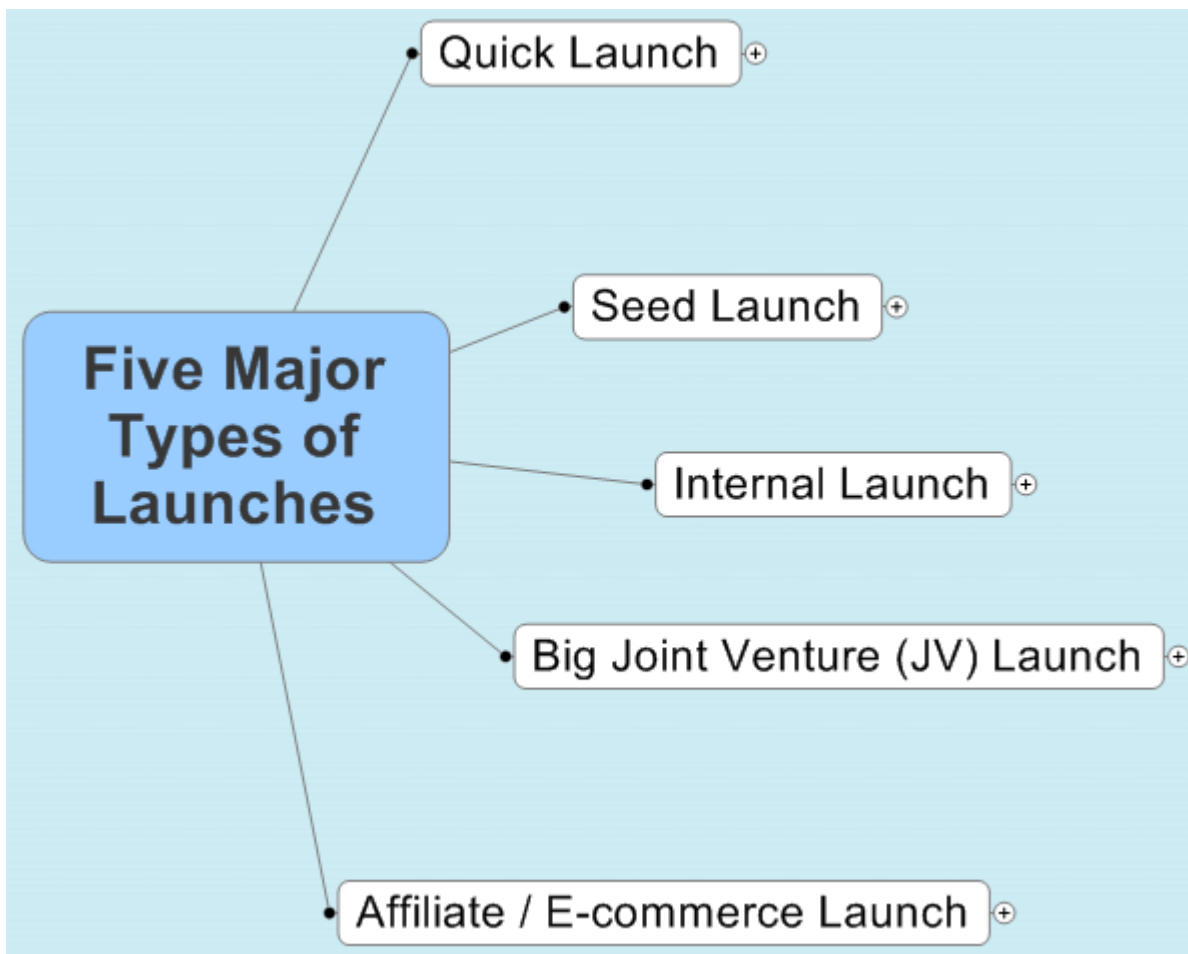


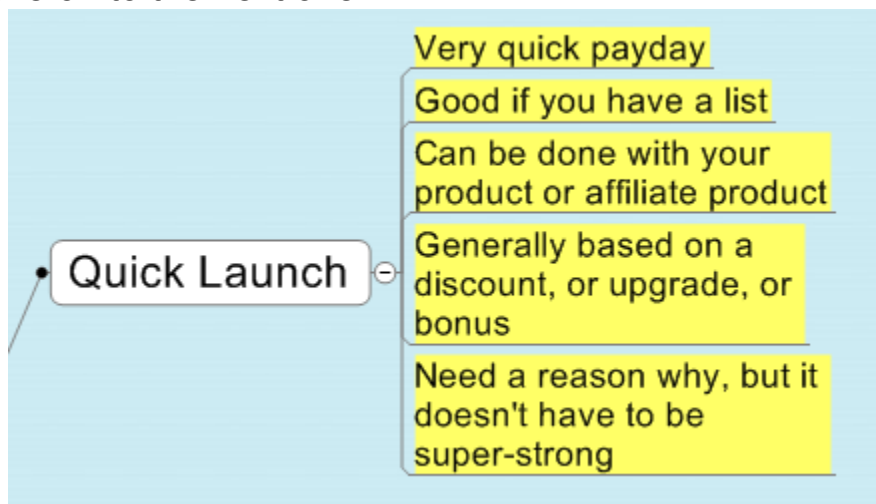
Module 1: Getting To Your First Product Launch Plan – Fast and Simple

Video 4: Your First Launch Strategy Session



I want to cover five major types of launches. These aren't all inclusive. It's not like this is every type of launch there is, but these cover a lot of situations and they very well might cover your situation. The other thing is there are hybrids between these. You can sort of mix and match some of the stuff in here depending on your situation.

As I go through these I want you to look and try to identify which one makes sense, or if you think it should be a combination of two or more launch types, that's fine. I know a lot of folks watching this might have multiple ideas for multiple launches, but in my experience it is always best to focus on one and get that one under your belt and then move on to the next one.



I'm just going to walk right through these. The first one is the quick launch. We covered the quick launch in the example of the Go Romance launch and also my Tax Sale launch.

The deal with a quick launch is that it can be a very, very quick payday. It can literally be a couple of days from when you first come up with the idea. If it's not a couple of days, then it's usually not more than a week or two until you put the launch together and you get your payday. That's what it's best for. It's best for bringing in some money quickly.

There are times you might have a tax bill like I had, or you might need to finish the basement, or you might need a new car or a car repair, whatever. It's a very quick pay. That's what this is all about.

