



JEFF WALKER'S PRODUCT LAUNCH FORMULA 2.0

Module 1: Getting To Your First Product Launch Plan – Fast and Simple

Video 1: The Product Launch Formula Strategy

Hey folks, its Jeff Walker. I'm the creator of the Product Launch Formula and I would like to welcome you to Product Launch Formula 2.0. I started developing these Product Launch techniques in late 1996, early 1997, and started to do one launch after another in my little niche business where I was teaching people about trading the stock market and investing in the stock market.

Over the years I just got better and better. It was mid-1998 when I really thought I put together an amazing launch. The launches up until then had been doing maybe \$6,000 or \$8,000. Then in 1998 I did one that I think did about \$34,000. That was an amazing amount of money to me at the time.

Eventually I think it was around late '99, early 2000 I did a launch that did \$106,000 in seven days. That later came to be known as Six Figures in Seven Days, or Six in Seven.

In 2003 I went to an Internet marketing seminar and I made a bunch of new friends. We were talking about some of the stuff we had done lately. I happened to mention that I made six figures in seven days, and people's jaws dropped when I mentioned that. I guess it was then that I started to get this inkling that I was doing things that no one else was doing.

I started to share some of these techniques with people who later became good friends of mine, like John Reese, Frank Kern and Jeff Johnson. These are people that a lot of folks look up to as Internet

marketing gurus or teachers or leaders. I started to show them some techniques and John Reese went on to do a great launch for his first workshop. Then John did one million dollars in a single day, actually, more than a million dollars in sales in a single day, for his Traffic Secrets product.

It was around that time when I decided that I needed to teach it, and that led to what I call the first Product Launch Formula Workshop where I led a small group of people through these techniques. From there I went on to release a new product called Product Launch Formula Version 1.0, and from there, tens of millions of dollars have been made in product launches in every niche imaginable with every product imaginable.

I'm going to walk you through version 2.0 in a very step-by-step way. You can see the first thing I have here is simple because I prize simple. Simple is important to me. I like to keep things simple because it's a lot easier for things to break when things get more complicated.



A lot of people think that these big, fancy launches are super complicated, but I always like to keep them simple. If I consult on a launch, I always shock the client by taking it back to the basics, over and over and over.

The whole process can be a little daunting, a little intimidating. In fact, I'll show you the first map. This is the first mind map I put together when I first did my first Product Launch Workshop. There is a lot going on underneath the hood. It is sort of complicated.

If you haven't seen a mind map before this is sort of like a fancy, free-form outline. You'll be seeing a lot of this and I'll be showing you how I use them and how you can use them too . It's actually a lot

more complicated than what you see, because there's a lot of hidden stuff under the hood, so to speak. These things can just expand further and further and further. There are actually hundreds of different entries in this entire mind map.

I don't expect you to read all this. I'm just basically showing you this to show you that there really is a lot going on behind the hood. I'm going to make this simple. The last thing I want to do is intimidate you and have you feel like it's complicated that's not my intention. I'm going to show you how to keep this very, very simple.

It's also very flexible. You can take this and you can use it in any niche, in any market, in any product. I always like information products. I have a real love for the information marketing business. I think it's a fantastic business, and PLF2.0 works if you're selling services online, or if you're selling offline services, if you're selling widgets offline or you have an e-commerce business where you're selling physical things. PLF2.0 will work for all of that stuff.

Some of it might need to be adapted, but you're going to see the strategies are so powerful that even if you only use a small portion of the strategies, you're really going to rock. Your results are just going to kill them.

