

Product Launch Formula 2

Module 2 Outline

The Pre Pre-Launch – The Critical Details That Almost Everyone Overlooks

Resources in Module 2

- Mindmaps
- 7 Videos and transcripts
- Action Guide
- Swipe copy for the *Email Query , Support and Resistance Secrets Shot Across the Bow, PLF Owners Inner Sanctum*
- Swipe copy for the *Reluctant Hero- titled “On Being Stuck”*
- Swipe copy for *Recruiting Affiliates and Joint Venture Partners*
- *How to Avoid Getting Shut Down By Your Merchant Account-* mp3
- *How to Get Your Duplication and Fulfillment Done Without Headaches-* mp3
- Feedback Survey
- End of module

Videos

I. Video 1 Identifying Your Product and the Markets Objections - 40 minutes

a. Summary

- Identify Product and Objections – Your Market Intelligence
- Build and Warm Your List
- Build Early Buzz
- Attract Partners
- Identify Story
- Identify Timeline and Pre-launch Content
- Tools

b. Identifying Product and Objections- Your Market Intelligence

- Surveys
- Discussions
- Forums
- Social Media

II. Video 2 Building Buzz and Warming Your List Before Launch- 55 minutes

a. Build and Warm Your List

- Send Content
- Shot Across the Bow
- Survey

b. Build Early Buzz

- Maven, Connectors, and Hubs
- Multiple Modalities and Media
- Trust and Authenticity

- Social Media
 - Facebook
 - MySpace
 - Twitter
 - YouTube
- 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 Finding and Attracting JV Partners and Affiliates – 29 minutes

- a. Finding Affiliates
 - Google
 - Watch Competitors
 - Clickbank
 - Live Events
- b. Approaching Affiliates
 - Climb Food Chain
 - Buy Their Products
 - Live Events
 - Blog Comments
 - Be An Affiliate
 - Ego Surfing
 - Social Media
- c. First Contact
 - Email
 - Mail
 - Phone
 - In-person
- d. Education
 - Education
 - Pick Your Battles
- e. The Pitch
 - Metrics Rule
 - What's In It For Them
 - Activating Your Partners

IV. Video 4 Identifying Your Overall Launch Timeline – 6 minutes

Review of Timeline for

- Quick Launch
- Internal Launch
- JV Launch
- Seed Launch

V. Video 5 Product Launch Tools and Resources - 24 minutes

- Social Media
- Forums
- Surveys
- List Host
- Sub-list
- Google docs
- Affiliate Tracking
- Getting Paid
- Web hosting
- Wordpress.org
- Fulfillment

VI. Video 6 Identifying Your Launch Story – 1:06 minutes

- Module 1 Homework Review
- Character and Storyline
- Create Your Story
- Review 5 Hot Seat Stories

VII. Video 7 Bonus- Live Event - Launch Stories – 13 minutes

VIII. List Building Video #1 – 35 minutes