

Product Launch Formula 2

Module 4 Outline

Moving Closer To The Launch: It's All Starting To Gel Now... We're Almost There!

Resources in Module 4

- Mindmaps
- 8 Videos and transcripts
- Action Guide
- 4 Pre-Launch Video Samples *Membership Site Bootcamp*
- Special Report PDF *Back to The Wall*
- Feedback Survey
- End of module

Videos

I. Video 1 A Quick Review of Timing and Triggers - 10 minutes

- a. Review of Module 3

II. Video 2 The “Seed Launch” -How To Start From Scratch- 32 minutes

- a. Who, What, Why
- b. List building
- c. Day 1-14

III. Video 3 “Seed Launch” Part 2 – 22 minutes

- a. Day 14 – Start Program
 - Survey
 - Teleseminar
 - Teleseminar Tools
 - Build Product

IV. Video 4 Creating Pre-Launch Content – 31 minutes

- a. Review of Launch Story
- b. Review of Story Generator
- c. Types of Pre-Launch Content
 - PDF
 - Video
 - Teleseminar
 - Audio
 - Software
- d. Scripting for Video
 - Scripting vs Non Scripting
 - How to Script
 - Recording and Delivery

- What To Cover

V. Video 5 Creating Pre-Launch Content, Part 2 Using PDF's - 26 minutes

- Examples
 - PDF “Mortgage Web Success Special Report”
 - PDF “Back To The Wall”

VI. Video 6 Creating Pre-Launch Content, Part 3 Using Video – 45 minutes

- Examples
 - Video “Membership Site Bootcamp”
- Review of Mechanics To Create Videos

VII. Video 7 A Quick Run Through Action Guide– 7 minutes

- Review of Homework
- Details of Hot Seats

VIII. Video Bonus List Building #2 – 38 minutes

- List Building Formula
- List Hosting
- Conversion
- Natural Traffic
- Setting Up Blog