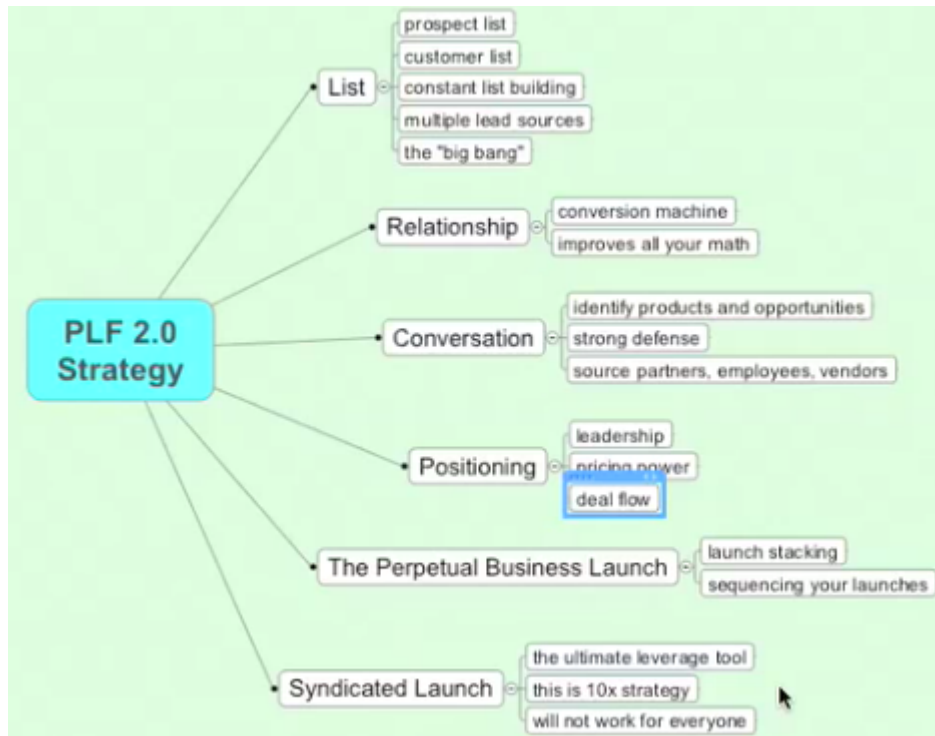
PLF is also very reusable and reproducible. Once you do one launch, you're going to find that the next launch is so much easier because you can often take huge chunks of what you use in your first launch and just continue to reuse it over and over. The results are very reproducible. If you figure it out with one product or one niche, you can just take the same stuff and drop it into other niches.

It is also reproducible in the fact that you can take the stuff I've done and drop my copy and my ideas directly into your launch and it will work. It's amazing. You're going to see this because we're going to show you how to hit these mental triggers. Well, triggers are one set of tools, but using the tools that I'm going to show you, PLF is so powerful that you can get 80% of it wrong and 20% of it right and you're still going to do really, really well.

A lot of people get really excited about tactics because they look at tactics as something they can just take and drop right in to their business and make a bunch of money. Very truthfully, I'm going to have some amazing tactics that you're going to find really, really cool. Tactics are sexy; everyone loves them. People just want that trick that's instantly going to give them a whole bunch of money.

I've got some great tricks and tactics to show you and they're really cool. You're going to be able to use these tricks and tactics to make a bunch of money, but the things that are really going to build your business over the long term, the things that are going to just explode your business, that are going to grow and make your business continue to grow over time, are the strategies that I'm going to share with you.

If you take those strategies and drop them into your business and apply them over time, you're going to see not just quick little pops of cash from nice little launches, but you're going to see a long-term, cumulative effect as your business grows bigger and bigger and bigger.



Now what I want to do is walk you through some of the strategies. I'll give you an overview of the strategies and of the tactics that I use and then we're going to go from there to actually focusing in on exactly how I've used them and how you can use them.

We're going to move on to the strategy portion here. I'm going to move through this quickly because as we go through the course, for everything I show you I'm going to give you very, very concrete examples of how we do everything and how I use all of this stuff. We're going to move quickly through it and name it, so then later we can come back to it.

Lists are very, very important. Everyone knows that. Even if you don't have a list, this stuff's going to work for you because product launches are a great way to get a list. First of all, prospect lists and customer lists are radically different things. A customer is worth probably about ten to even fifteen times what a prospect is worth. Just remember that there are both prospect lists and customer lists.

One of the things that we focus on is constant list building, using your product launches to build your list. We also focus on list building,

constantly. I love to use multiple lead sources and multiple ways to build your list. We're going to be walking through that in the course.

Then we're going to be talking about the "big bang". There are certain situations where you'll be able to put together a launch that will create for you a huge list literally overnight. A lot of times you are not going to get there immediately, you're not going to be ready for that big bang immediately, but that's one of the goals to be planning.

As we get into some other things like the business launcher, I don't want you thinking just in terms of one launch. Sure, one launch is great and think about getting your first one done. Definitely focus and keep it simple and focus on that first launch you're going to do, but we're going to teach you how to think in terms of a whole sequence of launches. Hopefully you will be working up to that big bang where you've built a big list literally overnight.

