



JEFF WALKER'S PRODUCT LAUNCH FORMULA 2.0

Module 4. Action Guide

Your Product Launch Plan

OK, we're now four Modules into PLF 2.0. There's still a lot more to come (such as re-launches, affiliate launches, JV launches, etc, etc)... but you now have enough information to start to put together a serious Product Launch Plan...

Now I know this Action Guide looks like a lot of work... but the good news is that you've already completed a lot of this stuff in the first three modules, so a bunch of it will be cut-and-paste for you.

Of course, with your new perspective from the first four modules, you might want to make some changes to your earlier homework... but either way, you've already done much of the heavy lifting.

Now in this Action Guide we're going to tie it all together. And if you want, you can put your name in the ring for a "hot seat". Last time I picked out five people for a hotseat... and this time the hotseats are going to be more comprehensive and even more valuable.

FIRST, (and this is right from Module 1... you can either fill in the information below, or just review it from Module 1), **describe your prospect... what are your prospects top fears and frustrations? What are their dreams and aspirations? And what are their hot points?**

SECOND, fill in your launch story from Module 2 (you can either fill it in here, or just review your Module 2 homework):

have some additional training and perspective...

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

What can you do for pre-launch content?

What format will it be in?

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

(Again, you already did this in Module 3, so you can cut-and-paste from

there, or just review what you entered in Module 3. But don't skip that step... it's really important that you walk through this entire exercise.)

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?

SIXTH, 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? What is your initial scarcity when you launch (IE, fast mover bonuses)? What is your scarcity at the end of the launch (IE, what's the "bad" thing that happens if they don't act before the end of the launch)?

SEVENTH, now let's talk about your overall launch plan...

What type of launch are you planning to do? An internal launch? Big JV launch? Seed launch? eCommerce launch? Something else?

How long will your pre-launch be? How long will your launch be?

OK, now if you want to throw your name in the ring for a hot seat, go

here now and fill out the survey:

<http://www.sixinseven.com/plf2hotseat.html>