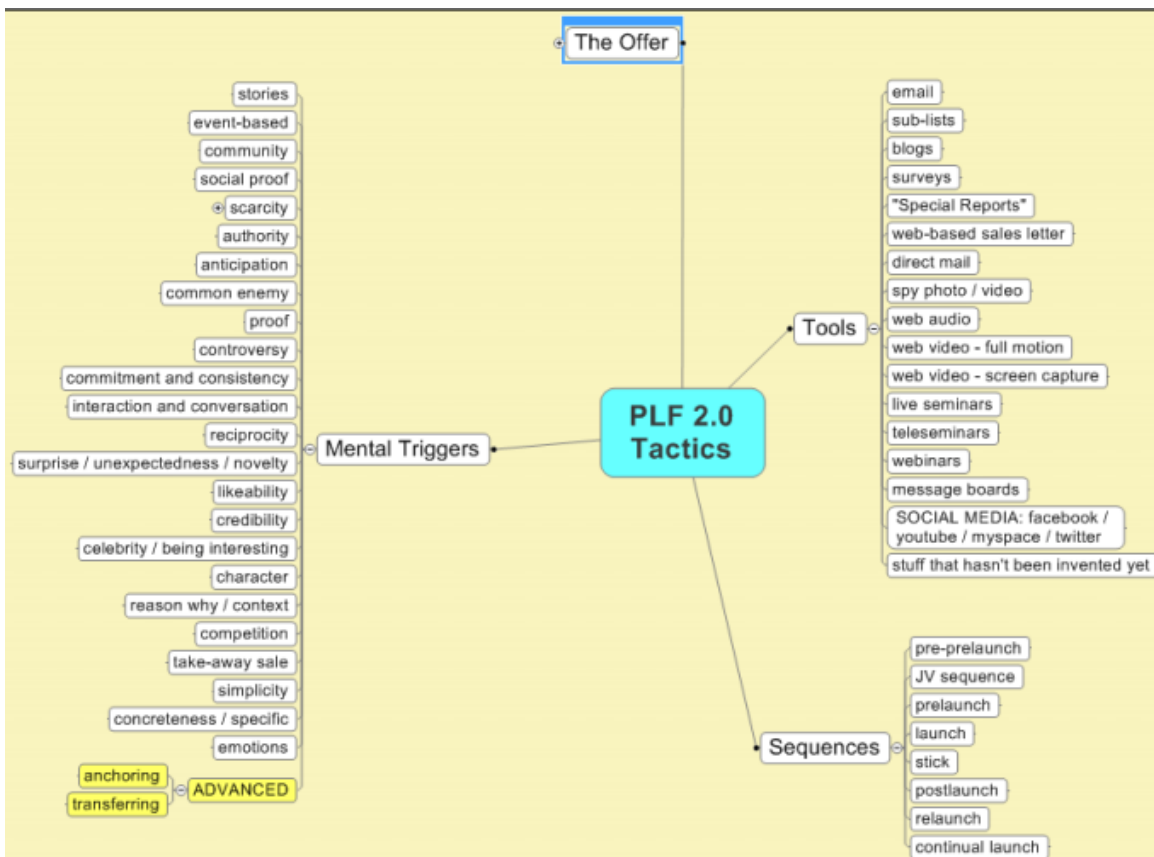


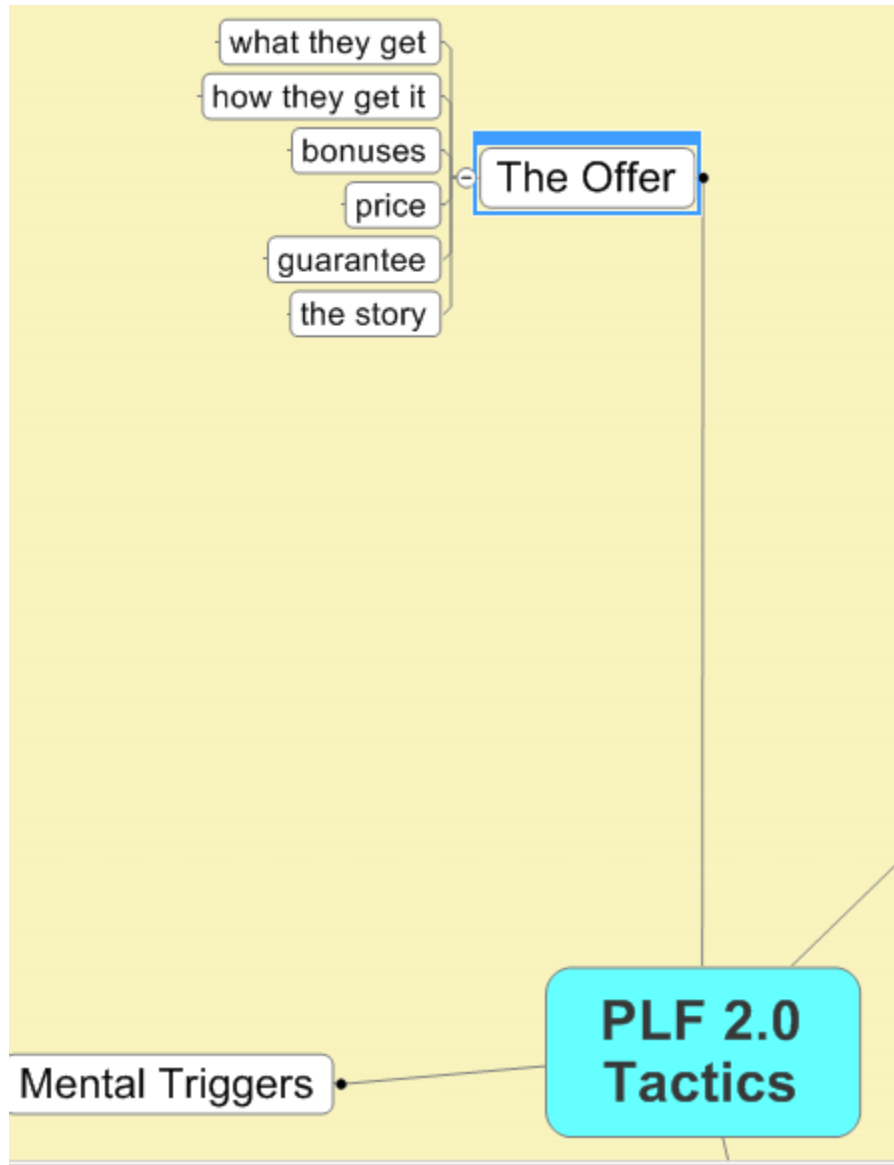


JEFF WALKER'S PRODUCT LAUNCH FORMULA 2.0

MINDMAPS MODULE 1

PLF 2.0 TACTICS from Video #2 - The Product Launch Formula Tactics.





PLF 2.0 Tactics

Tools

- email
- sub-lists
- blogs
- surveys
- "Special Reports"
- web-based sales letter
- direct mail
- spy photo / video
- web audio
- web video - full motion
- web video - screen capture
- live seminars
- teleseminars
- webinars
- message boards
- SOCIAL MEDIA: facebook / youtube / myspace / twitter
- stuff that hasn't been invented yet