Relationship and conversation are two things that sort of go together. I could have combined these. Just having a list is not good enough. You need to have a relationship with that list. Once you have a strong relationship where they open your e-mails and they read your e-mails and they follow whatever you tell them to do, that's a strong relationship. That's what it's all about.

I'd rather have a list of 200 people where I have a strong relationship with them than a list of 2,000 people. I've seen this over and over and over again. I had a business where I had a list of about 300 people and then I had a prospect list of about 6,000 people. That list of 300 people would buy at a rate of two or three times what the 6,000 people would buy.

I'm talking about that list of 300 people would buy two or three times more, not per person, but total, than the 6,000 people. It's incredibly important to understand a strong relationship is the foundation of everything we're going to do. What we do really builds a strong relationship with your list, so it's a beautiful thing.

Conversation – that's how you build the relationship. One of the ways you build a relationship with your list is by having a conversation with them and that allows you to identify products and opportunities. It

gives you a strong defense against competitors, against naysayers, and now in this Web 2.0 world where there's so much conversation going on and everyone's a critic, it's great to have that strong defense.

It's great to have that relationship with people. That gives you the strong defense. That way if someone is out there saying nasty things about you in blog comments, the people on your list where you have that relationship, they will give you a strong defense.

Conversation also allows you to source partners, employees, vendors, pretty much anything you need. If you have that strong relationship and a conversation going back and forth with your list, it will solve just about all ills.

One of the keys with product launches that people don't get until they go through one is the positioning you get. Basically, you raise your stature within the market instantly. You get much, much greater visibility. It gives you great leadership within the market. It gives you fantastic pricing power. Often you are able to raise your prices, sometimes very dramatically through a product launch.

It gives you great 'deal flow.' That means that people are going to be looking to you to maybe promote their products, or they'll come wanting to promote your products, or they'll come doing some type of a deal using you as a content partner, supplying you with content. The deal flow increases dramatically. When the deal flow really becomes greater, then you can pick and choose only the best deals.

Positioning is very, very powerful and it's one of the overlooked things. People don't realize what happens until you get into a launch. You do a launch and you get fantastic positioning.

The perpetual business launch – this is something brand new. It was not in Product Launch Formula Version 1.0 at all. This is the idea of how you go from launch to launch to launch and stack your launches. A lot of times people might look at it from the outside and think, "Okay, yeah, you can do multiple launches." The deal is, it's not additive. It's not like you'll make \$10,000 on a launch and \$10,000 on another launch and \$10,000 on another launch.

They'll get bigger and bigger and bigger. You really stack your launches so people get more and more responsive to your launches and generally they get bigger and bigger and bigger. We're going to be talking about this quite a bit, we'll be talking about sequencing your launches, how to go from a tiny launch to an internal launch to a major launch to one of these huge epic launches with partners. This is one of the things we're going to be covering in depth here in 2.0.

The syndicated launch is something that I'm not even going to go into exact specifics of what it means right now. We'll cover that later on. This is very advanced stuff. This really is the ultimate leverage tool. In fact, there are only a few markets where it's been applied, but in the markets it has been applied in, literally it is a 10x strategy where people are doing launches and then they do a syndicated launch. All of a sudden, they're getting five or ten or even greater results.

I'm going to be upfront here. I don't think that a syndicated launch is going to work for everyone in every market. It's really going to be dependent on your situation and what market or niche you're in. But if the syndicated launch will work for you, this is an incredibly powerful strategy. Like I said, it is a 10x strategy. You could literally grow your results by a factor of ten.

With that said, let's move along. I gave you sort of the overview here, nothing concrete. I want to make this thing more concrete, so I'm just going to sort of walk you through the strategy step by step.



Here's another look at the strategy. This is just basically taking you down the garden path, so to speak, of a product launch. The first step I always focus on is list building. You hear people say the money is in the list. It is really that money is in your relationship to the list. If you have a power list and you have a great relationship with them, then there's no stopping you.

Every step of the way, we're always going to stay focused on list building. As I just said, a list without a relationship doesn't mean anything, so work on building your relationship. You'll see that once we get into the tactics of how we do that. I will show you step by step exactly what I did, as we walk through several launches and various concrete examples. You are going to see exactly how I go about doing things.

