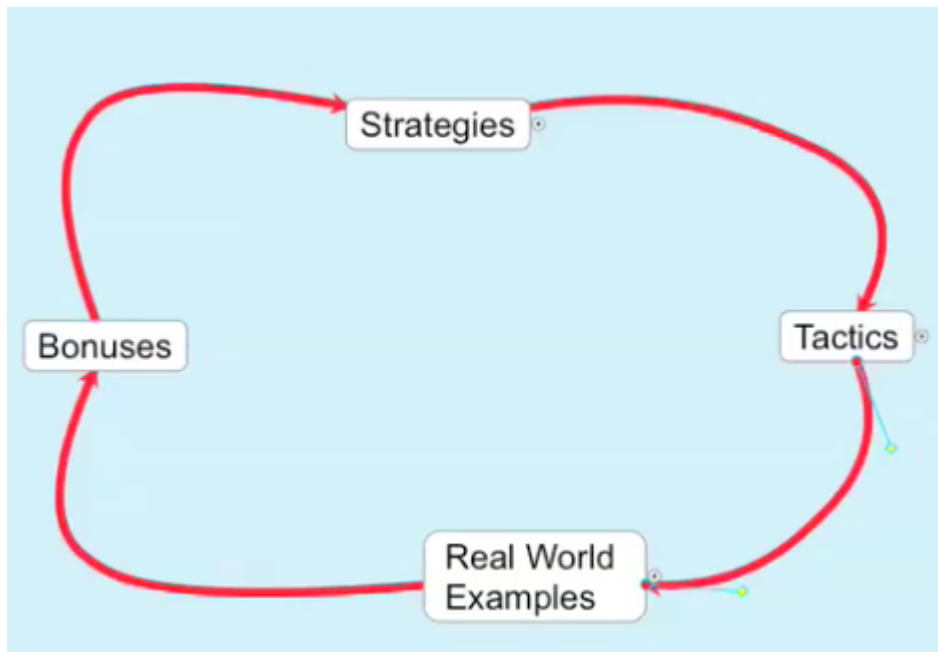




Module 1: Getting To Your First Product Launch Plan – Fast and Simple

Video 5: Let's Start Your Launch Planning "Skull Session"



I just wanted to stop and give you the quick overview. We gave you strategies and we gave you tactics and we gave you some real world examples. I haven't given you any bonuses yet. Well, I guess I gave you some before the class started, before we started the whole thing, but I have lots more of those.

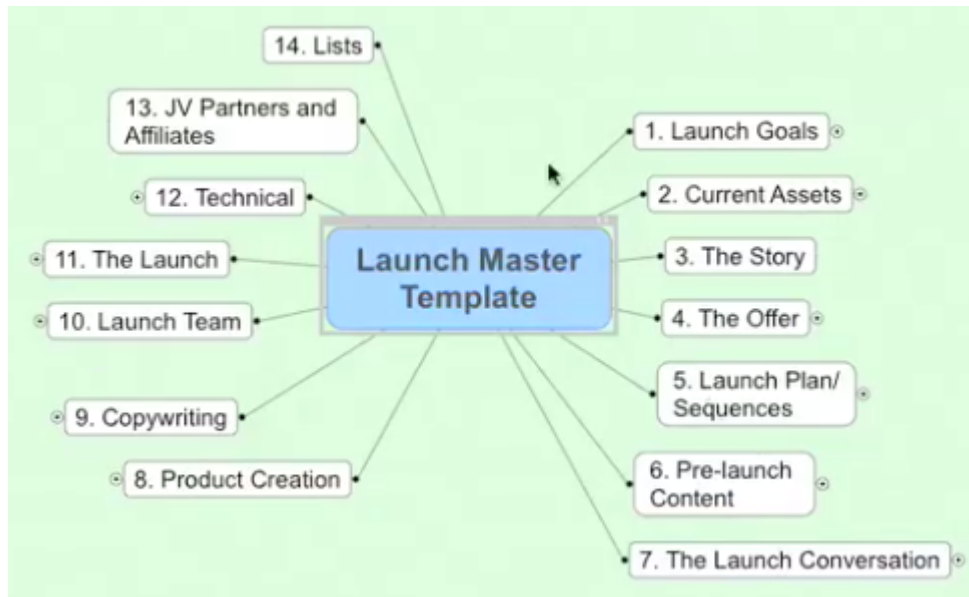
Basically, we're going to be circling around and we're going to go deeper and deeper on the strategies. I just gave you an overview of the strategies and tactics, and I gave you a couple really quick

examples. We're going to be going much deeper into all these strategies, and we'll cover list building and relationship building. I'll be talking much more about how you create the conversation and the positioning. We talk about the business launch and the syndicated launch. And we're going to be spending a lot more time on tactics. We're going to be digging deeper into them and really showing you exactly how to use it.

We've got real world examples from regular guy launches and mega launches. We're going to keep on going. The ones I gave were just really quick examples of the quick launches. But as we get into the bigger launches you're going to see exactly how we plan out these mega-launches and internal launches. You're going to learn how we put together the whole sequence and you will learn how we sequence partners. There's a lot more to be shared there.

