

Product Launch Formula 2

Module 1 Outline

Getting Your First Product Launch Plan – Fast and Simple

Resources in Module 1

- Mindmapping Video Tutorial
- 7 Videos and transcripts
- Action Guide
- Swipe copy for the *Go Romance Quick Launch*
- Swipe copy for the *Tax Sale Quick Launch*
- Hot seat application
- Feedback Survey
- End of module

Videos

I. Video 1 The Product Launch Formula Strategy - 28 minutes

- a. Background
- b. Explanation of Mindmapping
- c. Overview
- d. Product Launch Strategies
 - List
 - Relationship
 - Conversation
 - Positioning
 - Perpetual Business Launch
 - Syndicated Launch

II. Video 2 The Product Launch Formula Tactics - 43 minutes

- a. Tools
- b. Sequences
 - Pre-launch
 - Launch
 - Post-launch
 - JV Sequence
 - Re-launch
 - Continual launch
- c. The Offer
 - Review of old style
 - Vertical sideways sales letter
- d. Mental Triggers

III. Video 3 Real World Examples – 39 minutes

- a. Romance market- re-launch
- b. Tax sale
- c. Review of copy and triggers

IV. Video 4 Your First Launch Strategy Session – 32 minutes

- a. 5 Types of launch strategies
 - Quick launch
 - Seed launch
 - Joint Venture launch
 - Internal launch
 - Affiliate Program launch

V. Video 5 Let's Start Your Launch Planning “Skull Session” - 13 minutes

- a. Review of the Launch Master Template mindmap
- b. Identifying the **Goals** of your launch
- c. Your **Assets** checklist

VI. Video 6 Mission Critical – Getting your launch Story and your Offer right

- a. Discovering Your Story - Active Exercise- Questions to help you create your story
- b. The Offer
 - What are you going to give them
 - Guarantee
 - Price
- c. Product Idea Generator
 - Review of over 20 product/bonus ideas
- d. Summary of Module 1
 - Goals and Assets are important
 - Story is critical

VII. Video 7 Bonus- Eavesdrop on Launch Conversation – 43 minutes

- a. Social Proof
- b. Review of launch for Product Launch Formula 1.0