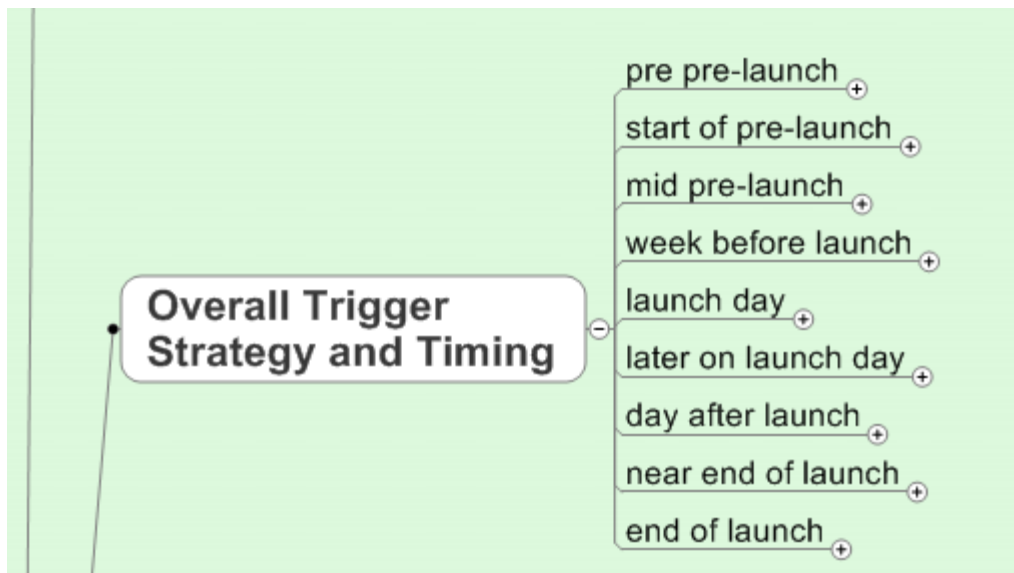
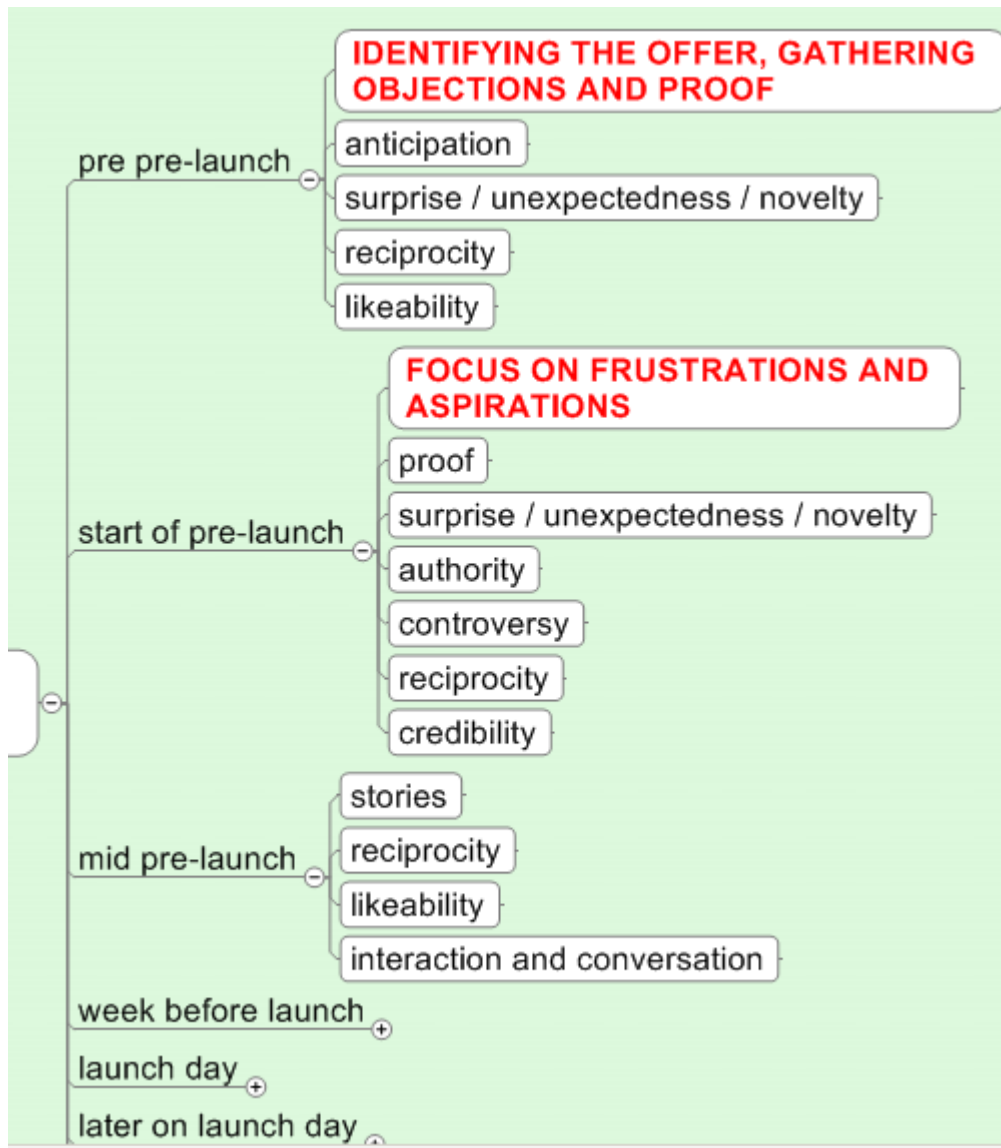




