video or whatever it is. You do not want just your talking head the whole time anyway because you'll lose people's attention quickly.

So they'd have a different camera and a different angle for me sometimes or they would just put words on the screen. So yeah, we had to change it up for sure and I'm so glad you clarified it. I was not talking 20, 30 minutes straight.

**Pat Flynn:** OK, cool. I know something Caleb taught me because we used to film videos too and we still are actually. Those cuts, they can actually be hidden with B-roll.

**Amy Porterfield:** Yes.

**Pat Flynn:** There's A-roll and B-roll. So you can cut away from your face, the voice still goes and you go to B-roll but it's just so seamless even though there might be an actual cut there and you kind of have to reset. You just kind of take that audio, put it close to the audio and you just finish with and it's just so seamless. And you would never know that you've finished sort of a recording at that point.

**Amy Porterfield:** Yeah, that's a great idea.



**Pat Flynn:** Cool. OK. Video one, video two education, video three, this is the sales video or how would you describe this video and what goes into it?

**Amy Porterfield:** So this is the sales video. One thing that I'll say, this is the first time I did a full on three-part video series. It was a huge success for me and I'm very proud of it but there are things I'll change the next time. And in this third video, I wish I had taught just a little bit more, offered a little bit more insight and then went into selling.

Now, I did do that in the sense that video three, I started out with talking about how it would feel to actually have a Facebook marketing plan that was producing results for you. And I talked about them not about me. So I definitely didn't make it all about the sale. And so, that's how I started. And then I started to talk about some testimonials, some stories of other people who had seen success when they implemented Facebook marketing plan. Once I did that and I had a lot of different stories so people could find themselves in any of those case studies then I went into selling.

So there definitely was value. Next time, I just want to find a way to offer even more value so that when video three comes, they're very clear that it's not just selling but there's something in it for them if they're not interested in buying. But you do need to own it and you do need to sell in video three.

**Pat Flynn:** Right. You definitely have to own it for sure. You can't be sort of hesitant. You never want to say like, "Hey guys, so I'm going to launch like this is – I mean you don't have to get it. I know these videos were educational but I think it would be really helpful for you."

**Amy Porterfield:** It's probably not going to work for you.

**Pat Flynn:** No. But I know that's what people want to do because they are kind of afraid to sell. But we've talked about this in the show plenty of times, you have to really own this part and know that if you know it, it actually is going to help people, you have to sell it. You're doing your audience a disservice if they don't know that you really truly believe in the product.

**Amy Porterfield:** For sure, definitely.

**Pat Flynn:** Now, is the reason you said you wished you taught more in the video, did you get sort of backlash for just kind of being a little bit more upfront in selling or is that just sort of a personal thing?



**Amy Porterfield:** So, I have a bad habit if two or three people say, “Hey, I wish there was more value here,” then I think it’s my entire audience. So I have to be really careful of that.

**Pat Flynn:** That’s like all of us I think.

**Amy Porterfield:** But I think a handful of people that didn’t buy – let me back up. Actually, it wasn’t a handful of people that saw the third video and said, “I wish this is more valuable.” Where I got nervous was after video two, people were loving it and leaving comments, “I can’t wait for video three.” And that made me nervous because I thought, “Oh, I want to make sure that they get enough value out of video three. If they’re really looking forward to it, I don’t want them to be disappointed if it’s just a product to sell. But we have to remember that we made this video series to attract people who would want to buy our product. Like that definitely was my end goal. I want to impact and give value but I’m selling something.

So there is this fine line that you have to really walk on in terms of still offering value but focusing on the sale. And I think that was probably the hardest part of this whole equation. And so, when I saw those comments after video two, I just got a little bit worried and that’s where this kind of concern came in.

**Pat Flynn:** You and I are very alike, Amy.

**Amy Porterfield:** No.

**Pat Flynn:** Now, within video three, when you get to the part where you’re going to talk about your product, how do you deliver that? Do you say like, “OK guys, now we’re going to switch it up. I’m going to offer this cool product to you.” Or do you kind of no, I can envision myself going – delivering value and then going, “All right guys, now we’re going to talk about this offer.” Like how do you balance that? How do you get into that?