Once you have that relationship then you can find out what your list wants. You do that two principle ways; through surveys—by sending them through a survey and literally asking them what they want about a specific topic—and by always encouraging interaction. You can encourage interaction by having them write back to you via e-mail. You can have them leave comments on blogs. You can interact with them on the social media sites like Facebook, MySpace, or Twitter.

Once you get this relationship going, it's not hard to figure out exactly what your list wants by basically asking them. Once you find out what they want, then you create the solution. It's that simple. They tell you what they want; you create what they want.

You can either find it, you can build it yourself, or you can bundle it. What I mean by that is putting several things together, finding different things and maybe creating something else, and creating a bundle. In Information marketing it is very, very easy to basically build it yourself to create it. If you're selling widgets, if you're selling physical things, then it might be a little tougher. You can always have it manufactured, but it might be a little bit tougher. Then you can bundle it.

One of the things I like to do whether you're selling widgets, or selling physical things, or you're selling services—is you can also bundle information with it. You create information on how to use it better, how to find it. It's easy to create information and have that information be either a bonus or part of the product. Create a bundle. That can really set you apart.

If you're selling a widget and everyone else is selling a widget, but you're selling that widget with some how-to guide or some piece of information that enhances it, that makes it easier to use, that makes it perform better, then all of a sudden you go from having competition for that product to being the only person with that bundle. So I love using information and information marketing to enhance services, offline services, physical goods, or widgets, whether you're selling online or offline.

Once you've created that solution, then you identify the potential objections. Really, selling comes down to answering people's objections. That's how you sell stuff. You take away all the objections and the only thing left for them to do is buy from you.

How do you identify those objections? Once again, through surveys. Very often the surveys you took in addition to telling you what they want could also tell you what the objections are. You do it through dialogue like e-mail or social media sites. You do it through blogs. Once you start talking about what your product is then they're going to start asking you questions.

Generally those questions really are rooted in objections. Once you do that, this is the key critical component that so many people miss in product launches. Launches really are conversations. It is not just you going out there and saying, "Buy my stuff; buy my stuff; buy my stuff," for three weeks and then opening up the shopping cart and hoping they buy this stuff.

You get into a conversation with your market and you identify the potential objections. Then as you go through your launch, your pre-launch content, the stuff you're putting out during the pre-launch period is designed to answer those objections. It's a beautiful thing. You find out what they want. You create what they want and then you find out how to sell it to them.

First they tell you what they want. Then they tell you how to sell them. They're telling you their objections and you just simply answer the objections and the heavy lifting is done. That's why when they get your sales letter, when you're doing these launches, you have people getting your sales letter and they're making purchases within seconds or minutes. They're not reading sales letters; they're not reading sales copy. They are just scrolling down to the bottom and ordering.

That's because you just spent the last week or two weeks or even three weeks answering their objections and making sure they knew that this was the right purchase for them.

The next critical piece is gathering testimonials. One of the sayings I like to use is, “No proof, no launch,” “No proof, no launch.” In other words, if you don’t have any proof for your product, then it’s a lot tougher to do the launch.

The reality is you can do a launch if you don’t have proof. You absolutely can. It tends to be a little more complicated. I’ll go through exactly how to do that later on in the course, but it’s always much easier if you can gather testimonials. The critical piece here is that you actually gather them ahead of the launch, during the launch, and after the launch. I’ll show you exactly how to do that.

Ahead of the launch is the trickiest. During the launch, if you’re putting out great pre-launch content, often you will have people that take your pre-launch content and use that and have success with it, and you can start to create testimonials right within your launch and that’s a great thing.

Of course, after the launch you’re going to be interacting. List building and relationship building doesn’t end at launch time. It continues. So you have that great relationship going and this is another critical piece that people just do not get. They do not understand this. You actually end up with really, really happy, enthusiastic buyers when you go through a launch and. They enjoy the launch process.

Some people think you go through a launch and people are going to hate you because you sent them a bunch of e-mail. That’s not the case. People that go through the launch with you end up being excited, happy buyers. There is no better way to get testimonials than to have excited, happy buyers.

Gathering testimonials is sort of like list building. It’s a non-stop, ongoing thing that you will always do, because once you have the testimonials, the proof, then whenever you do a launch, that gives you that fantastic pre-launch content. It’s great to show proof and case studies during a pre-launch.

