

JEFF WALKER'S PRODUCT LAUNCH FORMULA 2.0

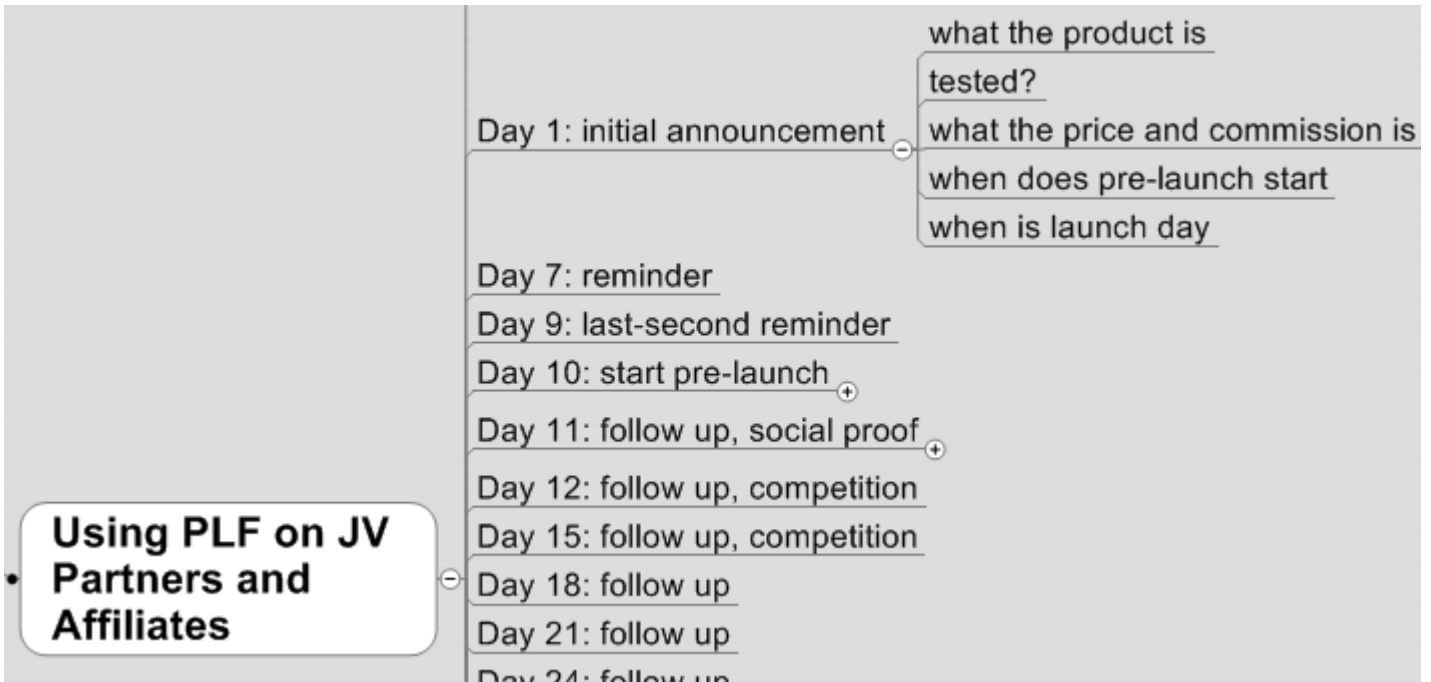
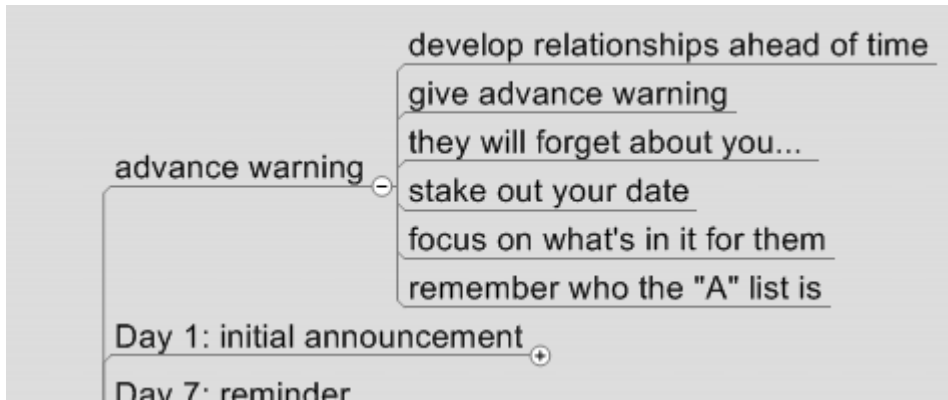
Screenshots of Maps Used in Module 5