It's very good if you have a list. It's tough to pull off one of these if you don't have a list. Conceivably you could go out and find a joint venture partner and approach them, and say, "Boy, I've got this great story and I've got this great thing we can put together," and do a quick launch there. Conceivably you could do that but it's easier if you have your own list.

This definitely can be done with an affiliate product. The examples I just showed with Go Romance and the Tax Sale were both examples where they had their own product, but this could definitely be done with an affiliate product. Either your own product or an affiliate product works just as well. If it's an affiliate product you are basically doing the exact same thing I already showed you with the Tax Sale, it's just that you're offering an affiliate product. There's just really very little difference.

If you're going to do an affiliate product, it's probably good to put together your own bonus or bundle it with something of yours. Somehow make it unique so people can't just price shop; you can't just go and look somewhere else.

In addition, if it is an affiliate product, you probably cannot change the price; you cannot set what price it's being sold at. How do you put together a big promotion that gets people to move for this great deal if you can't change the price? Very simple – you add in extra value with some type of bonus.

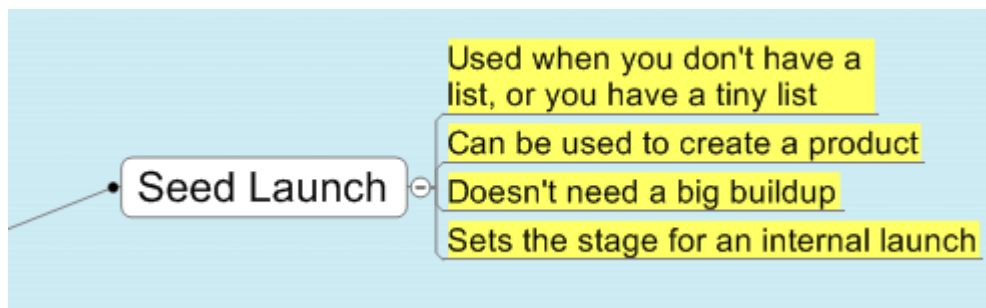
You can put together a complementary bonus. Often whether it's an e-commerce product or a physical product or service, it's very easy to put together an information product that makes a good complementary bonus.

