



## 14-Day Info-Product Creation and Fire Sale Launch Kit

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**Teleseminars, Copywriting and Sales Letter Creation**

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<http://www.practical-wellness-guide.com>

I recommend that you read whole eBook first, and then when you start implementing your own fire sale, you can follow things day by day.

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# Practical Wellness Guide

*genuinely good*

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### **Who Else Wants to Launch a Fire Sale in 14 Days?**

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## Emotions and Mindset

My Mindset when starting was panic, stress, pressure, heavyness, helplessness, desire to survive and look for options, not sure how but believing a way will be found

Education – courses, ebooks, videos, teleseminars, success stories, google search

The Shift – make a tangible plan (on paper!), have a walk in the park, just start writing

Support – isolate yourself, turn off the phone, politely say ‘no’ to all invitations and requests, but be open to unexpected help (quickly screen newsletter emails and helpful product offers, eg. 7-day free access to simpleology copywriting course – thank you Mark!).

Sustain Motivation – eat healthy food (fresh vegetables and fruit), take short breaks every couple of hours, exercise, keep writing, keep creating, jot down any new ideas as they come

Mindset when in progress – hope, light at the end of the tunnel, temporary relief

## Day 1

First few days I did mostly research and attended some life issues.

I reviewed Carrie Wilkerson’s testimonials – it takes few months to get things implemented and even though examples look impressive, the high quality, useful and in demand content is still the king. It’s doable, but for the growth to be rock solid, it has to be organic (paced).

[www.pwglinks.com/firesale/carrie.html](http://www.pwglinks.com/firesale/carrie.html)

## Day 2

“The #1 thing you should be focusing your efforts on is BUILDING A HUGE LIST and then immediately selling something at a very low price.” – Joe Lavery

[www.pwglinks.com/firesale/joe.html](http://www.pwglinks.com/firesale/joe.html)

## Day 3

More awesome links in Mark Joyner’s newsletter with a lot of free stuff on how make millions in the Expert Business, but more importantly – my 3 of 4 experts were bankrupt and made it! Wow!!! So perfect!!! Tomorrow I’ll organize all my resources and will start the real work.

[www.pwglinks.com/firesale/mark.html](http://www.pwglinks.com/firesale/mark.html)



## Day 4

Printed out all supporting documents: 7 Day Business Turnaround (Day 6 - Fire sale) and Business Coaching (Day 0 - Instant Cash) courses. Reviewed 7-Day Business Turnaround forum posts and posted a question how to balance "boring truth" vs. "interesting hype" – answer: MAKE THE TRUTH INTERESTING!

Did a lot of reading today at a local library (change of environment is a great help). I am having doubts about the whole big idea, but will plow forward anyway.

A bit of a stress kicked in due to not knowing exactly how to proceed. Decided to take the rest of the day off, got some quality food in me (smoked salmon, hummus, fresh veggies – all on whole wheat pita), and had a 1 hour walk in a local park. In the evening I had a spicy and inside warming Vietnamese Chicken Soup.

Thinking to call all my credit card companies to freeze the interest and payments for 6 months. This would give me some breathing room and allow me to regain the sense of calm and focus. Tried it later, but no go. An official offer coming from someone official would work better.

[www.pwglinks.com/firesale/bta7.html](http://www.pwglinks.com/firesale/bta7.html)  
[www.pwglinks.com/firesale/coaching.html](http://www.pwglinks.com/firesale/coaching.html)

## Day 5

Lit some candles, did a little bit of praying, asked God for help and specific outcome. Talked to my always supporting, empowering and uplifting friend.

Did more reading and learning. Fell asleep with my mind nicely in high power mode again.

## Day 6

Another surprise from Mark Joyner's newsletter – a Copywriting course offer free for 7 days.

Key lesson in the course was to just start writing, just get something going, get a rough draft done and edit over time. And so I wrote 2 pages of my "business lessons learned" eBook.

Had more great ideas for more "walkthru" eBooks to increase the value of the fire sale offer.