THE JV PARTNER SEQUENCE

**The JV
Partner
Sequence**

**Using PLF on JV
Partners and
Affiliates**

advance warning +
Day 1: initial announcement +
Day 7: reminder
Day 9: last-second reminder
Day 10: start pre-launch +
Day 11: follow up, social proof +
Day 12: follow up, competition
Day 15: follow up, competition
Day 18: follow up
Day 21: follow up
Day 24: follow up
Day 26: follow up
Day 27: follow up -
Day 28: follow up
Day 29: follow up
Day 30: follow up
Day 31: launch +
Day 32: follow up +
Day 33: follow up +
Day 34: follow up +
Day 35: follow up +
Day 36: follow up +
Day 37: last chance follow up +
Day 38: recap and thank you



Using PLF on JV Partners and Affiliates

Day 7: reminder

Day 9: last-second reminder

Day 10: start pre-launch - instructions
swipe copy

Day 11: follow up, social proof - fresh swipe copy?

Day 12: follow up, competition

Day 15: follow up, competition

Day 18: follow up

Day 21: follow up

Day 24: follow up

Day 26: follow up

Day 27: follow up

Day 28: follow up

• **Partners and Affiliates**

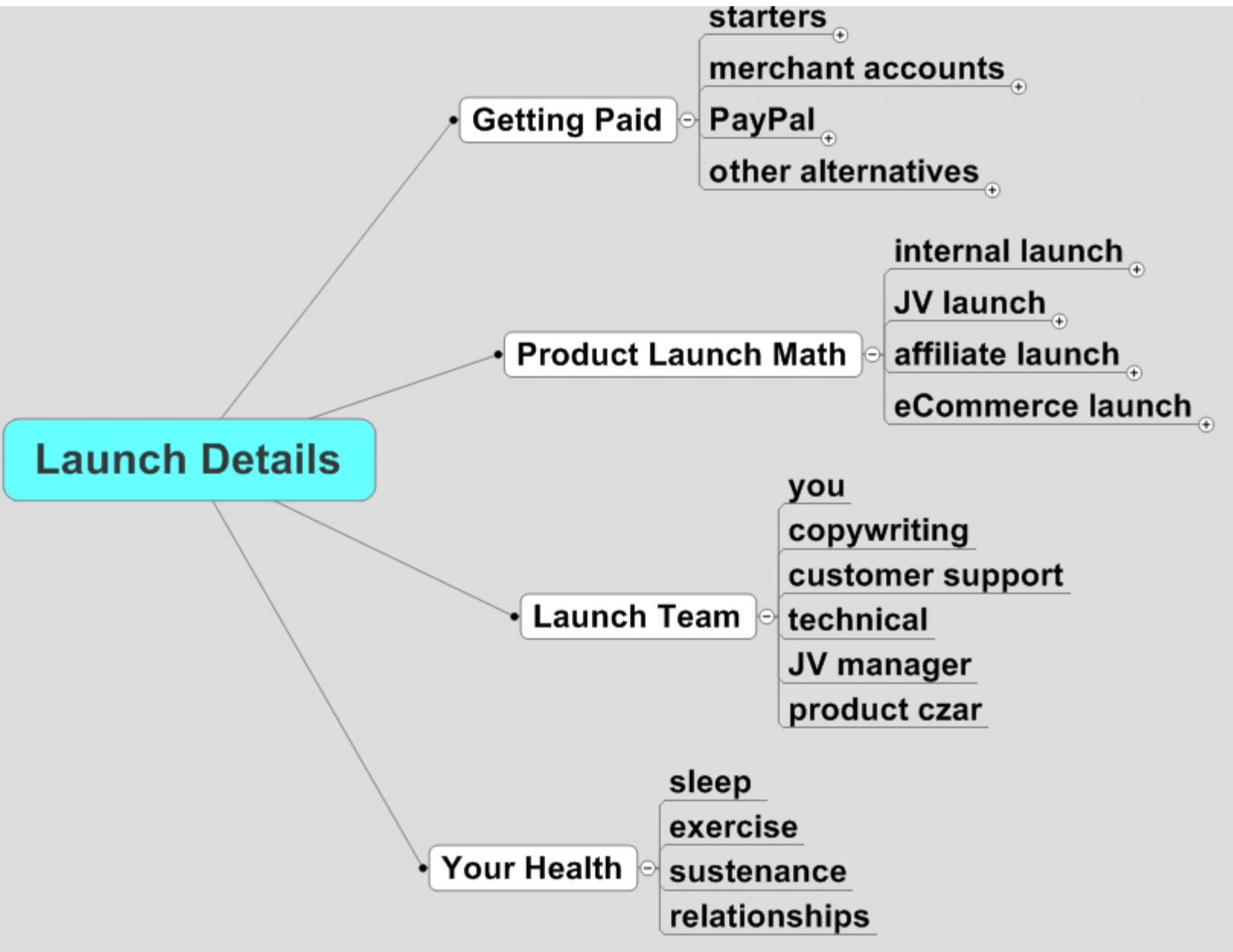
- Day 30: follow up
 - instructions
- Day 31: launch
 - swipe copy
- Day 32: follow up
 - instructions
 - swipe copy
 - compeition
 - fresh swipe copy?
- Day 33: follow up
 - instructions
 - swipe copy
 - compeition
- Day 34: follow up
 - instructions
 - swipe copy
 - compeition
 - fresh swipe copy?
- Day 35: follow up
 - instructions
 - swipe copy
 - compeition
- Day 36: follow up
 - instructions
 - swipe copy
 - compeition
 - fresh swipe copy?
- Day 37: last chance follow up
 - instructions
 - swipe copy
 - compeition
- Day 38: recap and thank you