Of course, over here it is all about turning your launch into an event using sequences. A lot of people talk about what I do. They talk

about anticipation marketing or really using anticipation and they think that is what the launch is all about. Yes, you do have anticipation within a launch but this is one piece. It's a much bigger deal to actually turn your marketing into an event. That's really how you build anticipation.

It's part of your sequence. I've already talked a little bit about sequences. You have your pre-pre-launch sequence, your pre-launch sequence, your launch sequence, your post-launch sequence. Of course, we also have a re-launch and we have the JV sequence. We're going to be going through a lot more sequences, but these are four primary sequences that are part of your strategy.

All that sets up the next launch, because your launch trains your list to act and it basically creates another feedback loop. That feedback, learning what the list wants, learning what their potential objections are, is incredibly critical. During a launch you end up with a huge amount of feedback.

This might all look pretty simple and sound really simple, but the thing that makes it really go is the synergy in this whole, entire process. It all comes down to conversation. This whole idea of learning what your list wants, identifying objections, and the relationship. It all comes down to conversation. That is what this is really about. It is creating a situation where you have an ongoing conversation with your market.

That conversation gets more intense during product launches. It hopefully never goes away completely, but during launches it gets more intense just by asking your list what they want. I'm just going to go over some of the synergies here. By asking the list what they want, that automatically builds your relationship because people love to be in conversation and they love to be listened to.

Of course, I already mentioned this earlier; just by identifying what they want really also helps you identify their objections. A lot of times when you're asking your list what they want, you get this interaction going. You are going to find people that will actually help you build your product or help you design your product or just help in different parts of your business.

It's amazing because once you get this going and you get that positioning, that leadership positioning, people want to be around you. They want to work with you. They're going to start helping you out. They are also going to tell you how to turn it into an event. They're going to give you the ideas for your story for your launch. Of course, when you're finding out what they want, you get that interaction going; either here or here, you're also going to get testimonials. With testimonials, it is all about interaction and it's all about creating that relationship.

They are also going to tell you what they're going to need, not just for the current product you're launching, but also for the next product. Once you start to gather testimonials that actually build your relationship, there is no better customer than someone who has given you a testimonial.

In the dialogue from testimonials, they are also going to be telling you what they want and what they need. This is all so synergistic. You turn your launch into an event that builds your list because you're going to create buzz. You turn your launch into an event and it's going to build your relationship. Everyone is excited to be around you because you're doing these exciting events.

That is going to inspire people to give testimonials. Then when you head into your next launch, people will remember your previous launch and they will get all excited again. There is nothing like a launch to build your list organically. The buzz gets people going.

When you get another launch going; it gives you another opportunity to build your list. You can go through every single one of these steps because they're all very synergistic and they tie back and forth. That's when you start to get this whirlwind of relationships and get everyone all excited and working together and working with you. It's not like you're pitching them. You're just creating this incredibly entertaining experience where they can't wait to buy from you.

If you can grasp that, that idea, that conversation—and I'm going to show you how to create that conversation and how to create a character that people want to interact with. I'm going to give you all

the tactics and we're going to walk through these every step of the way, but it's really important for you to understand that it's all about the conversation.

If you look at the world we're in now, it's always getting more and more connected. Actually in some ways it's getting more and more connected, especially with social media. In other ways I think people are more disconnected with other people than they've ever been, especially face to face they are more disconnected, so they are looking for connection.

If you give them a connection, even if you've got 10,000 people on your list, it might sound funny that they could feel like they have a connection with you when you're just sending out an e-mail to 10,000 people, but the reality is that people out there are hungry for the interaction. It's not hard to create the interaction with them. We've got better tools and more tools than ever.

If you can create a business where people feel like they're in a conversation with you, they are going to want to buy from you. They like to buy from friends. They like to buy from trusted friends. I'm going to show you through this launch how you create a conversation and become a trusted friend. That makes it much, much easier to sell. Frankly, it makes your business a lot more rewarding in my opinion.

I don't want to get too hippy, groovy on you, but I just want you to see how synergistic this whole process is. It's not like a defined, "Here's the start of the launch; here's the end of the launch. Then we go sit on the beach and drink Mai Tais." It is a continual conversation and that's why your business will evolve and grow and grow and grow if you use this conversation.