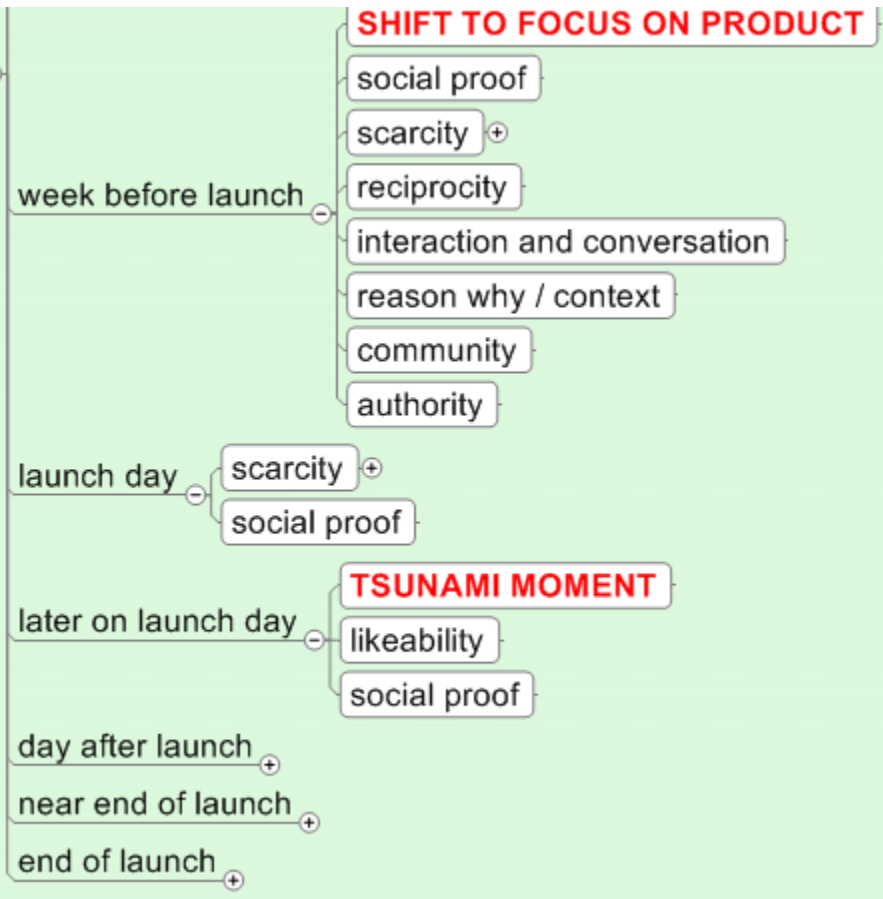
JEFF WALKER'S PRODUCT LAUNCH FORMULA 2.0