PLF 2.0 Tactics

web video - screen cap

live seminars

teleseminars

webinars

message boards

SOCIAL MEDIA: facebook / youtube / myspace / twitter

stuff that hasn't been in

Sequences

pre-prelaunch

JV sequence

prelaunch

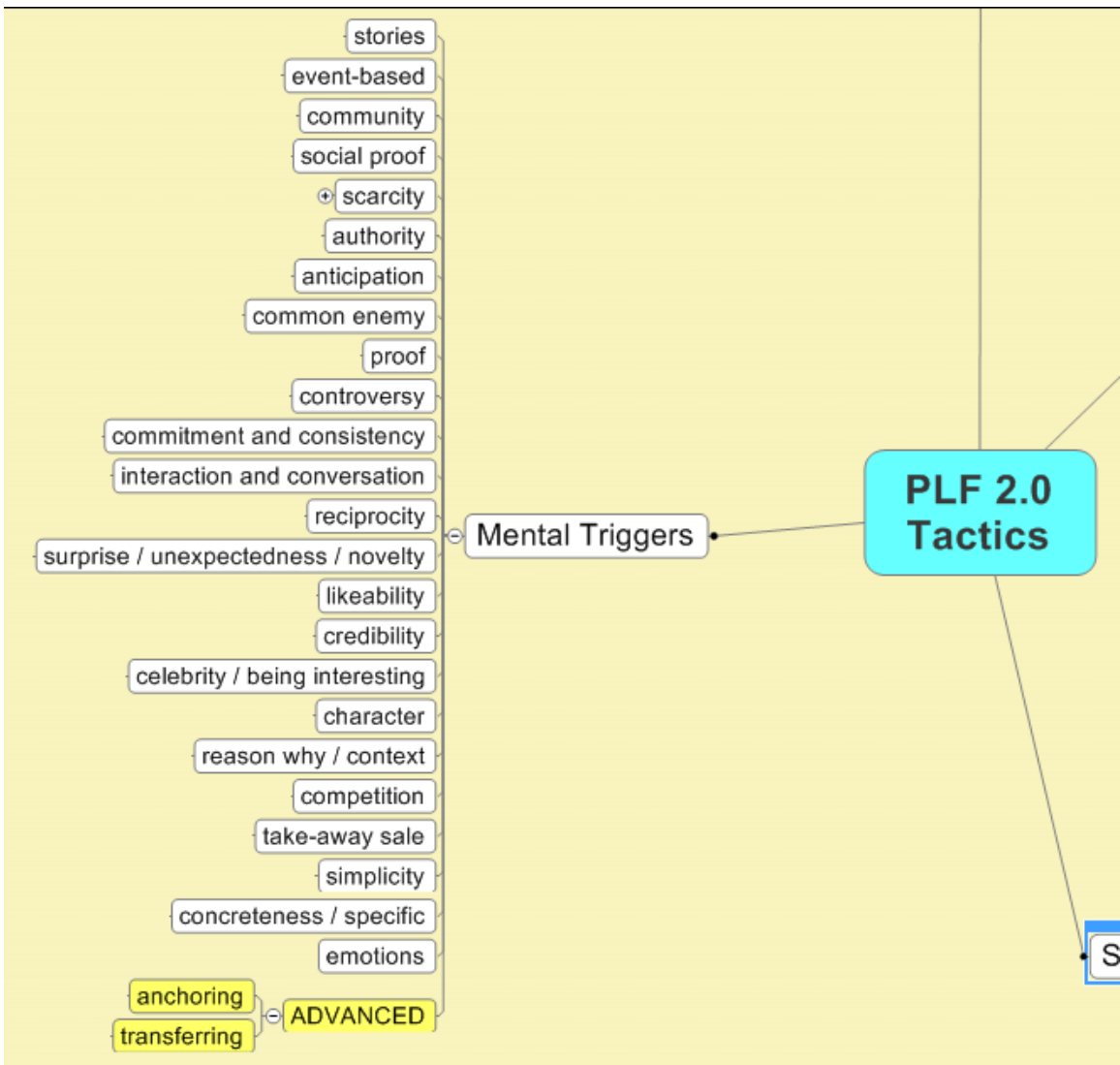
launch

stick

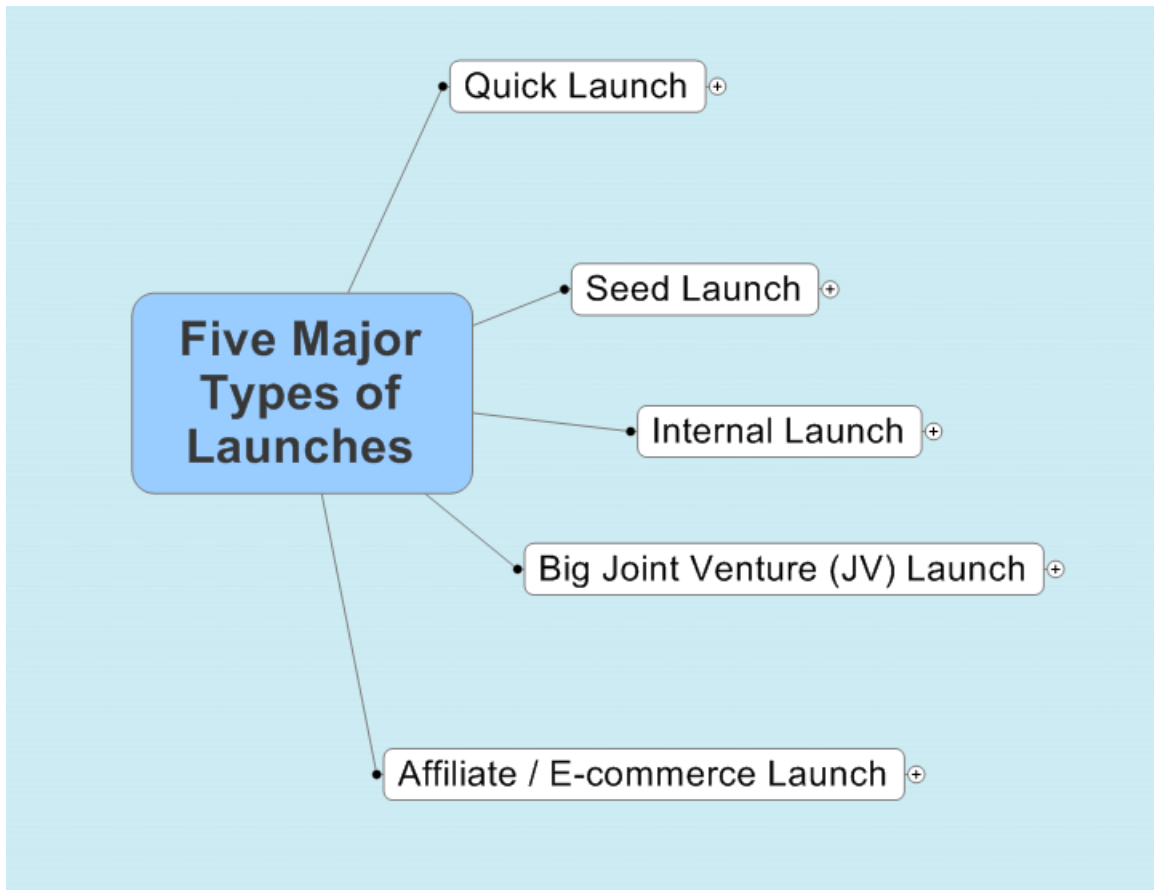