If you're selling tomato cages to help grow tomatoes, then you could easily put together an information product on some aspect of growing tomatoes. It could just be a simple PDF or it could be an audio. You could call someone up, find an expert. Go to Amazon.com, type 'growing big tomatoes' into the search engines, find the top books, look at those top books, and then find the authors on Amazon.

Authors all have web sites, or most of them have web sites. Approach the authors and ask them if you can do an expert interview with them. Get on the phone with them. Record a 40 minute interview and you have a bonus that could go along with selling your tomato cages or anything to do with tomatoes or vegetables. It's not hard to do this, to create an information bonus to go with an affiliate product.

It is generally based on a discount, an upgrade, or a bonus. You really want to have a reason why you're going to do this launch, but it doesn't have to be incredibly strong. If you think about it, my Tax Sale wasn't all that great an idea. It didn't really have anything to do with the trading market. That's what I was dealing with. I was selling stuff in the trading market. The Tax Sale was just a reason why, an unexpected reason why I needed cash fast.

In reality, I didn't even need the cash. I mean I could have paid the tax bill myself, but it just gave me a good reason why. It doesn't have to be an incredible reason why. It could be your kid's graduating from high school or any event like that is a good reason to do a quick launch.



Let's move along to the seed launch. Some of you meet the criteria. You already have some type of a list. Go out and knock out one of these launches and let me know about it. This is the type of thing where it's real easy to do. It's simple to do and you could have results by next week.

Let's go to the seed launch. This is what you're going to do when you don't have a list or you have a tiny, tiny list, maybe 30 or 50 people or

a few hundred people. Do a seed launch. The really cool thing about this is it can be used to create a product. It can help you build a list.

You don't need a big build up for this. It really sets the stage for the next thing, the internal launch. Basically what you're doing in this case is you're taking that very small list of maybe 30, 50, 100, 200 people and you're going out and actually enlisting them to help you create the product. You are going out there and finding out exactly what they need.

What I like to do, especially for information products, is create a teleseminar series for those people. Go out and find out what they want, what they need, what they need to know about your niche, and then simply put on a series of two, three, or four teleseminars about that, where they are invited.

You can either do this by selling it to them or you can do this by giving it to them for free. This is what I actually did for Product Launch Formula. I went and I spoke at Yanik Silver's Underground Seminar. This was in early 2005. I sold something that I called the Product Launch Workshop, I think. I sold that for a couple thousand dollars to everyone in the audience who wanted to purchase from me. Not many people took me up on it, really. Ten or twelve people took me up on it, maybe.

I knew that wasn't enough people to really create the interaction that I wanted. So I went out and invited some of my friends and people that I knew wanted to know more about the stuff I was doing with product launches. I offered them in on a comp basis. When you added all the people in, there were probably 30 or 40 people or so who took that initial Product Launch Workshop with me. I delivered a series of six teleseminars.

I had actually promised six teleseminars. I think I delivered eight or nine. And I taught my product launch techniques. All along throughout that process I was gathering feedback from them. I always wanted to know what I wasn't teaching well enough. So I learned how to teach the material.

Then I turned it into a home study course. Of course, it was a really good quality home study course because I had learned how to teach the material from teaching it in this small group setting. That small group setting also created a bunch of success stories. People took what I taught them and they went and did a launch. All of a sudden I had my case studies and my testimonials.

