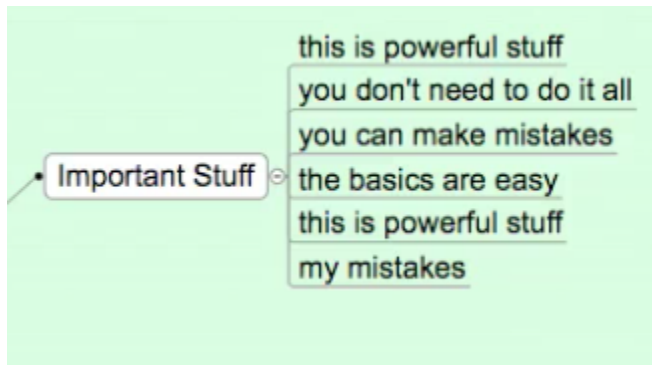
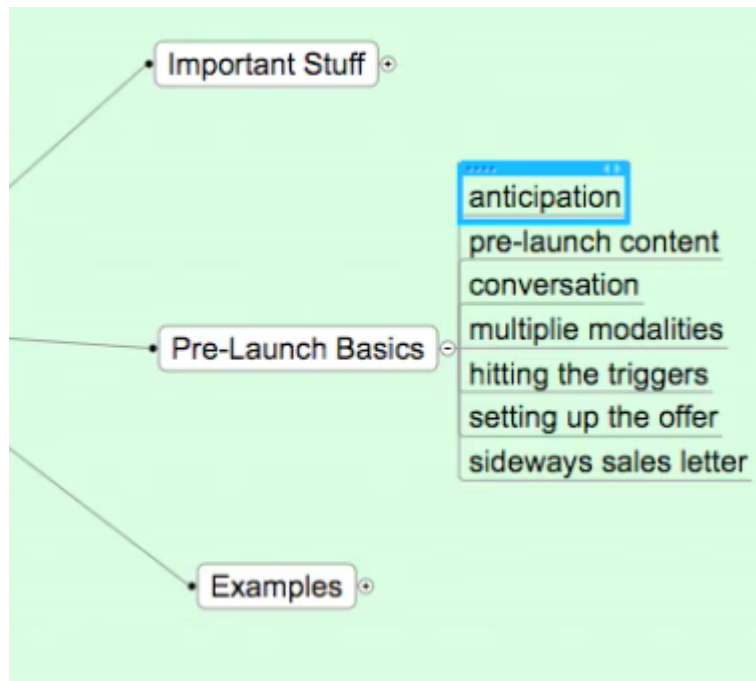
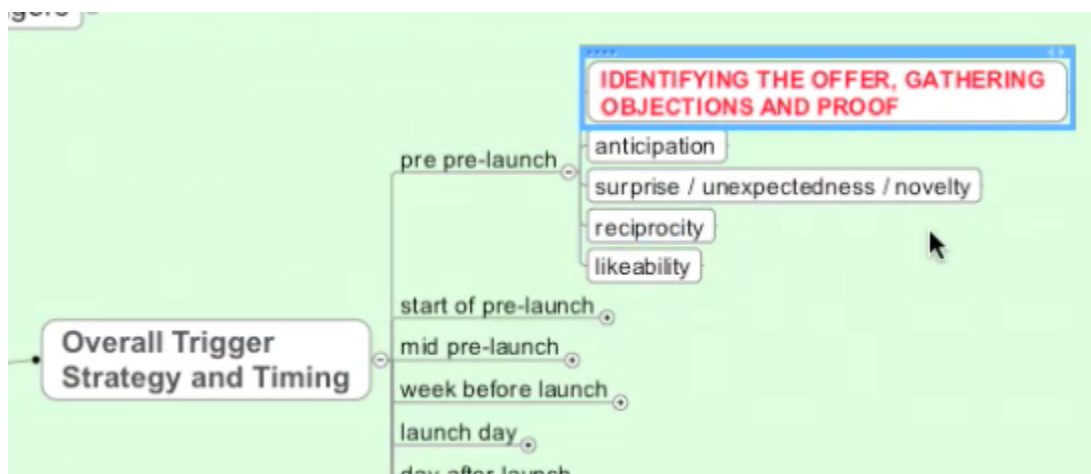
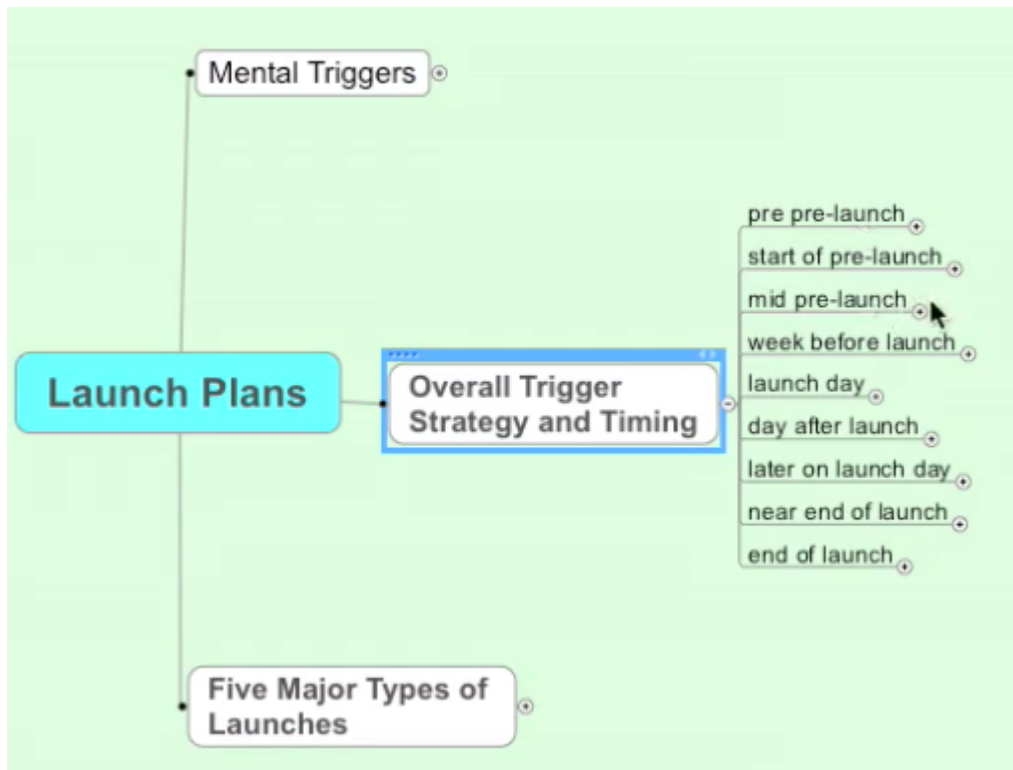