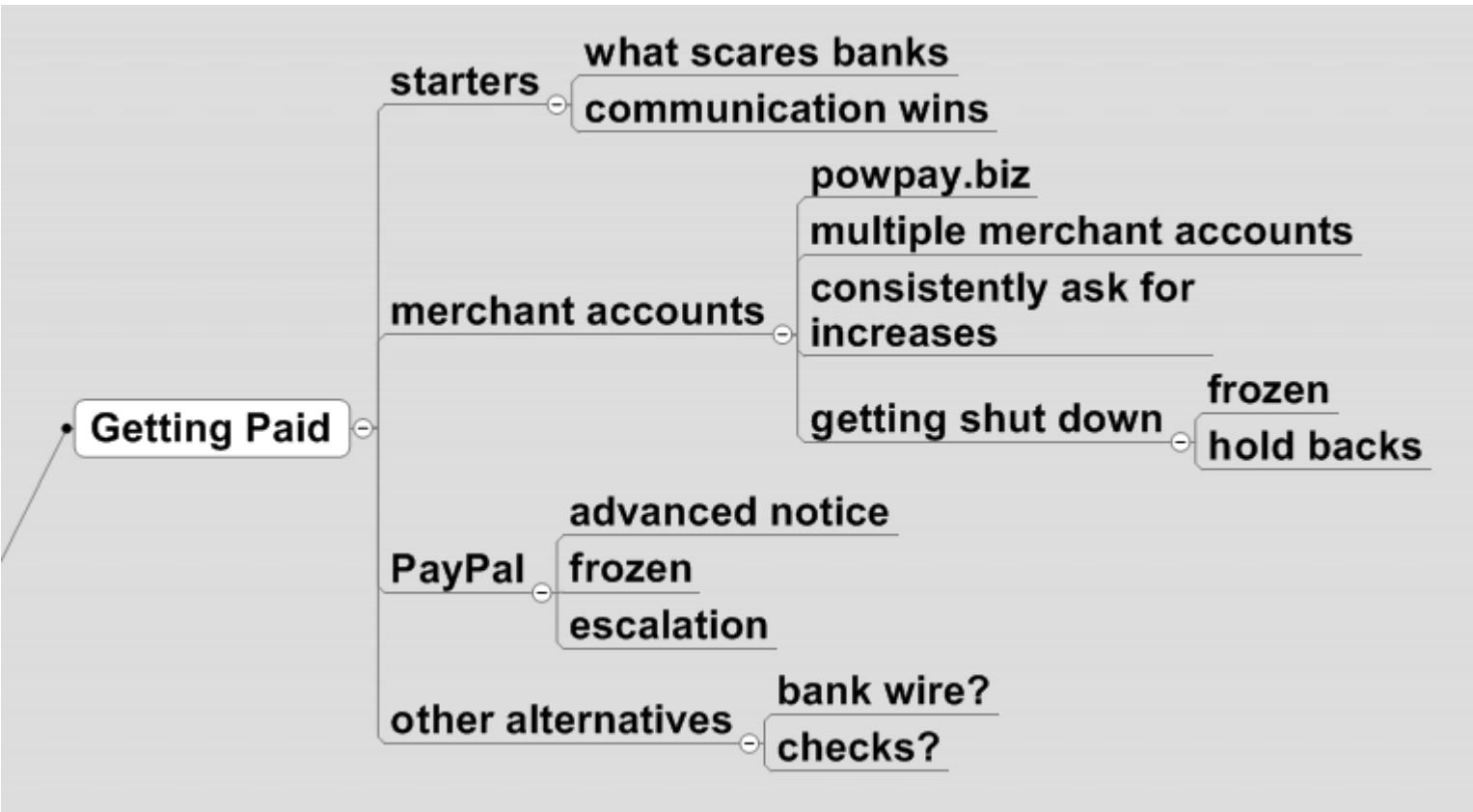
HOW TO LAUNCH A PRODUCT AS AN AFFILIATE

How to launch a product as an affiliate

- remember the fundamentals
 - conversation
 - interaction
 - event based
 - sequences
 - this is the ONLY way to set yourself apart
- starters: the list
- starters: the product
- starters: the timing
- starters: the offer - your bonus
- Day 1: initial announcement
- Day 2: follow up
- Day 3: follow up, instructions
- Day 4: launch
- Day 5: follow up, social proof
- Day 6: 24 hour warning, scarcity
- Day 7: final warning