**Amy Porterfield:** So I got a really easy great way to do so. And that is as I mentioned, those case studies. So when you start telling stories about other people and the great success they’ve had and even quoting them. Like I said, one of my case studies, she said that her entire world changed when she started to see success coming from Facebook after all that effort she put into it.



So I told these stories. Use the words that they use. And then an easy transition is, "If you see yourself in any of these stories or if you're somebody that is looking for a plan to finally see success on Facebook, then I want to invite you to become a part of my brand new program, Facebook Marketing Profit Lab. Let me tell you what's included."

So it's a really easy transition when you're already talking about other people and then you bring it back to them.

**Pat Flynn:** Nice. I want to invite you to become a part of.

**Amy Porterfield:** Yes.

**Pat Flynn:** That's cool. I like that. That sounds great.

**Amy Porterfield:** And it's something like I talked about making it personal and you have to remember, video three, you have to ask the question, what's in it for them? Every video, when you finish that script that you're writing, ask what's in it for them, have I made it about them more than I've made it about me? And that's included in the sales video. You're talking about all about your program but you're still making it about them.

**Pat Flynn:** All right. So the call to action in video three is obviously to sell something. What's the call-to-action in video two if you remember? I forgot to ask about it.

**Amy Porterfield:** Video two was to use the comments below and tell me about some lead magnet ideas that you have for your business.

**Pat Flynn:** OK. So still leaving comments but related to what the content was.

**Amy Porterfield:** It was.

**Pat Flynn:** OK.

**Amy Porterfield:** But here's what's great. And this was probably the hardest part of this whole thing was keeping up with the comments. That was really stressful because the bigger you get, the more comments you're going to get. So this time, I had hundreds come in and a very short time to get back to everyone. But one thing that was cool about call-to-action number two is that people were struggling with their lead magnet. So it gave me an opportunity to coach a little bit and to get in there and help



them. And when you are helped by someone, you have an affinity with them if they actually help you. So that was really great before leading into video three, something unexpected that happened but I was really pleased that it did.

**Pat Flynn:** That's cool. I love that. You definitely ought to get on to those opportunities when they present themselves. And then the call-to-action to number three is obviously to buy. What is the actual motion that people do to buy from that video?

**Amy Porterfield:** Oh, I'm so glad you asked.

**Pat Flynn:** Yeah. Like what is that like?

**Amy Porterfield:** So here's the setup. So video three, this is really important to know. Video three was different than video one and two. Video one, it had all the videos next to it. Video two, it had all the videos next to it. Meaning, you could skip to video one or three. Video three was just video three by itself with a shortened sales page below it.

So basically, I would say in the video, "All you need to do is click the 'enroll now' button below the video and you are on your way to join our course." And underneath the video was the button but then there was also a bunch of information, more in depth than I went into the video.

**Pat Flynn:** OK. So it's all in that one page and it's sort of like a squeeze page where there's only a few things people can do, watch the video and buy. There's no other thing to surf around on.

**Amy Porterfield:** Yes. You didn't want them clicking to the other videos. This was sale time. This is when we wanted to get serious and wanted to attract the people that really were interested in doing business with you. So we took out all the other bells and whistles.

**Pat Flynn:** And then clicking on that 'enroll now' button takes them to a cart.

**Amy Porterfield:** Correct.

**Pat Flynn:** OK. So it's very short. No other sort of in between intermediate pages. I love the language you used there, 'enroll now'. It sounds very official. I feel like you can charge more just from that.



**Amy Porterfield:** That is one of my favorite buttons because this is a course. We're teaching something. So we're enrolling and kind of like a mini school.

**Pat Flynn:** I love that. Do you mention the price in the video or is it just below?

**Amy Porterfield:** So, I do. And I wasn't going to actually because I wanted to see if I could – one of the great things about using these videos, I just cut my thought off, but one of the great things about these videos is when you're making them, think in terms of "Could I maybe use these next time I launch as well? And maybe I want to use this in an evergreen promotion." Meaning, there's not a start and end date to sign up. You might want to just run this continually with Facebook ads.

So that's kind of the way I've been thinking lately. If I'm going to invest money and I went big with this so I did invest money and time, how could I use these in other ways? So I was not going to put the price in there because two things. One, during the launch, about four days before we actually close the doors of enrollment, the price goes up. So we do early bird pricing and then the regular pricing. So that video was going to need to change.