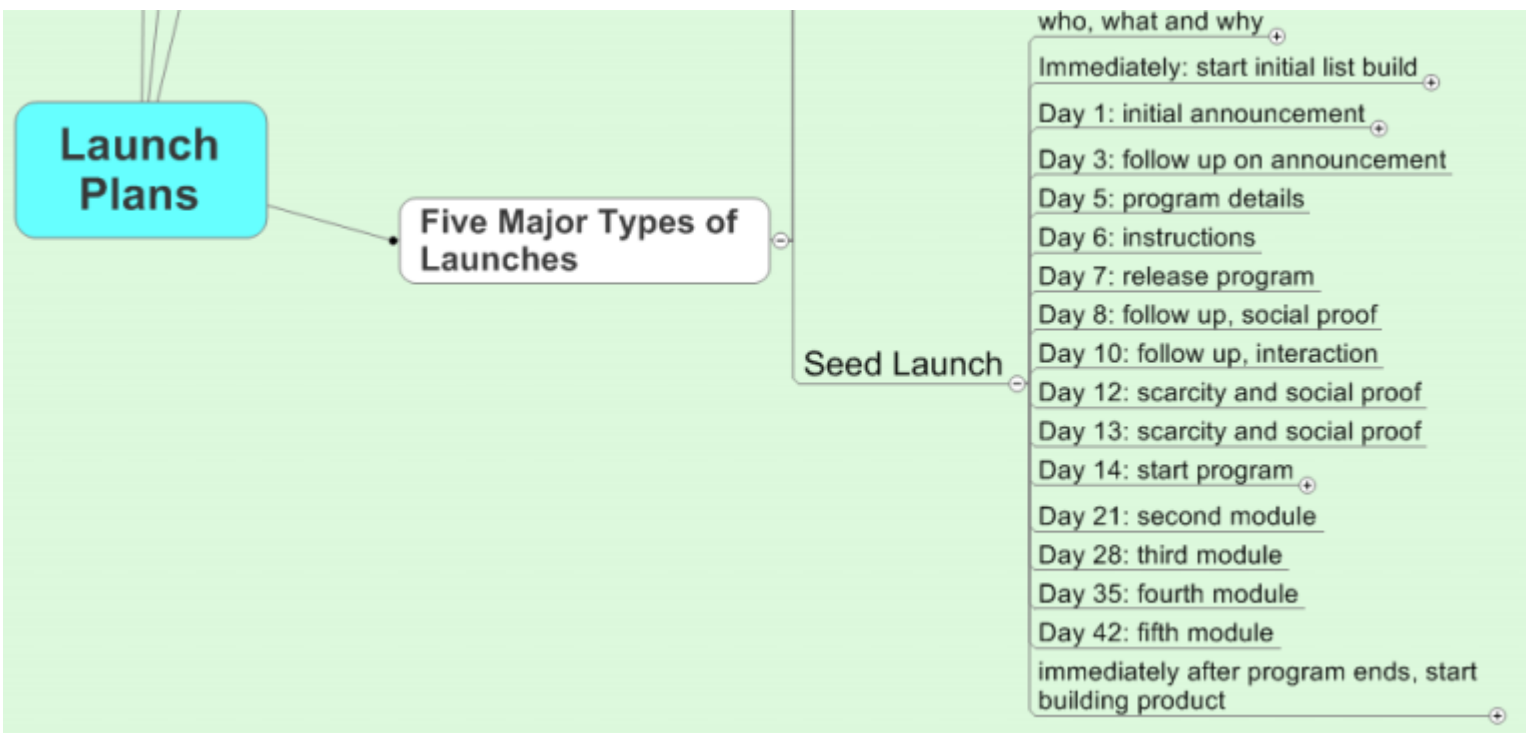
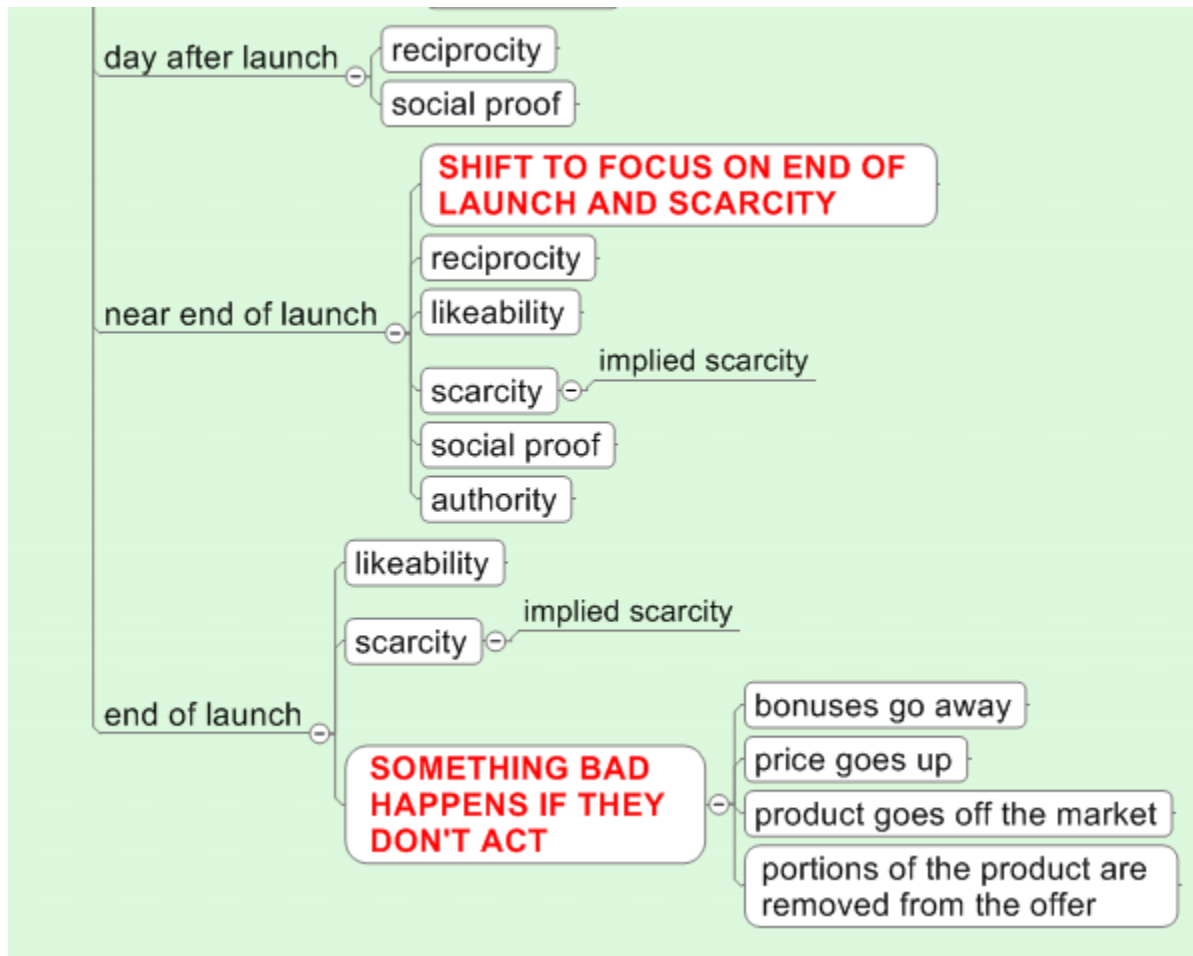
Screenshots of Maps Used in Module 4