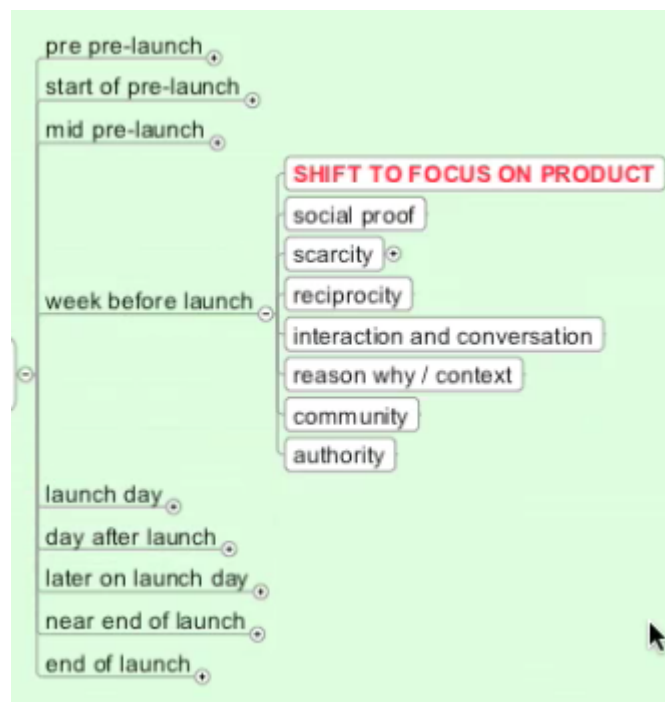
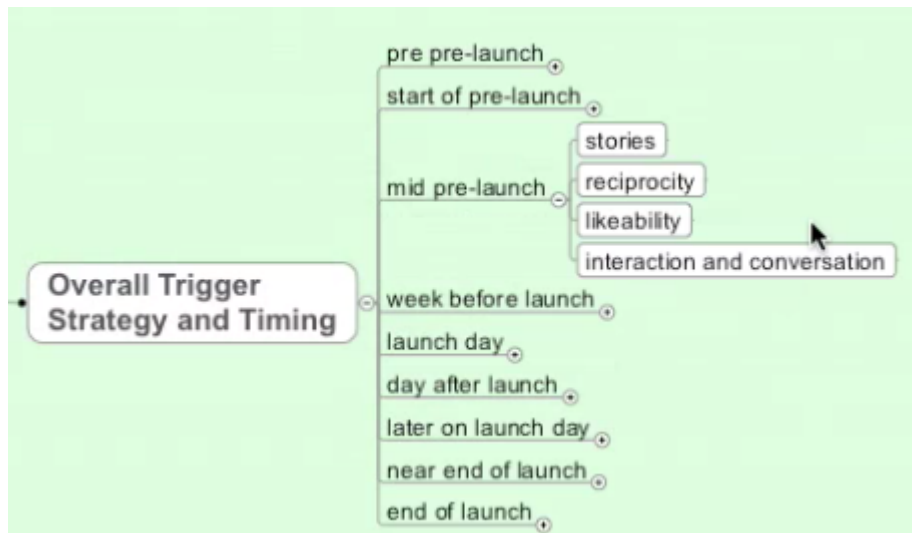
JEFF WALKER'S PRODUCT LAUNCH FORMULA 2.0

