



JEFF WALKER'S PRODUCT LAUNCH FORMULA 2.0

Module 1. Action Guide

Getting to know your Prospect, Building your Story & Offer

1) Your Story.. In order to create your story, you need to know who your prospect is, who are you marketing to? Make no mistake, your launch story is about YOUR PROSPECTS... it's not about you or your product.

You can start by answering these questions...

Who is your prospect? Write down a real description. Pretend they are sitting across from you. Try to nail down the average person, even if the range is wide. Age, Sex, Income, Likes, Disklikes, etc.

What are their hot points, and causing them PAIN?

What are their top fears and frustrations? What gets them mad, gets them worried?

And what do they want - what is the outcome they are really after? What are their top wants and desires? What are they really after, and the end goal they THINK they want?

What does your product do or give your prospect that he or she doesn't know about? What are the hidden benefits that your prospect doesn't know about?

2) Your offer.. remember: your story and your offer will probably evolve throughout your launch as you learn more about your market and prospect. However, you need to start somewhere... Answer these questions:

What are you going to give your new clients? What's included in the product / service?

How are you going to deliver it?

What are your going to offer as "standard" bonuses?

What are the "launch" bonuses?

What changes AFTER the launch ends? You don't HAVE to do this, but it creates scarcity to get people to take action during your launch (the three standard ways to do this are 1)price goes up 2) bonuses go away or 3) product goes off the market.

What is your guarantee?

What do you plan to charge? Is it a one-time payment? Do you have an ongoing subscription component?

How will your prospects pay you? Is there a payment plan, accept paypal, accept checks, 30 day free trial. etc.?

Now reread all of what you wrote above.... do you see the making of a launch story starting to evolve? If so, write it down below. If not... it will get clearer in our next Module...

NOW THAT YOU'VE DONE YOUR HOMEWORK... why don't you go apply for a HOTSEAT? There are instructions on the Module #1 page on how to apply...