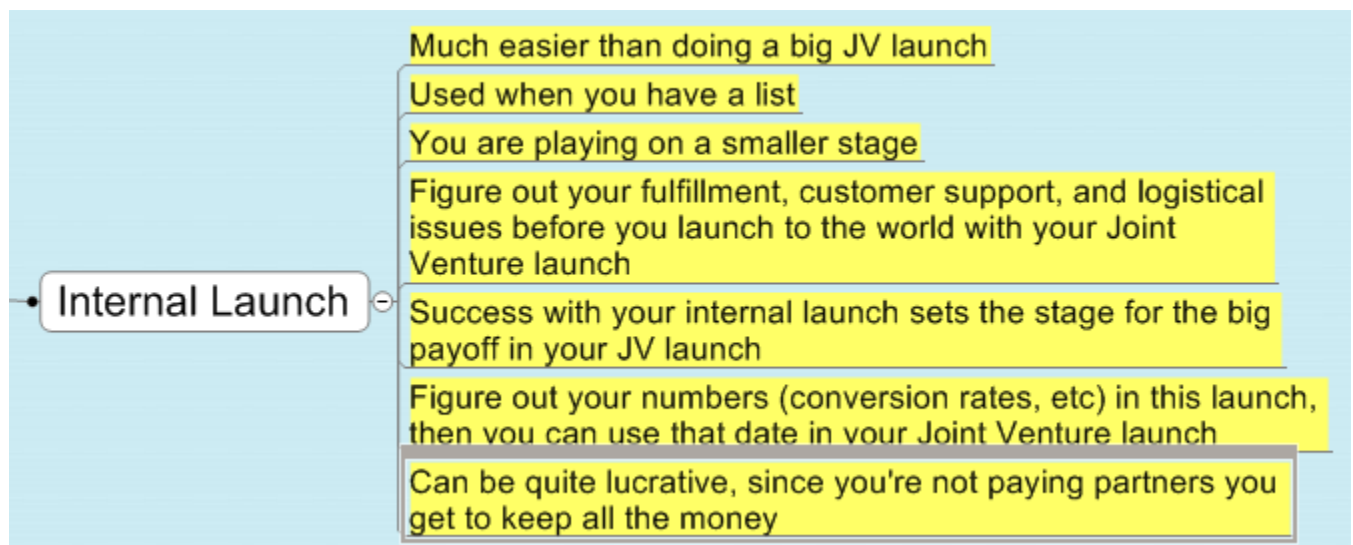
This is how you can actually create a product. Often when you build, you start off with that tiny little seed list, and then you find your champions there and you create a great product. Often your list will either grow through word of mouth or else at that point, you are going to be able to get joint venture partners because you have this great product. Because you've worked closely with your seed list that really helped you create the product.

This is what I call a seed launch because it begins like a little seed where you're just delivering it to a small number of people and it can grow into something very, very large. A lot of times people ask how you get that first list, that first 50 people or 100 people. Typically the easiest way to do this, the really easy way to do this, is put together some type of a web site with a free report on whatever your topic is. Then go and join some forums and start posting in the forums in whatever your niche is.

If you don't know about forums, I'll explain it now. Let's say your niche is 'growing big tomatoes,' just go to Google and type 'growing big tomatoes forum' and you'll find the forums for your niche. Go and start participating on those forums. Be helpful. Answer questions. Ask real questions. Become a part of that community. Eventually you can put a little signature below your posts and that can send people to your Web site.

This isn't a way you are going to grow thousands and thousands of people onto your list, but this is a way you can add the first 30 or 50 or 100 people. These are quality people for your list because they are people that have had some exposure to you and some interaction. Those are going to be some of the most powerful people on your list.

I don't want to go too deeply into this because right now. This is the overview of the five major launch types, but the seed launch can be really, really powerful. It has worked for a lot of people. It worked for me. I went from a seed launch to a big joint venture launch. I did have experience doing launches and so I was able to make that leap. A lot of people are going to want to go with the internal launch first. Next, let's talk about the internal launch.



I see people making mistakes because they want a big joint venture launch. They want the big payday and they skip the internal launch. That can often get you into trouble. The internal launch is much easier than doing a big joint venture launch, When you do a big launch, you have all kinds of partners and you have to bring in tons and tons of partners. An internal launch is much easier to do because you're just focusing on your product and your list.

This is something you use when you have a list. The internal launch is beautiful because it's not that hard to do. It's not that complicated. You can control the entire process because you're not dependent on someone else. You're not dependent on a partner mailing for you. You're not dependent on affiliates mailing for you. You control the process all the way through. It's a lot easier to get the launch right, to get the timing right, to get the messaging right.

