

# Product Launch Formula 2

## Module 3 Outline

### The Pre-Launch – Driving Your Market Into A Frenzy

#### Resources in Module 3

- Mindmaps
- 8 Videos and transcripts
- Action Guide
- Supporting files for the *Mortgage Web Success Launch*
- Feedback Survey
- End of module

#### Videos

##### **I. Video 1 First Things First-Important Reminders As You Start - 24 minutes**

- a. Important Points To Remember
- b. Pre-launch Basics
  - Anticipation
  - Pre-launch Content
  - Conversation
  - Multiple Modalities
  - Hitting the Triggers
  - Setting up the Offer
  - Sideways Sales Letter
- c. Review of Mental Triggers

##### **II. Video 2 Trigger Timing- How and When To Hit Mental Triggers- 22 minutes**

- a. Overall Trigger Strategy and Timing
  - Pre Pre-launch
    - Identify the Offer, Gathering Objections and Proof
  - Start of Pre-launch
    - Focus on Frustrations and Aspirations
  - Mid Pre-launch
    - Stories and Interaction/Discussion
  - Week Before Launch
    - Shift to Focus on Product
  - Launch Day
    - Scarcity
    - Social Proof
  - Later in Launch Day
    - Tsunami Effect
  - Day After Launch
    - Reciprocity and Social Proof
  - Near End of Launch

- Shift Focus on End of Launch and Scarcity
- End of Launch
  - Something Bad Happens

### **III. Video 3 Day by Day Launch Plans – 29 minutes**

- a. Internal Launch 14 Day Pre-Launch
  - Daily Breakdown
- b. Internal Launch 21 Day Pre-Launch
  - Daily Breakdown

### **IV. Video 4 Step-by-Step Through An Internal Launch – 31 minutes**

- Documenting the Launch Timeline
- Review of copy and pre-launch content report

### **V. Video 5 Step-by-Step Through An Internal Launch Part 2 - 37 minutes**

- Review of Copy

### **VI. Video 6 Step-by-Step Through An Internal Launch Part 3 – 22 minutes**

- Review of Copy

### **VII. Video 7 Step-by-Step Through An Internal Launch Part 4 – 27 minutes**

- Overall trigger timing and strategies for the Mortgage Web Success

### **VIII. Video 8 It's Your Turn- Put Together YOUR Launch Plan – 16 minutes**

- a. Pre Pre-launch
  - Identify the Offer, Objections and Proof
- b. Start of Pre-launch
  - What is the focus of your content
- c. Mid Pre-launch
  - What format will your content be in
- d. Week Before Launch – Shifting focus to product
  - How will you publish answers
- e. Launch Day
- f. Later on Launch Day
- g. Near End Of Launch
  - What is your scarcity
- f. End of Launch