Today I was working in high-speed mode on the Lessons eBook until brain started to hurt and I was hungry.

Went to my part-time job, and had an orange mango banana smoothie with matcha (green tea powder) – that made me feel much better.

Later I wrote multiple times on a piece of paper to better believe it this statement in present tense: "I finally paid off my 65K credit card obligation!"



Dreaming about lotsa great new ideas for the massive action, including how to press on Mark to help me. This needs to happen despite my fear of success. I can and I will do this!

Having Blackberry by my bedside is a huge thing as I am able to write those thoughts down even when half asleep at 4:30am. I usually don't remember details in the morning, so having the thoughts written down is a huge plus.

[www.pwglinks.com/firesale/copywriting.html](http://www.pwglinks.com/firesale/copywriting.html)

## Day 7

I did a bit of Feng Shui in my work room according to Marie Diamond's latest eBook.

I placed a picture of God in the window in the north side of the room (my source of health according to the eBook), facing my head crown. I woke up with a clear headspace and ideas flowing. Amazing!

I self-woke at 5am (my usual is 8am) and felt a very strong urge to go to the gym. I got there by 6:15. I took a hot shower and sat in the steam room - coughing like crazy - almost choking!

Some older gentleman came in and soon after chatted me up about how there is nothing better than gym first thing in the morning. Then he started talking about online products etc. He said to stick to the real you and then left. That was interesting.

At home wanted to get going with the project, but my stomach was still messed up and the 2.5hrs of sleep last night was now catching up to me - I couldn't concentrate at all.

I took a hot bath and did some dummy purely mechanical work to get at least some useful work done: bought the domain, created directory structure on my web server, and went through the copywriting course videos again and took some more notes.

In the evening I did some super deep breathing, expanding diaphragm as much as I could, which felt very relieving.

Had a good night sleep with the picture of God in the East for wisdom. I had a long shower in the morning, healthy breakfast (salad and omega-3 cereal with goat milk), then got to work at 9am with a very nice flow.

[www.pwglinks.com/firesale/fengshui.html](http://www.pwglinks.com/firesale/fengshui.html)

## Day 8

I quickly responded to my friends' emails from 1 and 2 days ago and deferred any meetings. My Blackberry had 36 unread messages by afternoon (new record!).

As I see this grow, I am totally committed to making this work. Solid full focus, ignoring distractions and setting aside all concerning deadlines (very rare 15 days late with bill payments is acceptable).



I also tried meditating for 15 minutes in the morning to calm the mind and stress down. Amazing shift! As I am working with amazing speed, my mind and body aren't tired, and quite the opposite - I am flying! The gym yesterday was very revitalizing.

I'm listening to smooth house music that helps me to stay in the zone. HUGE DIFFERENCE!

[www.pwglinks.com/firesale/schiller.html](http://www.pwglinks.com/firesale/schiller.html)

## Day 9

The stress hit again, mostly due to being tired from working too much, and not knowing how to proceed with the PayPal and 1ShoppingCart to capture money AND email addresses.

I studied what my experts are using and eventually signed up for 1ShoppingCart and Instant-Teleseminar trials.

Shopping Cart is an AMAZING software that does it absolutely everything one would need, but there is a bit of a learning curve to get everything working - and there is a hook - trial allows only 50 sales! No Good.

Instant Teleseminar looks good, too. It gives me toll free lines to call, records the phone call and gives me a lot of options. Good thing to have when I get going with teleseminars. Also Audio Acrobat is a great service to host recordings without giving away the source mp3.

With my dilemma, I settled for PayPal only as it actually collects emails, so I can signup people manually later. Right now it's all about simplicity and speed to market.

Later I finished my fire sale letter.