postlaunch

relaunch

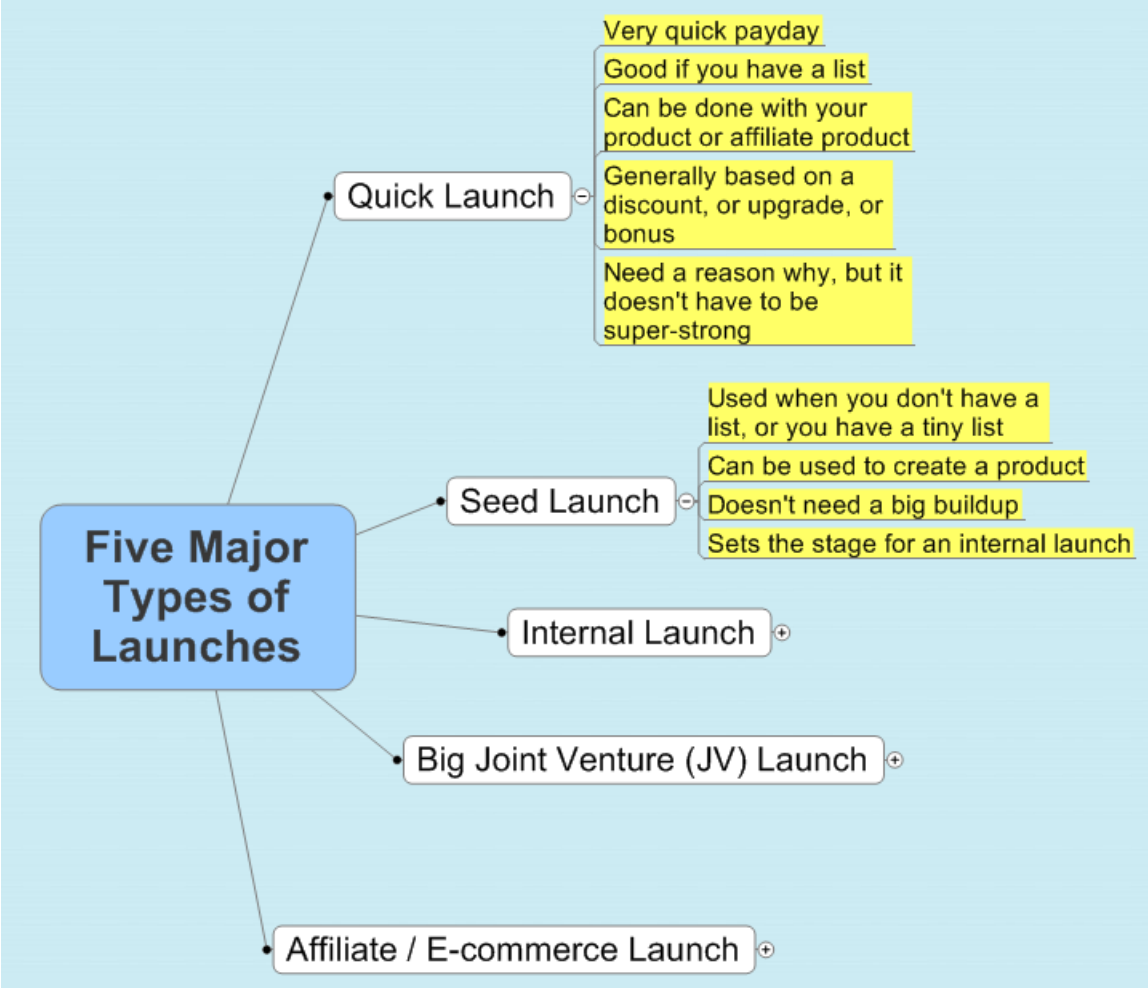
continual launch

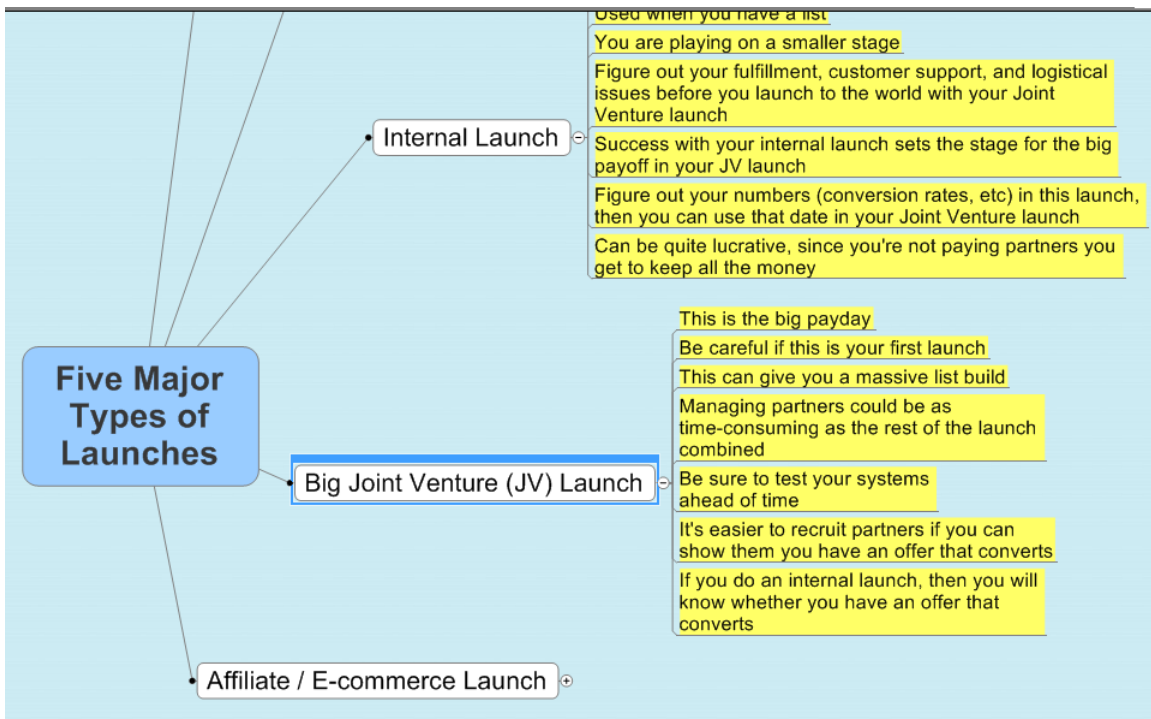
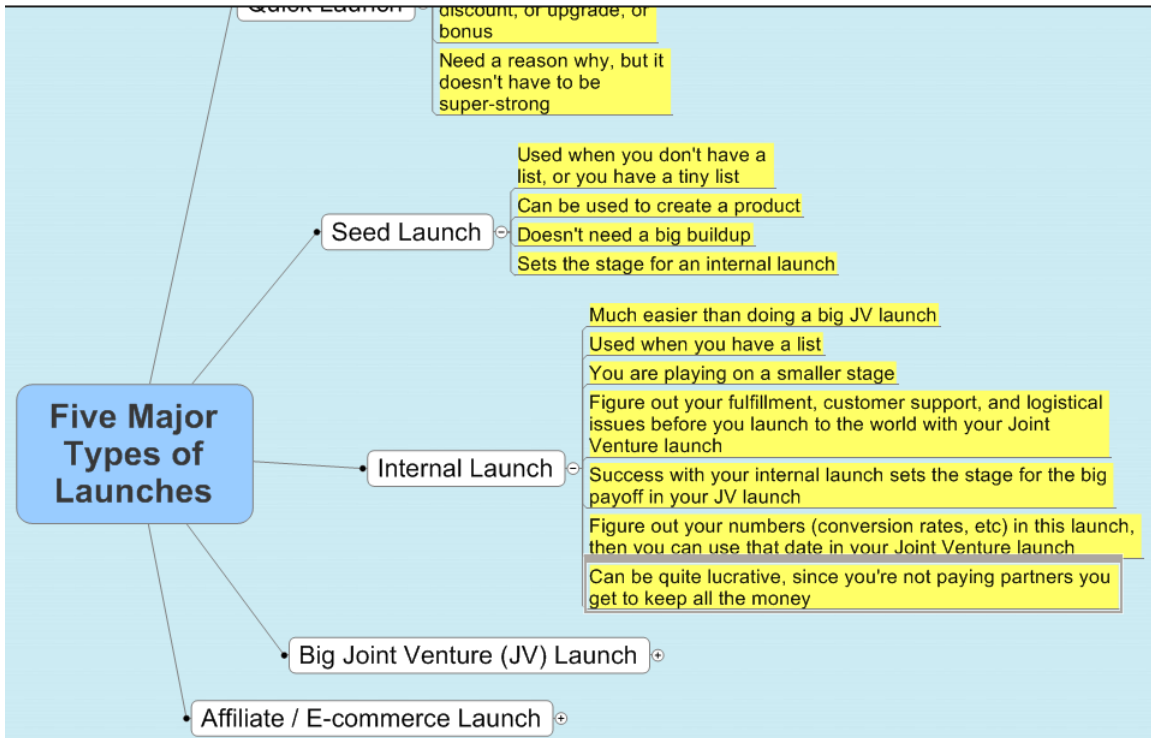