And number two, we might change the price next time we launch this product and I don't want to have to redo all the videos if they worked well this time. So what we did is we did include the price but we made sure it was a very clean cut. Like if we wanted to take it out completely, we could do so and the whole thing could flow and I talked to the videographer about this early on so he knew I need two versions of the sales video, one with and one without pricing.

**Pat Flynn:** That's really smart. And then being able to in the future if you were to change it, just take that little piece out and replace it and everything else stays the same.

**Amy Porterfield:** Yes.

**Pat Flynn:** Oh, that's so cool.

**Amy Porterfield:** Yes, so that worked really well.

**Pat Flynn:** When you come out with video three, how much time did you give them to buy?





**Amy Porterfield:** So let's see. I came out with video three, I got to get my dates right here. I want to say, I think I gave them a week. I think we had a full week, yup. And that's a great question because however long you're giving them, you want to start that countdown timer. You want to make sure that they know that time is running out.

So in my video, I'll say that this offer is only good for less than a week. I had to be a little vague because I wasn't exactly sure when we were going to hit the third video. And so, you do want to build some scarcity even in your language in that video three if you are going to close the cart. Now, I had to be careful because again, I wanted to use these videos in different ways. But there are different things you can say to create that scarcity.

**Pat Flynn:** OK. So video three, you want to think of that as the bit – the start of your launch like everything else that happened in video one, video two, emailing, subscription, that's all sort of pre-launch, right?

**Amy Porterfield:** Yes.

**Pat Flynn:** Video three is launch and then you go – like is that it or do you send emails out to those people who haven't purchased yet?

**Amy Porterfield:** OK, so important. And so, just to make sure – and when people, I don't know how familiar your audience is with launch and the pre-launch thing but when you say it's launched, it means the cart is open and it's going to close soon. So you're right, on video three was the first day that you could buy my product.

Now, I did something a little bit different that after that third video came out, about a day later, I started to promote a webinar. And the webinar was for anybody who wanted to learn more about creating a Facebook marketing plan. And the reason I did that is because webinars have always worked for my business. This three-part video series was new.

So if you're thinking about creating a three-part video series but you've always sold in a different way, you might want to think about how can you kind of merge the two or align the two so you don't give up what you know already works but you can add value at a whole another level with this three-part video series.



**Pat Flynn:** I love that. So video three came out, you sell to a bunch of people I'm sure but then you promote this webinar to people who have yet to purchase, correct?

**Amy Porterfield:** Correct. And so, we sent out an invite to anyone who hadn't bought yet for the webinars and then once we sent out a few emails about the webinars, and then at one point, probably two days before the price increase in about maybe five days before the cart closed, we actually then – everyone kind of synched together and started getting the same emails. And that is, an email that really detailed out the product. Another email was all about case studies. Like let me tell you more stories about people who have gone through the program.

Another email we sent was the objections. People start to object like, "This product is not for me because of this or that." And so, I answer those in an email. That's my favorite email I sent.

**Pat Flynn:** Nice, nice.

**Amy Porterfield:** So I answer. I have to give David Siteman Garland a shout-out for that one. It was his idea. He's going to love that. But I answer all the objections in the email. So here's the deal. We definitely – this launch was a very, very heavy email marketing launch as well.

What I noticed with this three-part video series is people didn't like rush to buy when video three came out. Where I saw a big rush to buy was a few days later after a few emails came out. They needed a little bit more. Just because so many people and this could be different for your audience, I marketed to a lot of people that didn't know me yet. We ran Facebook ads to none-fans heavily. So this was a newer audience for me. So what I noticed was my email marketing was very essential to the success of this launch.

**Pat Flynn:** Very nice. That's just great to hear. Is there anything else before we close up here, and Amy, thank you again, you just provided a ton of – I mean this could be a course itself that I could create and just put your voice in and sell in this fashion. But this has been amazing. Thank you for all this free amazing value.

Are there any mistakes that you made? I know you said a couple already but is there anything else that you wish you would have done differently that you could share for everybody so they don't make the same mistakes?