[www.pwglinks.com/firesale/paypal.html](http://www.pwglinks.com/firesale/paypal.html)  
[www.pwglinks.com/firesale/shoppingcart.html](http://www.pwglinks.com/firesale/shoppingcart.html)  
[www.pwglinks.com/firesale/teleseminar.html](http://www.pwglinks.com/firesale/teleseminar.html)  
[www.pwglinks.com/firesale/audioacrobat.html](http://www.pwglinks.com/firesale/audioacrobat.html)

## Day 10

More great work. I purchased a Fire sale eBook with lotsa good information that I used immediately to touch up my sales letter. It also gave me some practical tips and ideas how to talk to my super experts. Mainly to keep it short, keep it honest, mention how I like their products, and give bottom line specifics how I would help them to help me.

I finished and html'ed my sale page using the Sales Letter Creator software that came with the Simpleology Copywriting course. The guidance and html generation saved me so much time.

[www.pwglinks.com/firesale/firesaleprofits.html](http://www.pwglinks.com/firesale/firesaleprofits.html)  
[www.pwglinks.com/firesale/copywriting.html](http://www.pwglinks.com/firesale/copywriting.html)  
[www.pwglinks.com/firesale/salesletter.html](http://www.pwglinks.com/firesale/salesletter.html)



## Day 11

I had a disempowering thought:

“Neh, this whole thing is hard and chances of getting interviews with super-experts are slim - I better just stick to the slow way of doing things and just fall back on my struggle filled life...”

But then the second thought was: “NO! Override! You gotta do this! Summon the power and keep plowing thru!”

Got all sales letters done for all experts – all letters are the same, but with a custom URL for each with a custom PayPal product ID, eg. [www.url.com/expert1](http://www.url.com/expert1) , [www.url.com/expert2](http://www.url.com/expert2)

This will allow me to keep track of sales of each expert to that I can easily pay them later.

On successful payment, Paypal redirects user to my registration page, where I collect first name and email address of a customer. Upon submitting the form, the customer instantly gets a download page with a link to the package zip file.

The customer also receives an email with the download link and a very detailed FAQ. I used my SiteBuildIt account form builder and autoresponder to accomplish this. You can alternatively use Aweber. Everything is exactly as I wanted in Day 9.

[www.pwglinks.com/firesale/aweber.html](http://www.pwglinks.com/firesale/aweber.html)

## Day 12

Finished up the behind the scenes PayPal work (product ID's for each JV expert), and wrote a quick bio with pictures for each JV.

Like Carrie Wilkerson in the Simpleology Cashmap - List-Building Teleseminar said – when talking to JV's about interviewing them, a complete webpage with their pictures is much better than just a big idea and nothing concrete.

More praying and meditating to calm the mind down. I did some visualizing, deep breathing and chanting to get my voice ready for the interviews. My voice is deep and articulate - ready for the interviews.

I am ignoring a lot of emails and opportunities, because I am fully focused on the fire sale right now. My inbox has 120 unread messages by now. I replied to few emails from friends with short messages and mentioned that I am in the middle of something big and will explain later.

More work on the fire sale till 2am. I went through my To-do list (attached at the end) and finished my interview questions. Tomorrow I will sync all expert pages with the latest changes and send the interview invite emails. I have to finish up the ebooks asap.



Watched videos #4 and 5 in the Experts Academy on Framework and Empire – Brendon is so honest about everything he's doing it's actually incredible. In a couple of places he actually explicitly mentioned "I'm not trying to sell you anything."

I want to be as honest and open, too - eg. "about my money journey and how I created the how-to ebook. Check it out here!" I know I will get there someday, but it seems I have to have something to show for it first, a proof of some kind. It's a chicken and an egg problem.

[www.pwglinks.com/firesale/expertsacademy.html](http://www.pwglinks.com/firesale/expertsacademy.html)

## Day 13

Wow - I was so stressed out today before noon - mainly due to the unknown future and contacting the millionaire experts (ie. fear of possibility of burning valuable bridges).

Today was the day that I messaged the big guns. It's was a big bold move, with the outcome of this fire sale completely in their hands.

As I was at my part time job, I got a reply from Mark's and Brendon's assistants that the bosses are super busy with big projects right now and maybe one day...