Overall Trigger Strategy and Timing





Five Major Types of Launches

Seed Launch

- who, what and why
 - great way to get started, can start from scratch, low cost
 - easiest way to build a product
 - you end up with a great product and case studies
- Immediately: start initial list build
 - listbuilding 101
 - listbuilding 202
 - email your list every week
 - you can start your seed list when your list is as small as 60 people, but best to wait until it's 200-300
 - free or paid?
- Day 1: initial announcement
 - I'm a lot like you
 - frustrations and aspirations
 - how I found the solution
 - I've decided to share it with you
 - what it's going to be like
 - I need your top two questions
- Day 3: follow up on announcement
- Day 5: program details
- Day 6: instructions
- Day 7: release program

Day 12: scarcity and social proof

Day 13: scarcity and social proof

- survey list, identify questions
 - surveymonkey.com
 - askmylist.com
- weekly teleseminar focused on top questions
 - freeconference.com
 - freecallconference.com
 - voicetext.com
 - accuconference.com
 - http://sixinseven.com/webcast
- recording your teleseminar
 - your bridge line service
 - usb - plantronics headset
 - fancy microphone
 - software
 - audacity
 - mac: garageband
 - windows: acoustica by acon digital media
- weekly survey to identify what you missed
- identify top performers, work with them closely
- deliver more than you promised, use the surveys to identify the extra deliverables

