

Product Launch Formula 2

Module 5 Outline

The Launch: It's Time To Hit "SEND" And Get The Big Payoff

Resources in Module 5

- Mindmaps
- 11 Videos and transcripts
- Action Guide
- Swipe Copy for *JV Affiliate Emails*
- Interview with *David Frey: Affiliate Product Launch* mp3
- *How To Avoid Getting Merchant Account Shut Down* mp3 (also in module 2)
- Feedback survey
- End of module

Videos

I. Video 1 Quick Overview of Module 5 - 8 minutes

II. Video 2 The Big "JV Launch" Part 1- 21 minutes

- a. Advance Warming
- b. Day 1- 11
 - Review of Joint Venture Email Copy

III. Video 3 The Big "JV Launch" Part 2 – 23 minutes

- Day 12- Competition

IV. Video 4 The Big "JV Launch" Part 3 – 23 minutes

- Launch Day Email Copy

V. Video 5 The Big "JV Launch" Part 4 - 17 minutes

- Scarcity Emails for Joint Venture Partners

VI. Video 6 Using PLF as an Affiliate – 19 minutes

- Fundamental Review
- List
- Product
- Timing
- Offer
- Day 1-7

VII. Video 7 The eCommerce Launch – 20 minutes

- What Are You After?
- Fundamentals

- Product
- Timing
- Offer
- Day 1-12
- Big Picture – Building Relationships

VIII. Video 8 Getting Paid- Making Sure You Get The Money –27 minutes

- Starters
- Merchant Accounts
- Paypal
- Alternatives

IX. Video 9 Product Launch Math- How Much Will You Make? - 10 minutes

- Internal Launch
- JV Launch
- Affiliate Launch
- eCommerce Launch

X. Video 10 Your Product Launch Team – 8 minutes

- Copywriter
- Customer Support
- Technical
- JV Manager
- Product Czar

XI. Video 11 Your Launch and Your Health - 11 minutes

- Sleep
- Exercise
- Sustenance
- Relationships