Carrie's assistant referred me to a web form where I can request an interview. I didn't hear from Morty.

I will shoot back a nice thank you reply and ask when will be a good time to remind them. I didn't want to push too hard at this point after all. The contacts are way too important. It was a judgment call – I think I made the right decision.

I decided to better arm myself to do the interviews at a lower cost (Instant Teleseminar is a valuable service, but it costs \$67 per month). I researched how to record telephone conversations (with other party's permission of course).

I purchased basic mini recorder (Panasonic RR-US550, \$59) and a call recorder (Nexxtech Phone Recording Controller, \$29 at The Source). I already had a microphone and a phone with a micro-jack.

[www.pwglinks.com/firesale/recordingcalls.html](http://www.pwglinks.com/firesale/recordingcalls.html)

## Day 14

I responded to 3 experts, filled out Carrie's form, adjusted my resume and went to a job fair... really!

With this fire sale I went for the big guns - the millionaires - what an experience. It goes to show that when you are successful, you are really busy and have to ignore the little guys, technically just like I ignored everything while working on this project. I understand it.



So now I have no choice, but to turn this struggle around and write about the solution I tried.

That's short term. That plus a better paying job to keep paying the bills until I can make something work. I don't give up that easily. I will find an ethical way to pay off this debt, and it will NOT be by working entire year for nothing.

As far as long term is concerned, content is still king. I need to keep working on providing value (videos, audio, articles, courses, webinars, teleseminars, etc.) and doing interviews with less busy experts... for now. Then work my way up – baby steps.

This is the key about failing. When things don't work as quickly or easily as we had hoped, or when they don't work out at all, the true failure is NOT learning from own mistakes.

There are things we can't control or we don't have the right skills (yet). Every failure brings us one step close to the success. That's how we learn, get experience, grow and gain courage.

I have to tell you, I feel so much better about trying and not succeeding than if I hadn't tried this fire sale at all! I'll keep on trying. It takes one success to wipe out all past failures.

I hope this walkthrough helped you to launch and succeed with your fire sale.

You can check out my Fire Sale work in its original form right here:

[www.last14days.com/myfiresale](http://www.last14days.com/myfiresale)

Note that the \$79 or \$97 packages are incomplete.  
So DON'T order it unless you want to help me out.

Here is a successful implementation of a low-cost high-value product sales letter:

[www.pwglinks.com/firesale/patric.html](http://www.pwglinks.com/firesale/patric.html)



## THE LAST 14 DAYS - My TO-DO list & content

- extract project action map from bizcoach-instantcash teleseminar
- review bta7 and bizcoach forums for useful info
  
- Fire sale: money out of thin air!  
The key: interview with people who have big name and lists. Offer the link back and 50% of sales.
  
- search for bio/intro for each expert (spoken & written)
- technical - shoppingcart, teleseminar, paypal, autoresponder
- write sales letters, think about contest or lottery
- think of additional value to put into the package
  
- best way to learn about money is not to have any - simpleolgo 102
- 5 big business lessons from a broke honest guy from Toronto fire sale
- giving \$ away to support client's "so-close-almost" project
- BB by bedside to make notes when dreams and thoughts come - 4:30am
- give expertacademy video notes
- other ebooks? Summaries? Podcasts?
- ebook about this massive action
- technology behind this massive action
- 4 major points of an expert speech: focus, meaning, solution, result
- review copywriting swipe files, bta7 swipecfiles
  
- email experts: affiliates, interview request, webpages
- challenge Mark: putting bta7 to the test
- be persistent with mark! "Interview - bta7 - fire sale - help"
  
- regular version: pdf's and audio as audioacrobat
- deluxe version: mp3 download and transcript
- Contests:
  - JV: most referrals (5%)
  - Public: My services lottery (1 winner)
- this offer ends Mar 31
  
- add bios and pictures of all experts
- test all pages, paypal links, registration form, email receipt
- test again!

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*We are all connected, and for those of us who understand that sharing the teachings and wisdom is paramount at this time, I bless you and thank you.*