



JEFF WALKER'S PRODUCT LAUNCH FORMULA 2.0

Module 5. Action Guide

The Launch: It's time to hit and "SEND" and get the big payoff

VIDEO 2-5: The big "JV Launch"... how to take your launch into the stratosphere...

JV Launches are where you take your launch to the next level. But it also takes the complexity to a new level, and it introduces an additional level of risk. So the first thing you need to do is decide if you're ready for a JV launch. Here are some of the factors:

Do you have a list? Yes_____ No_____

If you have a small list of up to 300 people, you should probably do a seed launch first. If you have a list of more than 300 people, my recommendation is to generally do an internal launch first. If you do NOT have a list, but you have solid JV partners and you have strong experience, then you could start with a JV launch and use it to build your list. This is NOT an easy thing to pull off, and you run the risk of alienating partners if your launch doesn't convert... but this is the way you can build a large list fast.

Have you done a successful internal launch? Yes_____ No_____

If so, and if you have partners, now is the time to step up and do a JV launch.

Do you have JV partners? Yes_____ No_____

If not, can you get some partners? Are joint venture promotions something that is already happening in your niche? Review Module 2 for details on finding and landing JV partners.

Do you have time to do an internal launch first? Yes_____ No_____

Sometimes people really need the cash flow of a big JV launch immediately and they don't have time for an internal launch. You will generally make LESS money in the long run if you

start with a JV launch... but sometimes you just need the immediate cash flow.

How experienced are you? Do you have a strong team? Yes_____ No_____

Doing a JV launch is a LOT more complicated than an internal launch. If you're going to start with a JV launch, then it's best if you have solid marketing experience.

Letting your partners know "What's In It For Me?" is crucial. **List the benefits of being your partner** and *HOW you will position those benefits* in the emails to your partners.

Create your list of pre-launch content for affiliates and partners. You can reference the pre-launch content questions in the Module 3 Action Guide if you need a refresher.

VIDEO 6: Using PLF as an Affiliate

It is important to remember the foundation from Module 1 even with affiliate launches. In your first email you should start positioning the offer. **What are the fears, frustrations, inspirations or desires you will hit in that first email?**

In Video 6, I talk about crafting your bonus to answer the “one thing” that would really make that affiliate product great during your review of the offer. Go back to your answer above.. what need can your bonus answer? **Or to put it another way, what bonus can you create that will round out the product offer?**

REMEMBER: This doesn't have to be hard or complicated. **HINT:** think about how people will be *IMPLEMENTING* the product.. is there something you can do that will make getting started with the product easier? Something that will make using it easier?

Is there a way **you can build scarcity into your affiliate promotion?** The best way to do this is generally with a time-limited bonus or a quantity-limited bonus.

Video 7: The eCommerce Launch

When launching eCommerce products, you will be in competition with other retailers in your niche, setting yourself apart is very important.

Identify and list three ways you will set yourself apart in the eyes of the buyer.

1) _____

2) _____

3) _____

Information products are a great bonus, think about audio, coaching, videos, a teleseminar or bundling products together. **What can you add to the original offer as a bonus?**

VIDEO 8: Getting Paid- Making Sure You Get The Money

Have you listened to the interview I did with Jud Smith? This is a critical audio for you to listen to. You can find it on the PLF2 home page, it's titled "How To Avoid Getting Shut Down By Your Merchant Account"

Depending on your launch, setting up your payment processor can be as quick as cutting and pasting the html code for a Paypal Buy Now or more involved by completing applications for merchant accounts and setting up shopping carts. The important point is to have a clear plan.

What are your plans for taking payments:

- Merchant Account**
- Paypal**
- Third party (like Clickbank)**
- Other**

It's important to start the conversation with your merchant account far in advance of your launch. Do this over the phone, and follow up with writing. One conversation is not enough.. start early, and keep talking to them. Write down your plan for this conversation below.

VIDEO 10: Your Launch Team

One of the biggest challenges once you go live is generally customer service. Do you have the staff to handle a best-case launch scenario? If not (and not many people do), then **do you have a plan on how you can staff up in that scenario?**

What are roles do you plan on outsource?

Video 11: Your Launch and Your Health

This is important stuff. At a minimum, you should have a plan on ways to relieve stress throughout the launch.

For me, the best way to do this is exercise... and you might want to try that as well. But I know some people really don't like exercising and it would do more to contribute to stress then relieve it. If that's your case, then you need to identify how you're going to relieve the stress of the launch.

What is your plan to manage your health and balance your personal relationships while going through the launch process?