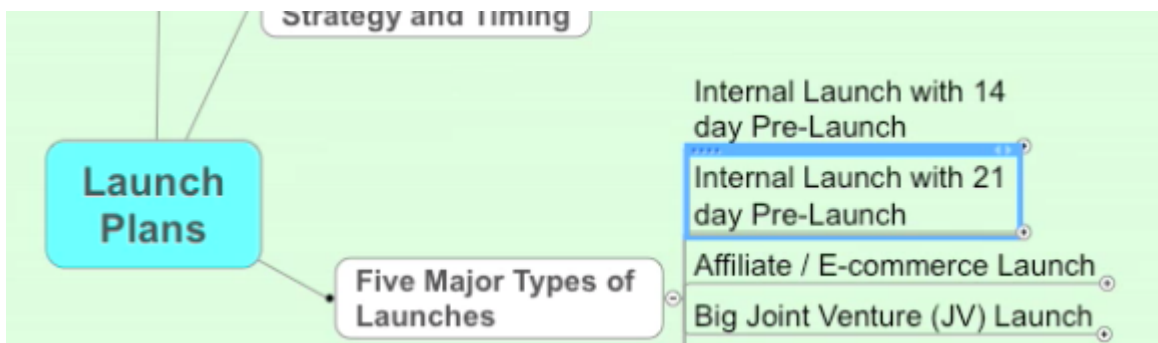
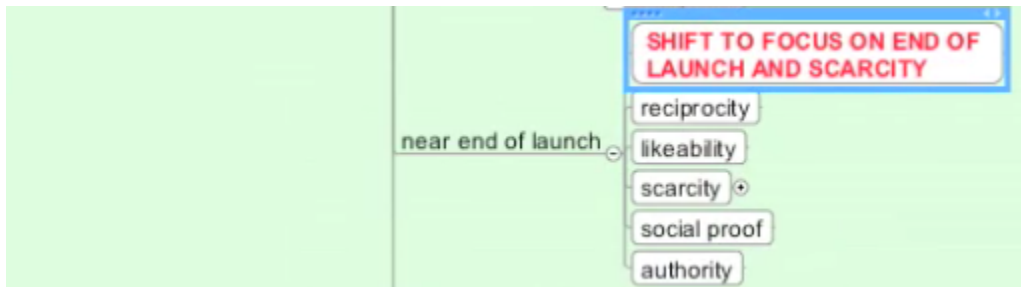
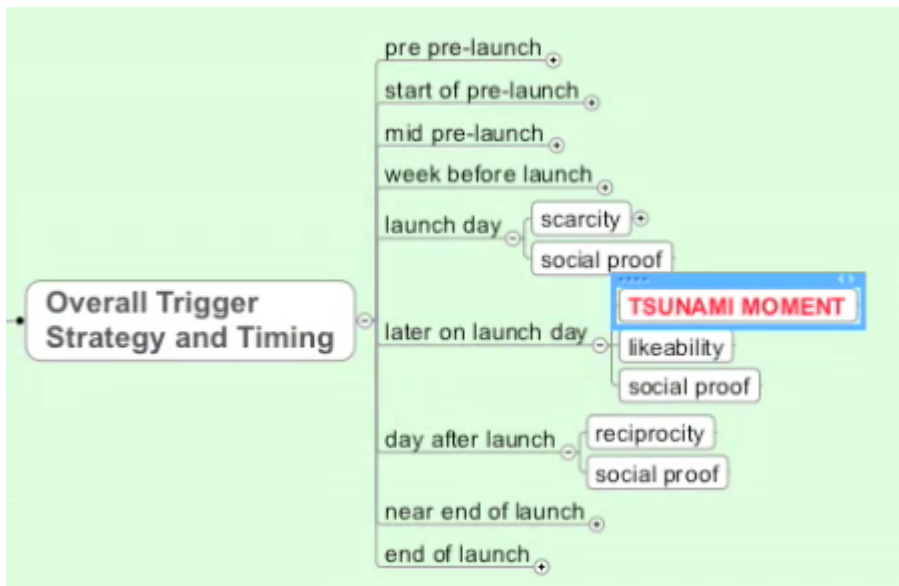
Screenshots of Maps Used in Module 3