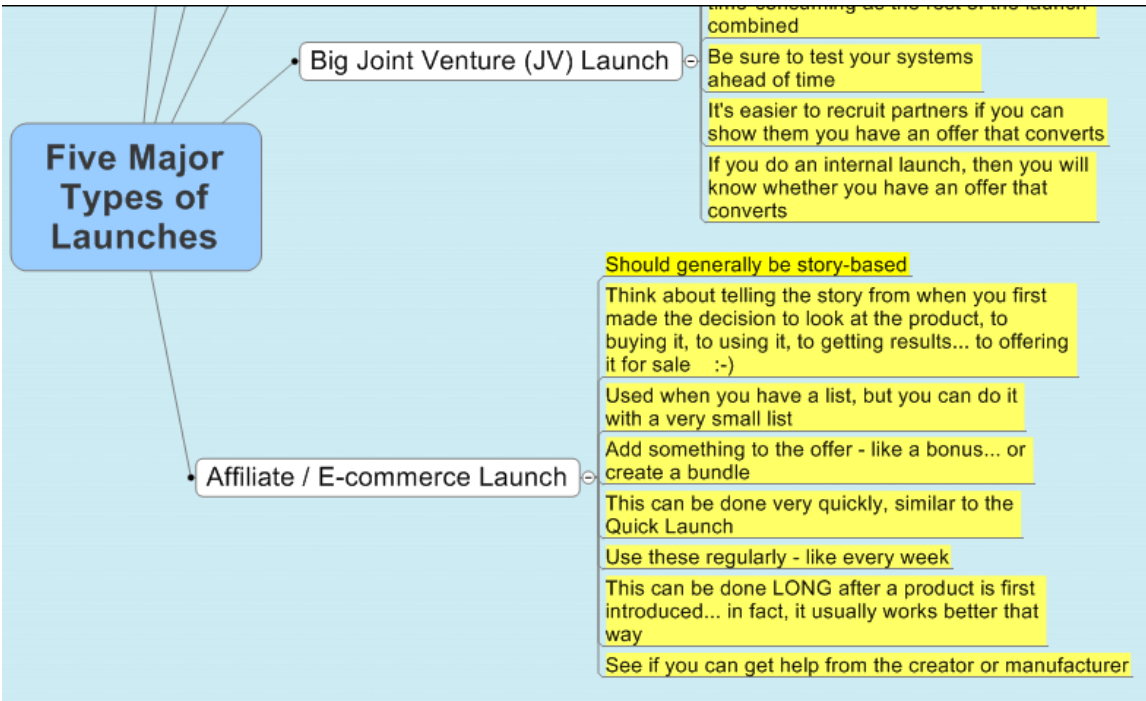
**5 Major Types Of Launches from
Video #4: Your First Launch Strategy Session**