LAUNCH DETAILS





merchant fees,
hosting fees, delivery
fees

internal launch 96%

merchant fees,
hosting fees, delivery
fees

staff

JV launch commissions, JV
contest

tech fees

35-40%

costs for bonus
creation and delivery

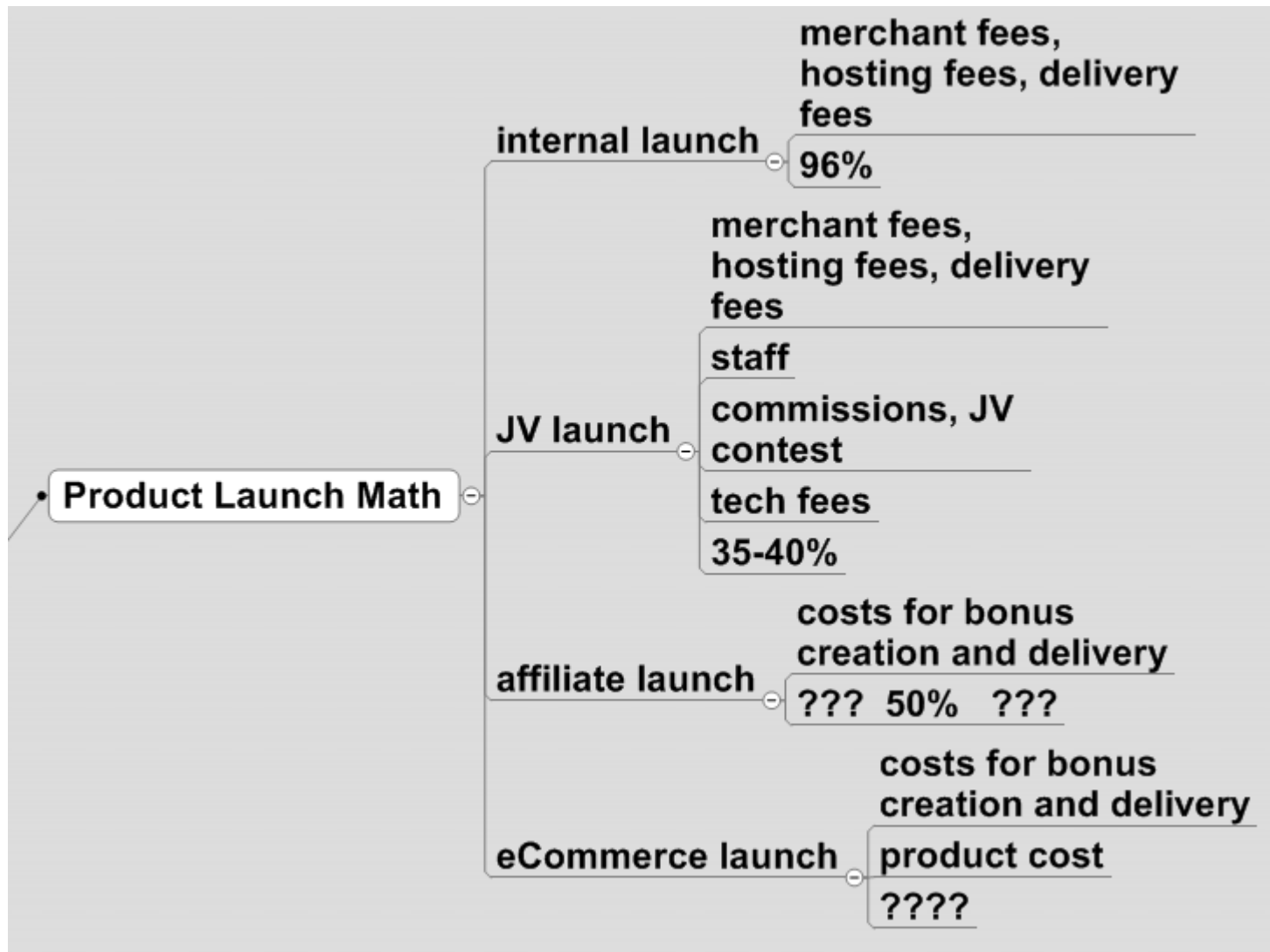
affiliate launch ??? 50% ???

costs for bonus
creation and delivery

eCommerce launch product cost

????

Product Launch Math



Launch Details

• Launch Team

- you
- copywriting
- customer support
- technical
- JV manager
- product czar

• Your Health

- sleep
- exercise
- sustenance
- relationships

ECOMMERCE LAUNCH

The eCommerce Launch

what are you after?

remember the fundamentals ⊕

starters: list or traffic

starters: the product

starters: the timing

starters: the offer - your bonus

Day 1: something's coming

Day3: I've got it in my hot little hands

Day 4: reactions

Day 5: I've decided to sell it

Day 6: it's coming

Day 7: this is why I'm excited about it, offer

Day 8: it will be here tomorrow, instructions

Day 9: launch

Day 10: follow up, social proof

Day 11: 24 hours, scarcity

Day 12: last chance

Big Picture

The eCommerce Launch

what are you after?

remember the fundamentals

conversation

interaction

event based

sequences

this MAY be the only way to set yourself apart

starters: list or traffic

starters: the product

starters: the timing

starters: the offer - your bonus

Day 1: something's coming

Day3: I've got it in my hot little hands

Day 4: reactions

Day 5: I've decided to sell it

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Big Picture