**Amy Porterfield:** Let me think here.

**Pat Flynn:** Or something that maybe you feel could have been done better.

**Amy Porterfield:** Could have done better, I mean I'm sure – oh yes! I have a big one actually. So one thing we learned is that we sent traffic to an opt-in page. So I believe that the three-part video series should be behind an opt-in to collect emails and that email marketing part was so important. But what we failed to do is we sent them to an opt-in page that didn't have enough information on it about the video series. And the reason why we made that mistake is that we emailed my entire list. I have over a hundred thousand people I emailed.

And so, in the email, I talked all about the three-part video series. What I failed to remember was that I was sending Facebook ad traffic to the three-part video series and some of the people on my email list wanted to share it with their friends and they didn't see the email. And so, people would come to my opt-in page and think, it was just a picture of me and a video and it said something about like my journey to become an online marketer. Well, they don't care. They don't even know me.

So, one really big, big thing I'm going to change next time is make sure that opt-in page fully explains what this three-part video series about and what's in it for them. I think that will make a huge difference as well.

**Pat Flynn:** That's key. That's huge.

**Amy Porterfield:** Yeah.

**Pat Flynn:** That's awesome. Thank you for sharing that. Amy, you are wonderful. Where can people find out more about you and what you're up to?

**Amy Porterfield:** Well, thank you so much. You can go to [AmyPorterfield.com](http://AmyPorterfield.com) or on Facebook, [Facebook.com/AmyPorterfield](https://www.facebook.com/AmyPorterfield).

**Pat Flynn:** Amy, we love you. Thank you so much and have an awesome day.

**Amy Porterfield:** Thanks, you too.

**Pat Flynn:** All right. Thank you so much for listening in. Again, that was Amy from [AmyPorterfield.com](http://AmyPorterfield.com). Just man, I think a lot of people are going to be putting this into



action and totally crushing it with their sales. Now again, if you don't have a product to sell yet, I recommend listening to the previous episode, a 136 with David Siteman Garland. You can go to [SmartPassiveIncome.com/session136](https://SmartPassiveIncome.com/session136) for that. And actually, David has a cheat sheet if you want to get started really fast, [SmartPassiveIncome.com/cheatsheet](https://SmartPassiveIncome.com/cheatsheet) for that free download.

And if you like to get to the show notes and the comments and all the resources and links mentioned in this particular episode, again, this is episode 137, so the show notes are at [SmartPassiveIncome.com/session137](https://SmartPassiveIncome.com/session137).

Again, Amy, thank you so much for coming on today. If you like to say thanks to her both in person, you can thank her on Twitter. Her handle is [@AmyPorterfield](https://twitter.com/AmyPorterfield). She's amazing.

And also, I want to thank [99designs.com](https://99designs.com), today's sponsor for this particular episode. And 99designs.com, if you don't know what it is, it's an easy to use site to help get any sort of designs done for you and your brand or your website. It's really cool because it's fast and exciting and it's quite affordable. So if you can't or don't have that one-to-one designer that you have that works for you full time, this is a great solution because not only do you post up your job and you get somebody to work on it for you, you get a lot of designers working on it for you and you can pick the best one that you like. You could even work with them along the way to help guide them to what exactly that you like.

It's really cool to sort of see everybody's different styles and you can pick the one that you like best. You could even have your friends, family, your audience members vote for their favorites as well which is really cool.

So from logos to websites to t-shirt designs, car wraps, maybe even landing pages for your three-part video series, you can check out 99designs.com. If you go to [99designs.com/SPI](https://99designs.com/SPI), you can get a \$99 Power Pack of services for free today, which will give you access to even more designers and designs for your next design project. So again, [99designs.com/SPI](https://99designs.com/SPI).

Thanks again so much for listening to this episode. I appreciate you so much. Again, comments for this episode, you can leave them at [SmartPassiveIncome.com/session137](https://SmartPassiveIncome.com/session137). You rock! Thank you and I'll see you in the next episode of the Smart Passive Income Podcast. Peace!



**Outro:** Thanks for listening to the Smart Passive Income Podcast at [www.SmartPassiveIncome.com](http://www.SmartPassiveIncome.com).

## **Links and Resources Mentioned in This Episode**

- [AmyPorterfield.com](http://AmyPorterfield.com)
- [Amy's Facebook Page](#)
- [Amy on Twitter](#)
- [SPI #136](#)
- [Launch by Jeff Walker](#)
- [Caleb Wojcik](#)
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