Day 21: second module

Five Major Types of Launches

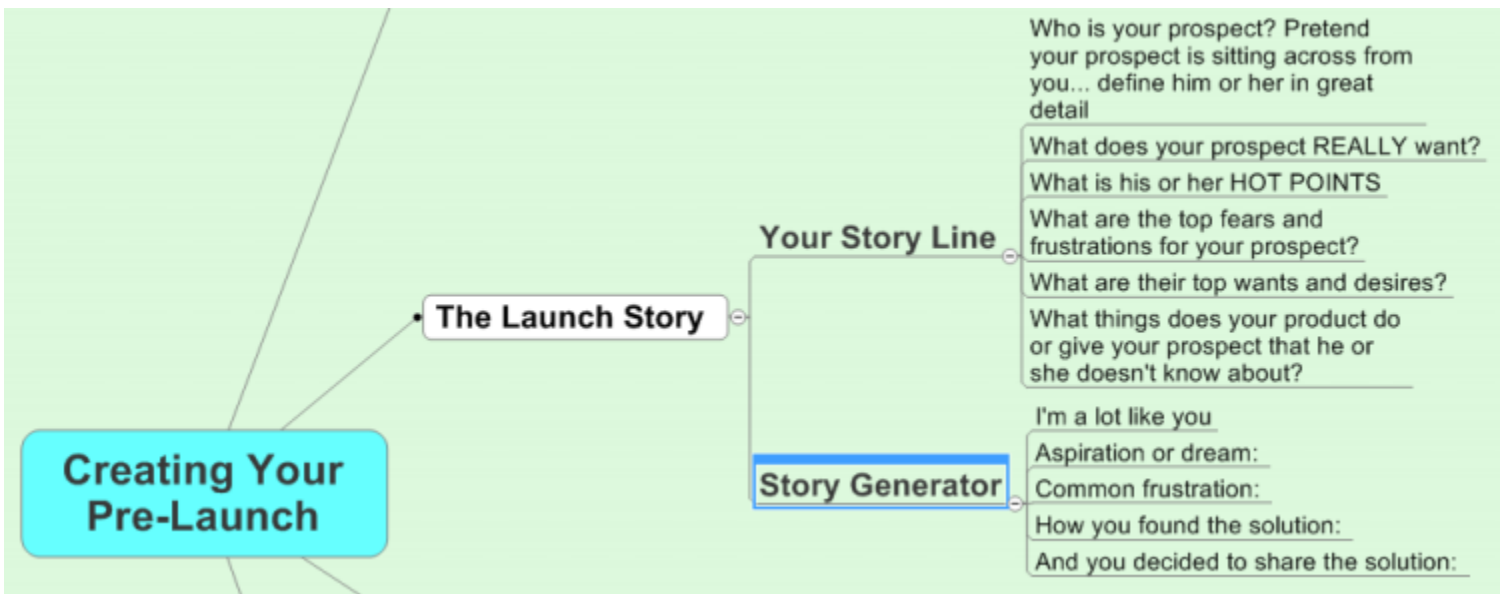
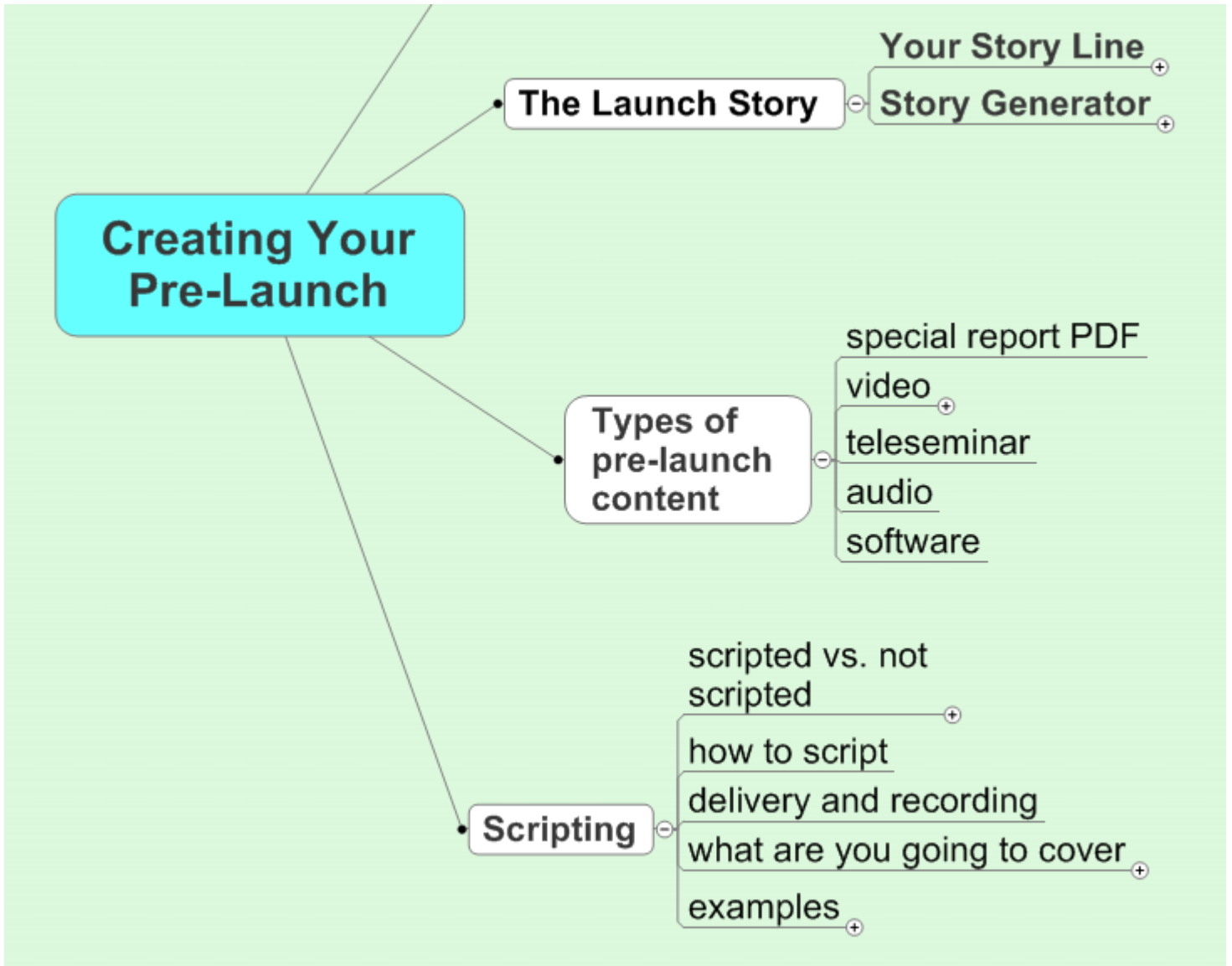
Seed Launch