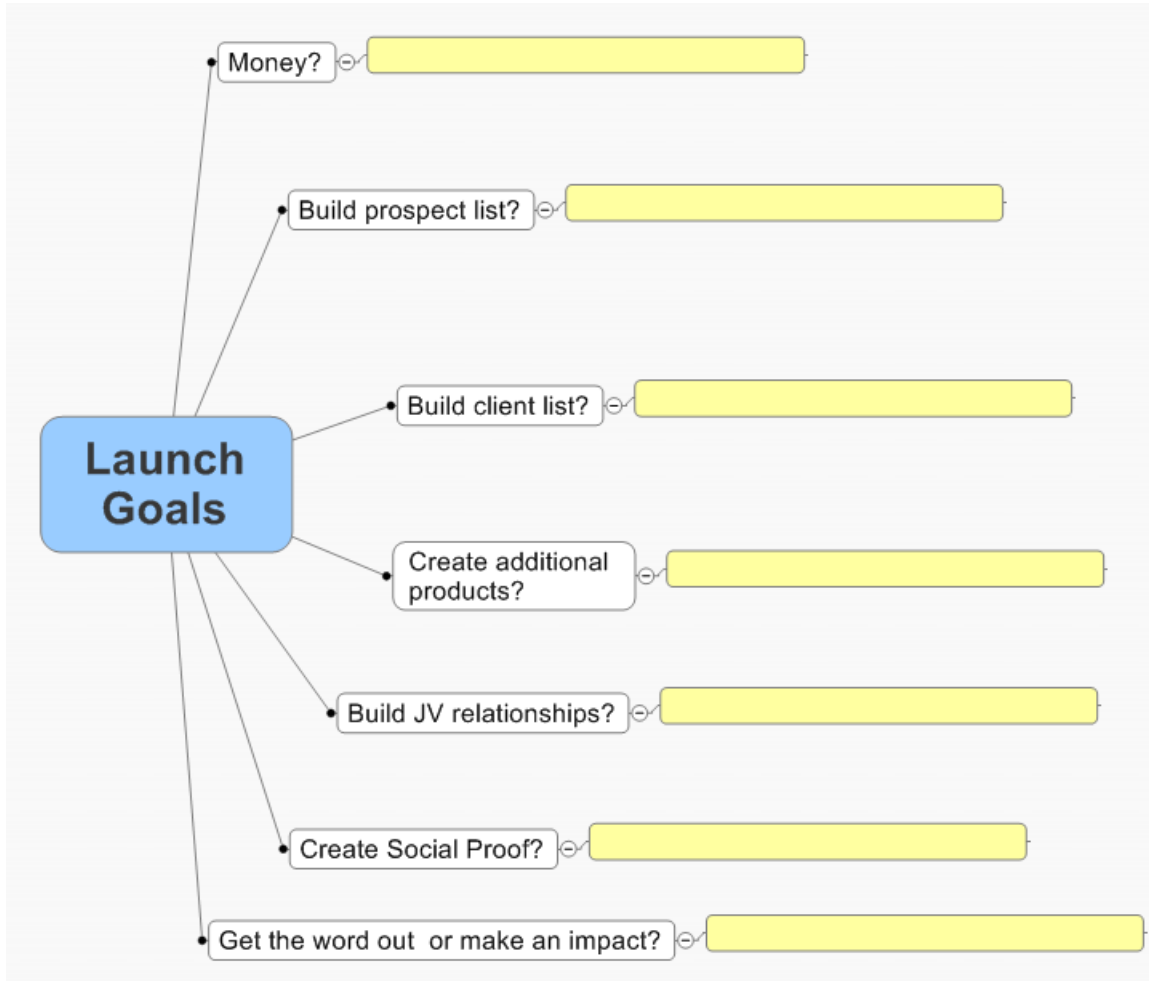




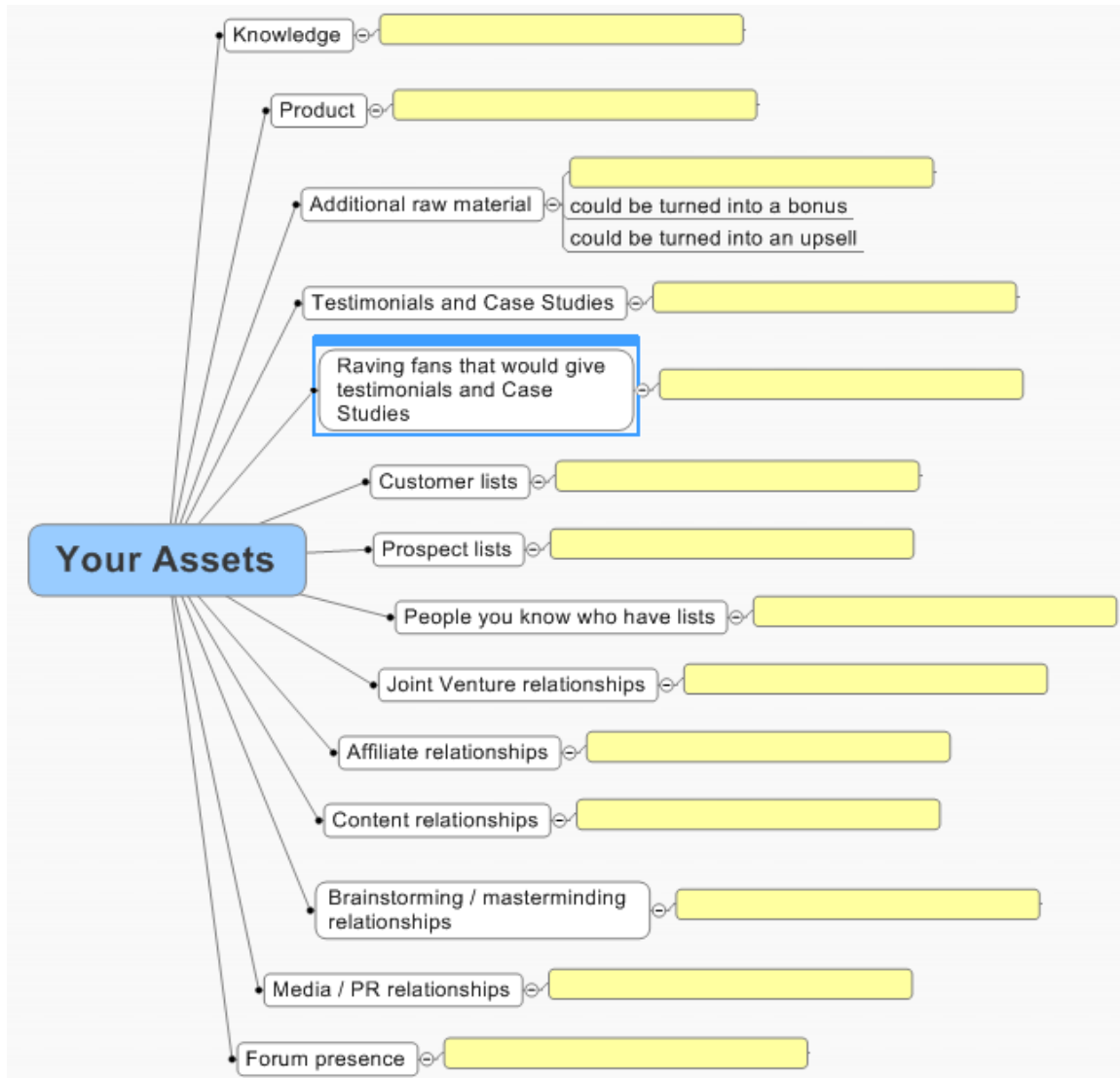




