



# JEFF WALKER'S PRODUCT LAUNCH FORMULA 2.0

## Module 2. Action Guide

### The Pre Pre-Launch: Laying The Groundwork For Your Launch

**VIDEO 1: Market Intelligence... you need to gather information on what your market wants. You also want to start identifying key objections.**

Your exact approach will differ depending on what stage your business is in. If you're just starting out, then the intelligence you are gathering will have to be more general. If you're well-established in your market/niche and you have a strong list, then your intelligence can be much more focused on your product offering.

Please do not over-think this. Remember the key part is entering into a conversation with your market. It's easy.

Plan out your market intelligence gathering here...

**For YOUR LIST... are you going to query via:**

**EMAIL (quick, super-easy, and conversational)**

**Survey (where you might be able to use the super-killer "Testimonial Cruncher")**

**Now go start your conversation OUTSIDE of your list:**

**Create MySpace.com profile (it doesn't have to look pretty, just get started. And you can put in a friend request to me at <http://www.myspace.com/sixinseven>)**

**Create FaceBook.com profile (again, it's more important to put one up than worry about how it looks. And you can friend me at <http://www.facebook.com/profile.php?id=503917182>)**

**Get set up at Twitter.com profile... this one's sorta different and might seem weird, but even if you're not ready to start publishing updates, it's a good one for you to keep track of. Trust me. ☺ (and you can follow me at <http://www.twitter.com/JeffWalker>)**

Now a little MORE market research... via good old-fashioned forums and bulletin boards.

You should research and find three top forums in your niche. I'm talking about forums where your end-users hang out... where your prospects hang out. So if you're selling electronics for bicycling enthusiasts, then go find forums where bicycling enthusiasts hang out.

Now granted, some niches will not have any active forums, however most of them will.

**Find your forums by searching at Google.com for your top keyword phrase plus the word "forum". So if you're targeting "learn guitar", then search for "learn guitar forum" or "guitar forum".**

**You should also do a search at Big-Boards.com.**

**Once you find a forum, you should REGISTER at the forum.**

**List your THREE top forums that you identified and registered at:**

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

## **VIDEO 2: Warming and Buzz Building**

Now write down three ideas for COOL STUFF you can send your list... this can be as simple as a good content-filled email, a “feel-good” email that’s ASPIRATIONAL and possibly tells them a bit more about yourself. Or it could be a free video, audio, or teleseminar.

Again, this should NOT be hard. Think about what they want. Then think of an easy way that you can give them something that they want.

One more hint: that part about being aspirational is KEY. Think about what they aspire to. Then write them a warm, personal note that either tells them about someone who achieved it, or someone that's working hard to achieve it. And do this without pitching them anything. Just celebrate in their success or the path to success.

**List your THREE IDEAS here:**

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

Now how does BUZZ travel through your market? How are people connected? Where is the conversation in your market? How do people in your market meet each other?

**Write down these BUZZ characteristics for your market here:**

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**In general, who are the CONNECTORS and OPINION LEADERS in your market? How do they achieve that position? How can you find them? How can you connect with them?**

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### **VIDEO 3: Attracting Partners**

In general, I don't think about competitors... I think of them as potential partners. That might sound simplistic and idealistic, but it has served me VERY well.

So with that said, you should track your top competitors. Identify at least the top 10 of them... and go join their lists. Go set up a separate email address at gmail.com, and join their lists with this email address. This will keep your inbox uncluttered, and it will allow you to get an instant read on what's happening in your market – just go take a look at the special inbox to see what promotions are happening.

**IMPORTANT: you should also join the affiliate programs for all those sites.**

**List the 10 sites here:**

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_
- 6) \_\_\_\_\_
- 7) \_\_\_\_\_
- 8) \_\_\_\_\_
- 9) \_\_\_\_\_
- 10) \_\_\_\_\_

(EXTRA CREDIT: do this for the top 20 sites.)