Another thing is you're planning on a much smaller stage. If you screw up, if something messes up in the offer or the product, the deliverables, the customer support, anywhere along the line, the only people that see it are your followers, the people that are on your list. It's not like you have 60 or 100 partners all mailing for you and everyone can see your errors. It also gives you time to figure out your fulfillment, your customer support, all the logistical issues before you launch to the entire world with your big joint venture launch.

Now this is a really critical thing. The success of your internal launch really sets the stage for the big payoff in your great big joint venture launch, because you're figuring out the numbers. You're figuring out your conversion rates, you're figuring out what your visitors are worth, what adding to your list is worth, you're starting to nail down what your offer should be, and you're starting to nail down your sales letter.

Basically, at the point when you go to do the big joint venture launch, you take all your numbers and you can tell them to your potential partners. You can say, "Hey, we're not just trying something new. This isn't a new, untried type of thing I'm trying out on you guys. I'm not going to practice on your list. I'm not experimenting with your list.

"Let me tell you what we did. When we did our launch to our list, for every person on our e-mail list, we brought in \$27. I can't guarantee these exact same results with you, but since I'm paying you a 50% commission, if we get the same kind of results, that means \$27 for every name that you put on my list, that means that I'm going to send you \$13.50."

When you can start to talk about those numbers with your potential partners, all of a sudden it gets a lot easier to get partners to get on board with you and mail for you and to promote for you. You're not treating their list as a guinea pig. You're coming in with a tested process and people will respond to that.

The other great benefit is that internal launches can be quite lucrative because you're not going to be paying any partners. You get to keep all the money! If this is an information product, you could be seeing most of the money go straight to your bottom line. With a big joint

venture launch, the dollars and the sales can be huge. They can be five or ten times bigger than an internal launch. But because you're keeping all the revenue with the internal launch, a lot of times that huge joint venture launch, even though it is five or ten times the revenue of an internal launch, it might only be two, three, or five times the bottom line.

Even though the internal launch is generally smaller, it can be very, very lucrative. Frankly, it's just a lot less stressful because once you get into the big launch, the big joint venture launch, you are playing on this big stage and you really have to have all your ducks in a row. You can screw up with your list. They'll be a lot more forgiving than other people's list and other partners.

Generally, unless there is some constraint, some big constraint, I like to go with an internal launch first and then come back with a joint venture launch. When you do an internal launch, you have your sales letter done and you have your e-mails done. You can take that stuff and you can just reuse it with your big launch, because the people on this list have never seen your sales letter. They've never seen your e-mail copy. They've never seen your launch story. They've never seen any of it, so it's brand new and fresh with them. You can just come back and use that same material for your big joint venture launch.

You're just putting off this big payday for a short period of time. Maybe it is for a month, maybe it is for a couple weeks, or maybe it is for three months. What it means is when you get to the big launch, the big stage, it's going to be a lot less stressful because you've already been through it one time.

Big Joint Venture (JV) Launch

This is the big payday

Be careful if this is your first launch

This can give you a massive list build

Managing partners could be as time-consuming as the rest of the launch combined

Be sure to test your systems ahead of time

It's easier to recruit partners if you can show them you have an offer that converts

If you do an internal launch, then you will know whether you have an offer that converts

Big joint venture launches are where the really big payday comes in. Like I said before, you can see five to ten times the revenue. This is the big, big payday but I'll say it again, be careful. If this is your first launch, or even if it's the first launch for this product, you're running a lot of risks. You're playing on a big stage. I learned this from my friend Jeff Johnson. He said, "Practice on your B clients."

Don't ever treat your list like they're your B clients as opposed to your A clients. The reality though, is that your list is going to be more forgiving. Practice your launch sequence, nail down your numbers, and get everything nailed down with your forgiving audience, before you step onto the big stage.

One of the beautiful things about a big joint venture launch, if it's done right, (and I'm going to show you how to do it right as we go through this program), is that it can build your list in an incredible way. In some markets you might add 5, 10, 20, 50,000 people to your list. So with these huge joint venture launches, the list you build during these launches would be well worth it. It could set you up literally for life, even if you didn't keep any of the bottom line profits whatsoever, out of all the money you could have earned.

