



JEFF WALKER'S PRODUCT LAUNCH FORMULA 2.0

Module 3. Action Guide

The Pre-Launch: Laying The Groundwork For Your Launch

This week's Action Guide is focused on Video 8... but don't skip ahead!

The videos are cumulative – in the first three videos I give you the overall planning framework that I use.

Then in videos four through seven I walk you through a real-life example of a plan and how we executed that plan.

Then in video eight it's showtime - that's where we will create YOUR plan...

FIRST, fill in your launch story from Module 2:

SECOND, let's work on your first piece of pre-launch content.

Remember you want to hit the frustrations and hot points for your prospect. You will also want to hit their dreams and aspirations.

Go back to your homework from Module 1 to see what you wrote down for frustrations and dreams. And if you've done your initial surveying, then look at what your prospects are telling you.

And you want to come out with your strongest material first... don't hold back the good stuff for later. NOW is the time for your best material.

What is the focus of your first piece of pre-launch content?

What format will it be in?

THIRD, now let's move on to your additional pre-launch content...

Most launches will have a total of three or possibly four pieces of content (although some will only have one or two pieces).

What can you do for additional pre-launch content?

What format will it be in?

FOURTH, now let's talk about objections...

Once you get into pre-launch, you will be able to better identify the primary objections... but right now take your best guess at the top three objections...

Objection #1:

Objection #2:

Objection #3:

Now list your ANSWERS to those objections...

Answer to objection #1:

Answer to objection #2:

Answer to objection #3:

Now how do you plan to PUBLISH your answers to the objections?

FIFTH, now let's plan for the scarcity element in your launch...

You don't absolutely NEED scarcity in your launch... but I would HIGHLY suggest it.

There are four primary ways to create scarcity... limited bonuses that go away after the launch, special pricing that's only available during the launch, the product can be pulled from the market (either for a period of time, or forever), or some portion of the product can be removed from the offer.

You can use more than one of these types of scarcity... for instance, there could be a bonus package that goes away AND the price can go up.

Now what is your plan for scarcity?

That's it... that's your homework for Module 3. Next up in Module 4 will be lots more PRE-LAUNCH specifics and details...