WORKING THE FOOD CHAIN... this is important stuff (but it's pretty much NEVER discussed)... create a small list of the "food chain" in your market or niche.

Of course, this is ENTIRELY subjective, but it will give you a feel for what's going on and how things evolve over time.

If you don't know enough about your market yet, then skip this step and come back to it later...

**Who are the TOP DOGS in your market?**

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**Who are the Tier Two players? These are the people just below the Top Dogs in stature, positioning, and influence. They probably know and are known by the Top Dogs...**

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**Who are the Third Tier players? These are the people just below the Tier Two in stature, positioning, and influence. They probably know and are known by the Tier Two ...**

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**Who are SOME of the Fourth Tier players (in some markets there could be a bunch of them, so this will only be a partial list)? These are the people just below the Tier Three in stature, positioning, and influence. They probably know and are known by the Tier Three ...**

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**Where do YOU fit on the food chain? And how can you work your way up the food chain?**

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## VIDEO 4: Launch Timelines

OK, don't get intimidated by this ...you can ALWAYS change your plans...

**What type of launch are you planning:**

- Quick Launch
- Internal Launch
- Big JV Launch
- Seed Launch
- Affiliate/E-commerce Launch

You can either plan from today on out, or you can pick your planned launch date and go backwards to find out when you need to start your pre-launch.

In reality, it's best to take a look at it BOTH ways to get a reality check.

Often when I'm working with clients, they have a launch date in mind, but when we step back through the process they realize that they need more time.

So take the timelines that I gave in the video and do a "reality check" to see if you can hit your target dates.

**IMPORTANT: It's never good to rush a launch. The results are almost always better if you do the launch when it's ready to be done. That being said, the timing will never be perfect and sometimes you need to rush things a bit.**

**Remember this: Product Launch Formula is EXTREMELY powerful – you can screw up all kinds of things, and you will STILL do very well. I say this from experience – I have made pretty much EVERY mistake possible, and the launches still come out great.**

## **VIDEO 5: Tools**

**After going through the TOOLS video, where are your weaknesses? What are your stumbling blocks? List them here... and also write down how you can get around those stumbling blocks:**

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And if you want to tell ME about your stumbling blocks (and your potential solutions), you can let me know in this survey:

<http://www.sixinseven.com/toolsurvey.html>

## **VIDEO 6 and 7:**

OK, now that you've seen how easy it is to create a story based on your homework for Module 1... well, it's time to create your story. Do it just like I showed you in Video 6.

(And if you haven't done your homework for Module 1 yet, go do it now. Otherwise you won't get very far with this exercise.)

### **1. This is easy. You just use one of these, or something similar:**

- I'm a lot like you...
- I think we're a lot a like..
- You might be a lot like me...
- I was in the same place you are...

**2. Fill in the aspirations or dreams of your prospect.** Simply cut-and-paste from your Module 1 homework. Put the most important stuff in first... in fact, leave out the less important stuff.

**3. Fill in the common frustrations.** Simply cut-and-paste from your Module 1 homework. Put the most important stuff at the beginning - that's what you want to focus on.

**4. Put in how you found the solution.** This is generally one of three ways - you acted like a mad scientist and **INVENTED** the solution. You went on a crazy search and **FOUND** the magic elixir. Or you acted as a crazy researcher and **DISCOVERED** the hidden secrets.

**5. How or why you decided to share the results. What it will do for them.**

### **IMPORTANT POINTS:**

- **Your overall story will vary depending on whether you're new to the market/niche or whether you're already established.**
- **This story will be your OVERALL theme for your launch. You will not necessarily be sharing it all at once, it will likely be told throughout your pre-launch. On the other hand, your first major piece of pre-launch content might tell this entire story, and then you can keep coming back and adding more details and depth.**
- **If you're just entering into a market, then you might end up telling most of this story in your initial research (as you're building your list and doing your first surveys to find out about product and objections).**

That's it... that's your homework for Module 2. Next up in Module 3 will be **PRE-LAUNCH**, and that's when things start getting exciting!