This is something that's hard to grasp until you really get into it. Basically, you're going to have to manage your partners. They are

going to be coming back to you looking for links. They're going to be looking for special copy. They're not going to be able to figure out how to get into their affiliate software and check on their results. They're going to have questions about bonuses. They're going to have questions about timing. You're going to have to be putting out updates to them quite often.

You'll probably be e-mailing your partners nearly everyday during your launch and your pre-launch. The bottom line is managing your partners can be as time consuming as the rest of the launch combined. If you're going to be one fulltime person on your internal launch, you're out there doing it by yourself. If you're going to try to do a joint venture launch by yourself, all of a sudden you're going to be working 16 hours a day. If you were going to do an internal launch and it was going to take you eight hours a day for three weeks, now you're talking 16 hours a day for a joint venture launch.

The beautiful thing is, if you do the internal launch first, all that initial work is out of the way so you have plenty of time to spend on it here. I'm just telling you that once you get into a big joint venture launch, the power here is unbelievable. The positioning, the list build, the money – it's breathtaking what you get out of this, but it is going to consume more time and energy just managing those partners.

Just be sure you test all your systems ahead of time. Again, that's why I like to do an internal launch first. This way you've done the customer service, you've done the fulfillment, and you know what's going on. If you can't do that, if you're starting off with this big launch, do your best to test your systems.

I'm just coming off a launch where we took our server down because we had so much traffic from all our partners. Our server melted down within a minute or two of us going live. It was less than a minute actually. It would have been tough for us to really stress our system with that traffic ahead of time. We thought we did well. We had a really fast server, a really fast dedicated machine. We did a bunch of things to harden the server, to protect it against a meltdown. We did some really fancy stuff. We thought we had it nailed, but it went down immediately.

It is definitely not good if you have lots of people that want to buy your product and pay you money to have your server be down. Some people will be just plain irritated, or just won't get around to coming back when the server is up, so you will absolutely lose sales. I can guarantee you. But in reality, most of the people will come back and try to buy from you in the future once the server comes back up

Our server was down for about 38 minutes and we absolutely lost sales because of that. What was even worse than losing some sales is that since our server was up for about a minute or so, we had tons and tons of people that hit that page, loaded our page, and then they read our sales letter. Meanwhile the server is down, but the page is loaded in their browser.

They didn't know the server was down because they were sitting on our page. Then they filled out all their information, they filled out their credit card and hit enter. At that point our server was still down, so they got a 'server not found' message. They didn't know whether or not their order went through. They sat there trying to refresh and nothing came up. The server was still down. Thirty-eight minutes later our server came up. So what was the first thing they do?

Well, they did one of two things. They got to our help desk and they put in a help request. This meant that within ten minutes of our server coming back up, our help desk had about 300 different people who had put in help requests. It floored our support people and it kept them behind. They were struggling to catch up for days working insane hours. It put them behind the eight ball right from the start.

The other thing people did if they didn't put in a support request right away was that they placed another order. Then they put in a support request wanting to know if they had two orders or not. In fact, it got so crazy with some of them; their orders weren't going through so they tried to order several times. Just the server going down created days of customer support issues for us.

The thing is I'm pretty good at this stuff. I've done a lot of these launches and we had systems in place. We thought we had the server in place, (but it crashed). Yet even with all that experience, we

were still able to (crash the server). When that server went down it was a catastrophe for us. It put us way behind the eight ball.

I'm going on and on here. I don't want to scare you off from a big joint venture launch, but I want to impress upon you that there are a lot more demands on you. If you've got a launch team, there a lot more demands on your team. You're playing on a much bigger stage. If you have the time, go ahead and do an internal launch, and then wait three or four weeks. Then come back with a big JV launch. It will be a smoother launch and you will probably, in the long run, do much better that way.