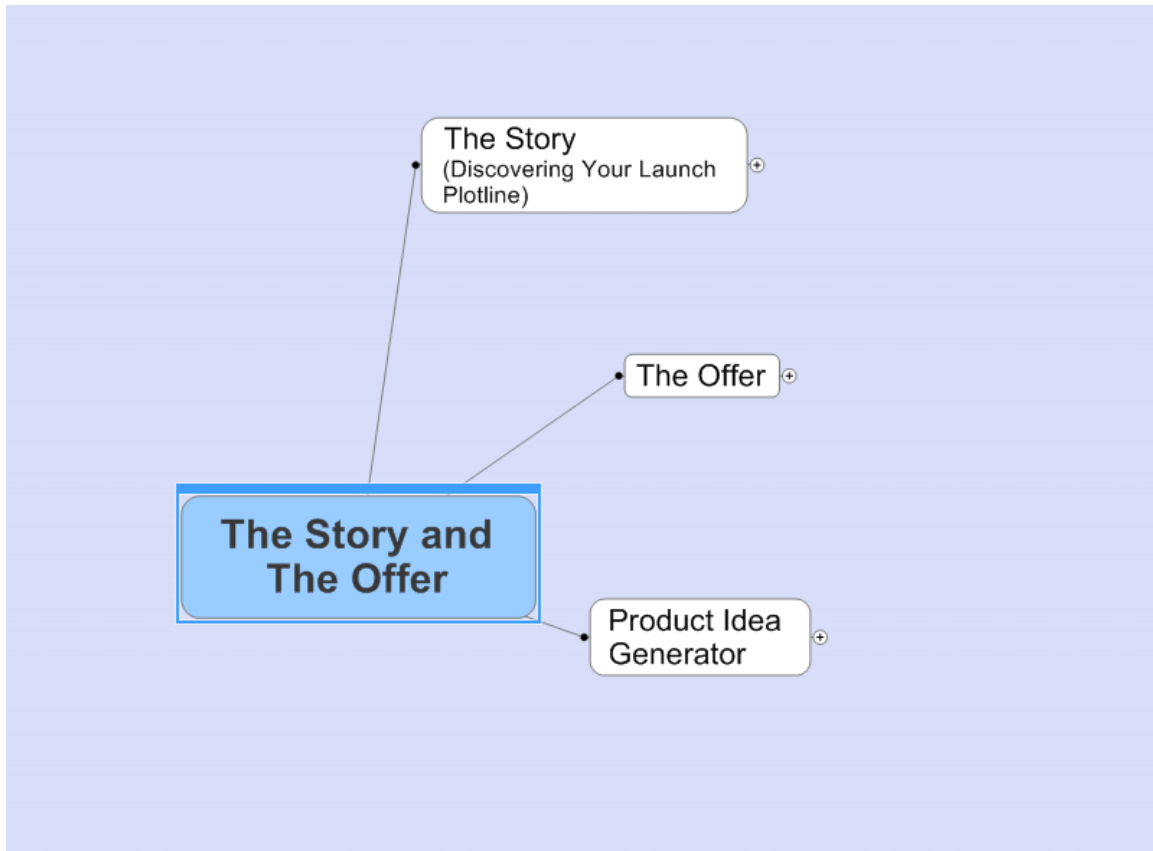
**Launch Goals from:
video #5 - Let's Start Your Launch Planning "Skull Session"**