Internal Launch with 14 day Pre-Launch

- Day 1: pre pre-launch starts
- Day 7: second pre pre-launch tease
- Day 14: prelaunch starts - release pre-launch content
- Day 16: follow up on first pre-launch content release
- Day 18: release second piece of pre-launch content
- Day 19: follow up on second pre-launch content
- Day 21: release more pre-launch content
- Day 22: rest day OR shift to focusing on the offer
- Day 23: shift to focusing on the offer
- Day 24: shift to focusing on the offer, reveal full offer
- Day 25: email list - answer objections, possibly release last of prelaunch content
- Day 26: email list - answer objections, clarify offer, possibly reveal price
- Day 27: email list final instructions, possibly reveal price
- Day 28: LAUNCH DAY - mail just before launch minute, then mail second time later in the day
- Day 29: email list - social proof
- Day 30: lull day - good day to release content or story or testimonial
- Day 31: reminder of previous days content
- Day 32: mention impending deadline - scarcity
- Day 33: 24 hour notice - scarcity
- Day 34: last second email six hours before you shut down launch - scarcity

Internal Launch with 21 day Pre-Launch

- Day 1: pre pre-launch starts
- Day 7: second pre pre-launch tease
- Day 14: prelaunch starts - release pre-launch content
- Day 16: follow up on first pre-launch content release
- Day 19: release second piece of pre-launch content
- Day 20: follow up on second pre-launch content
- Day 23: release more pre-launch content
- Day 24: follow up on third piece of pre-launch content
- Day 26: release more pre-launch content
- Day 27: follow up on third piece of pre-launch content
- Day 29: shift to focusing on the offer
- Day 30: shift to focusing on the offer
- Day 31: shift to focusing on the offer, reveal full offer
- Day 32: email list - answer objections, possibly release last of prelaunch content
- Day 33: email list - answer objections, clarify offer, possibly reveal price
- Day 34: email list final instructions, possibly reveal price, reveal fast-mover bonuses
- Day 35: LAUNCH DAY - mail just before launch minute, then mail second time later in the day
- Day 36: email list - social proof
- Day 37: lull day - good day to release content or story or testimonial
- Day 38: reminder of previous days content
- Day 39: mention impending deadline - scarcity
- Day 40: 24 hour notice - scarcity
- Day 41: last second email six hours before you shut down launch - scarcity

Mortgage Web Success Launch

pre pre-launch

IDENTIFYING THE OFFER, GATHERING OBJECTIONS AND PROOF

top desire: make more money, not have to work as hard, more leads, less time involved generating those leads

frustration: they know that there is money to be made on line, don't know how to get there

frustration: they are not tech savvy and don't know how to put up a site

frustration: if they have a site, it either isn't effective, or they don't know if it's effective

frustration: "webmasters" and tech people speak another language, they don't know if they're being taken advantage of

start of pre-launch

mid pre-launch

week before launch

launch day

later on launch day

day after launch

near end of launch

end of launch