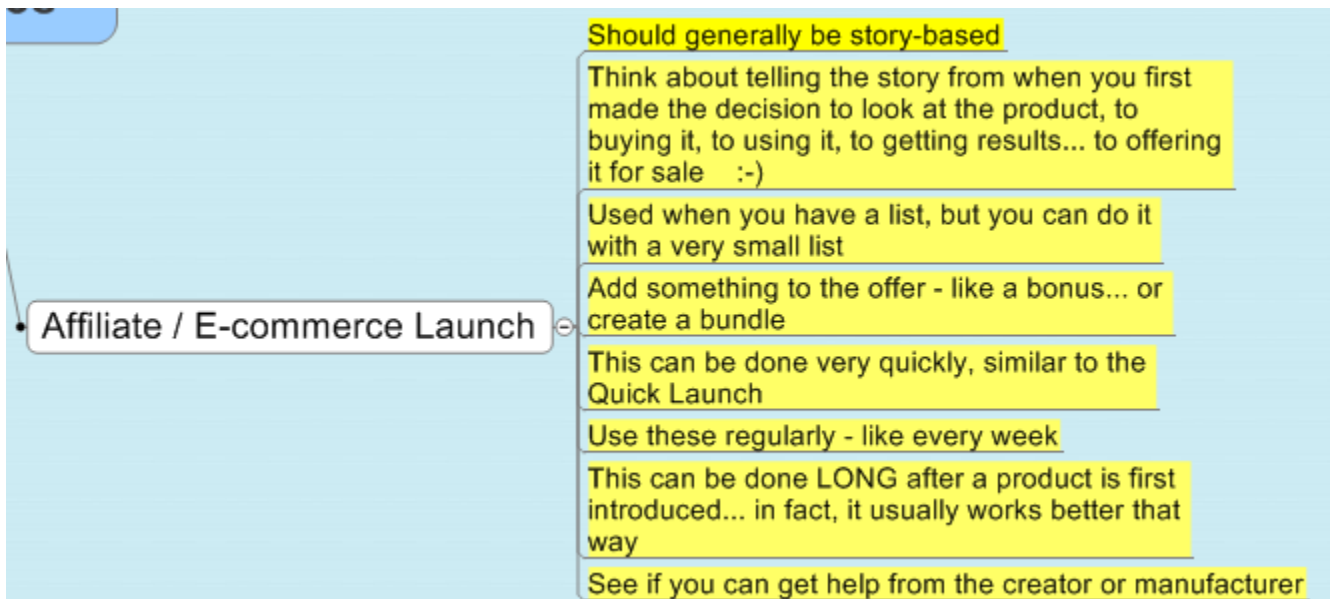
I've done tons and tons of internal launches and they're a lot easier. They are actually fun. I would much rather do one of those. I mean, I love the dollars and all the power, all the list build that comes from JV launches, but internal launches are like a walk in the park. JV launches are an epic undertaking. You get epic results, but it is an epic undertaking.

I hope I haven't scared everyone off from JV launches because they are wonderful. They are really, really wonderful, but given a choice, figure out what you are doing with the internal launch first. Now I've really beat that into the ground.

I mentioned this earlier. It is easier to recruit partners if you can show them you have an offer that converts. If you did that in an internal launch first, then you're covered. You have an offer that converts, and I already talked about that.

Again, I'm going to be showing you exactly how these things work because I've got several examples I'm going to walk you through how we did a big joint venture launch every step of the way. This is something to strive for. If I were you, it wouldn't be my first launch. I have done dozens and dozens and dozens of launches, and I still really like the internal launches.

Boy, I should really get an award for beating that into the ground.



Affiliate and e-commerce launches are actually fairly similar to a quick launch. If you're going to do an affiliate launch or an e-commerce launch, it should generally be story-based. You should do a story-based launch. Here is a good formula for stories. Think about telling a story about the sequence of when you first made the decision to look at a product, then to buy the product, then to use the product, then the experience of getting results from the product, and then offering it for sale.

It's a nice chronology. Let's say you wholesale products and you learn about a product. You can tell your list that you just learned about this product. It looks sort of cool, but you're not sure about it so you decide, what the heck, you'll go ahead and order the thing. There's a guarantee anyways, so if you don't like it you'll just return it. So you place your order.