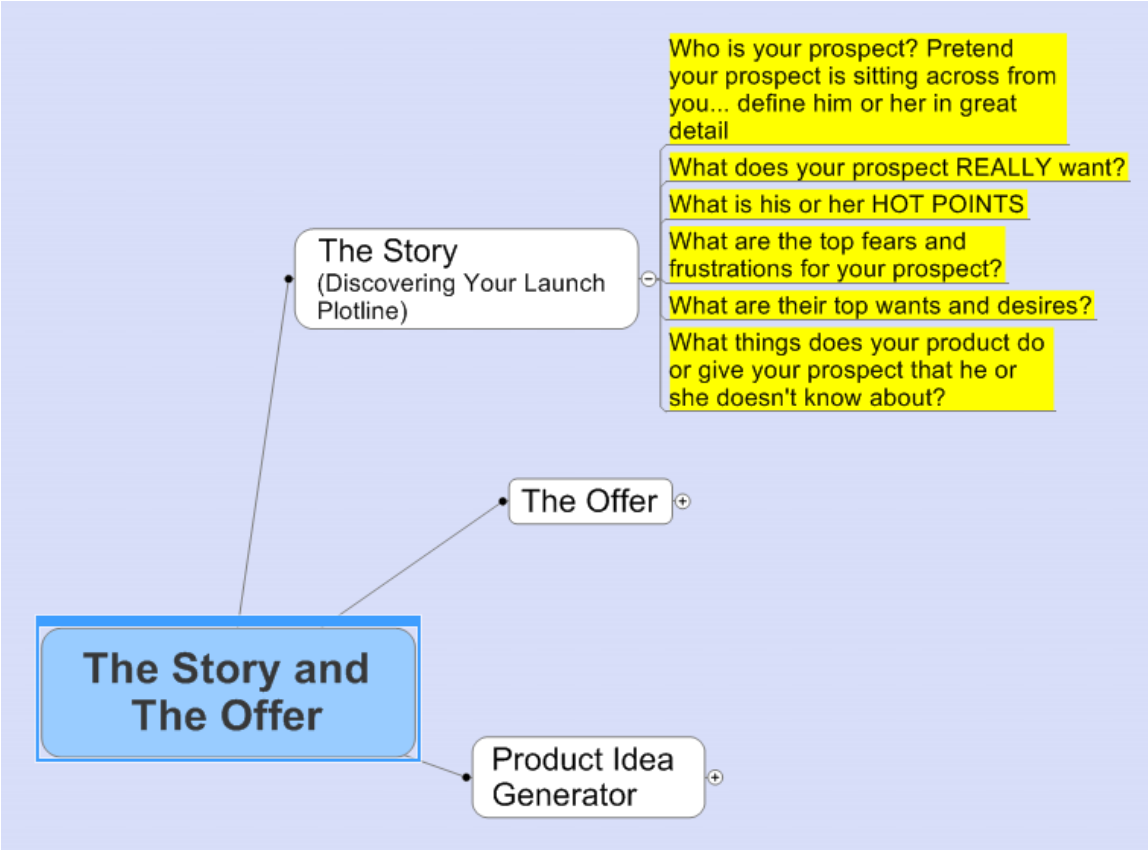


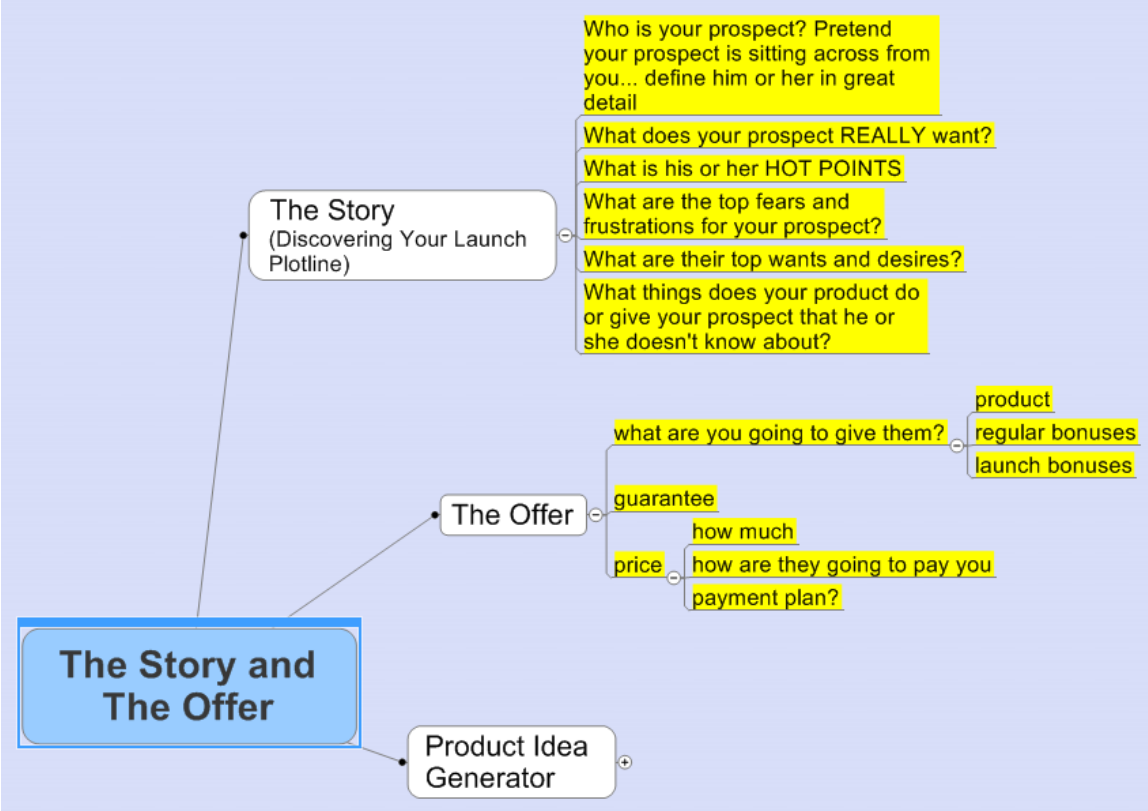
Current Assets from video #5 - Let's Start Your Launch Planning "Skull Session"



**Launch Story from
Video 6: Mission CRITICAL...getting your launch
STORY and your OFFER right**







The Story and The Offer

Product Idea Generator

Services that relate to the product.

Audio as download or on CD

Video as download or on DVD

Worksheets, spreadsheets, and checklists

Phone or email consultation.

Exclusive follow-up subscriptions.

Case studies

Free or discounted updates.

Access to membership areas.

"Rolodex" - contact lists for vendors, potential partners, or other relevant companies and resources

"Quick start" guide.

Interactive tutorials or self-assessments.

Transcripts

Video Transcripts

Additional products or services (as a bonus)

Additional length of time for subscriptions (as a bonus)

Live In-person seminar

Teleseminar or webinar

Coaching club

Call-in days

Document templates or plans

Additional training (in-person, phone, chat-based)

Extended support

"Done For You"

Makeovers or hotseats

Software