- Immediately: start initial list build
- Day 1: initial announcement
- Day 3: follow up on announcement
- Day 5: program details
- Day 6: instructions
- Day 7: release program
- Day 8: follow up, social proof
- Day 10: follow up, interaction
- Day 12: scarcity and social proof
- Day 13: scarcity and social proof
- Day 14: start program
- Day 21: second module
- Day 28: third module
- Day 35: fourth module
- Day 42: fifth module

immediately after program ends, start building product

re-record?

- what else do you need to add?
- transcripts (internettranscribers.com)
- gather testimonials and case studies



And you decided to share the solution:

Creating Your Pre-Launch

Types of pre-launch content

- special report PDF
- video
 - full motion video
 - screen capture
 - Windows: camtasia
 - Mac: iShowU or Screenflow
- teleseminar
- audio
- software

Pre-Launch

Scripting

- scripted vs. not scripted
 - write script
 - edit and rewrite script
 - record script
 - edit recording
 - create screenshots (usually done in powerpoint or keynote)
 - record screen: start audio, then manually flip through screenshots
- how to script
- delivery and recording
- what are you going to cover
 - pure content?
 - pitch?
 - relevant?
 - call to action
- examples
 - PDF: "Mortgage Web Success Special Report"
 - PDF: "Back To The Wall"
 - VIDEO: "Membership Site Bootcamp"