You really are excited about this since it's going to solve your big problem that you've been working on that has been irritating you. You just went ahead and ordered it. In fact, you got a shipping notice and it looks like it's going to ship the next day. A couple of days later you can talk about, "Oh, I just went and checked the UPS site and it looks like it's going to be delivered tomorrow. I'm really excited about this because this has been a really vexing issue, a big problem that I've

been trying to figure out. I'm a little skeptical, but I'm holding out hope that this will actually give me the results I'm looking for."

The next day you can tell your list that you actually got the product. You opened it up and surprisingly enough, the early results look really, really good. Then a couple of days later you come back and you can tell them, "Wow! This thing really is great. I cannot believe it. I've become a fan. These are just fantastic, unbelievable results. In fact, it's so good, I'm going to stock this in my store. I'm placing an order to get a whole bunch of them. It looks like it's going to be about four to five days before they come in. I'll let you know as soon as we get some."

Then 'boom' – it shows up. "Hey, wow! We got this thing, but we only have a limited quantity. Things are going to sell out pretty quick, so if you're interested, go do this. Because I think this thing is so great, I actually decided to put together this special bundle of bonuses that you'll get if you buy it from me."

That type of story about finding something, looking into it, having success with it, and then offering it for sale along with some extra goodies, some extra bonuses, or extra package, or whatever, can work really, really well. That's a general theme. You can take this and use it with pretty much any affiliate product or any e-commerce product.

This is the type of launch you're going to want to have a list to do. But you can often do it with a really small list. You're going to want to add something to the offer like a bonus or create a bundle. This is where even if you're not doing information products, you can create a bonus that is an information product and give that away.

If it's some widget or a bunch of tomato cages, you could create a bonus that could be an MP3, it could be a PDF report, and it could even be a physical information product like a DVD that you'll give them if they actually purchase the tomato cages from you. It is very, very effective to use information products as bonuses. Even if you're doing affiliate stuff or e-commerce stuff, you should be paying attention to all the information marketing stuff I'm going to be covering here.

This can be done really quickly. It is basically very similar to the quick launch. If you're running an e-commerce site, you could do something like this every single week. Feature a new product with a new story behind it and have a new little mini-launch. At a minimum every two weeks or every month, you should do this, repeatedly.

This is really a key here: This can be done long after your product is first launched, or let's say first introduced. In fact, it usually works better that way because you're not going to be competing with a bunch of other people. When you do this type of launch, you don't want to have ten other people selling the product, promoting the product at the same time, so if you wait three months or six months after a product is introduced, then the market is wide open, there isn't a lot of noise and that gives you the space to do a product launch for that item.

You can bundle in your bonus and the airwaves are clear. Go ahead and sell the thing.

Another thing you can do is see if you can get help from the creator or the manufacturer. Often, especially if the product has been released and it had a little initial pop, but now the sales have slowed down, you can often get the product creator or the manufacturer to do an interview with you. They might even have something lying around that they could let you offer as a bonus. Just go to them and tell them you want to put together a promotion for them and you're looking for anything they can do for you that could provide some incentive, whether it's a bonus or getting on the phone and doing a teleseminar or shooting a video or anything like that.

You'll often get a lot of traction when you go straight to the creator or the manufacturer.

Those are the five major types here. One of the things is that there is a lot of overlap here. These are not absolutely cut and dry. A lot of times a seed launch and an internal launch can blur together. You can go straight from an internal launch right into a joint venture launch. So there are a lot of different combinations and permutations

among these five major types of launches, but I wanted to run through them quickly.

I'll be showing you explicit examples of these launches, where I can show you the exact e-mails we used and the exact sequences we used. But I first wanted to get you thinking about these five major types of launches.

As you go forward in your planning here, I know a lot of people listening to me right now have two or three or five or ten different launches they're thinking about doing. Pick out one of those launches and just plan that launch as we go through this process. Don't try to create or plan for multiple launches at once. Just get one under your belt. You can always come back.

This stuff is not going anywhere. It's going to work years from now. So just focus on getting one launch done. Get that thing done and then you can move forward. Maybe at that point you can plan two at once. I don't know. I try to work with one launch at a time myself. It's easier. I tend to be more focused and it just works better that way. So don't try to plan a whole bunch of launches. Work on one launch as we go through this process together.