We're going to keep on circling around as we go through Product Launch Formula 2.0. We're going to be getting deeper and deeper and deeper. What we've done now is we've just scratched the surface. Of course, I've got all kinds of bonuses. Hopefully I have lots that will surprise you, from domain area experts, other marketing experts, web 2.0 experts, list building experts, and on and on... We have all kinds of bonuses for you that I think you're really going to like.

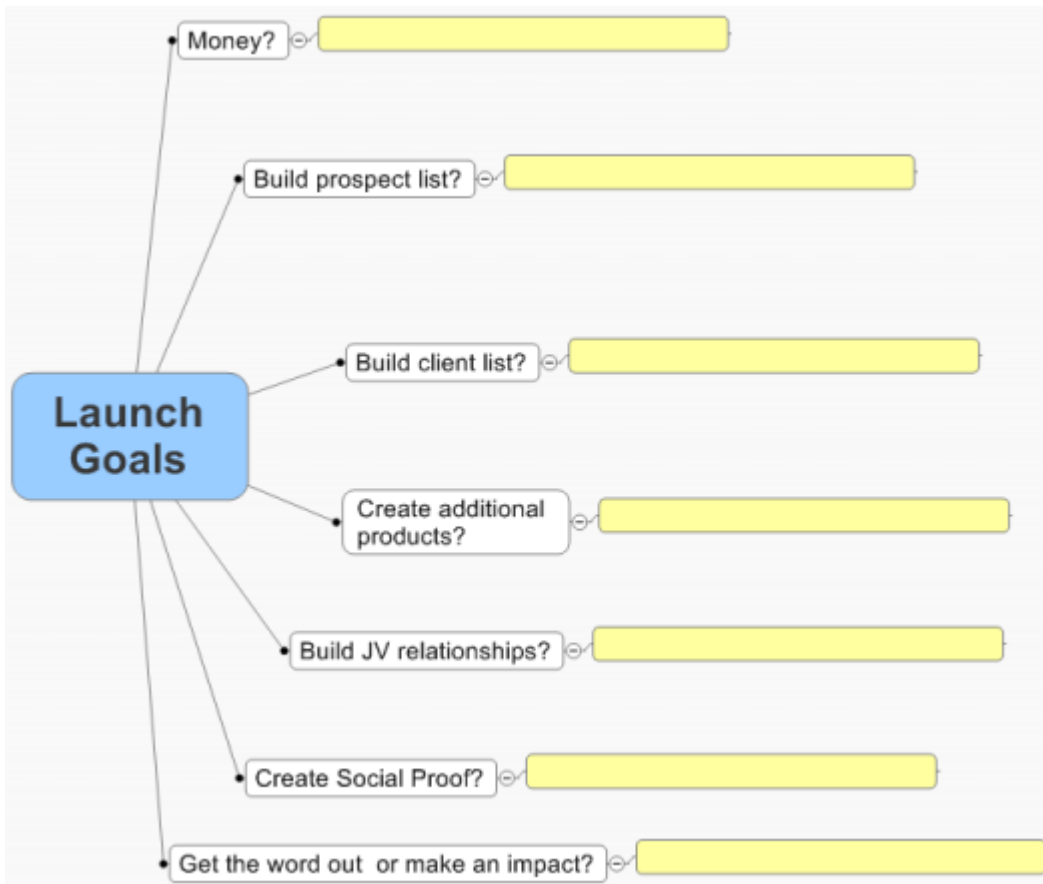
Basically we're going to be bouncing between strategies and tactics and actually showing you how we utilize them with real world examples. Then I'm going to be slipping in those bonuses as we go along.



Let's keep on moving here. This is our master template for the class. I'm going to be going through this quite a bit in each of these areas. The goal here is not just to teach you this stuff, but to actually have you create an entire plan, an entire blueprint for your launch and to figure out exactly what you're going to do. This isn't just about teaching you how to do this stuff; it's about making sure you actually do it.

There are several areas, which we are going to be going through. We'll hit goals and assets, very shortly, and then we'll discuss nailing the story, the offer, the launch plan, the pre-launch content, and creating the conversation. You can see we have a lot of ground to cover.

Of course, once you dig deep into these mind maps, you'll discover, there's a heck of a lot more going on beneath the hood. But I don't want to get too far ahead of myself and show you what's behind all the curtains, because I want to get right into launch goals.



The first place I always start is Launch goals. Whenever someone comes to me to work with me individually, or whenever I'm preparing to do a launch, I ask the question, "What do I, or what do you want to get out of this?" So let's go to our launch goals.

Before you start planning your launch, it is very important to understand what you are seeking from a launch. You can actually fine tune the various strategies to get exactly what you want. A lot of times I'll ask people what they're after. They'll tell me all different kinds of things.

I'll say, "Hey, it's perfectly fine if you're after money here. There is nothing wrong with making money. I personally like to make money. It's very cool. Even after you have a lot of money; it's a great way to keep score. I know a lot of entrepreneurs who really feel that's what it's about, keeping score."

Anyway, do you want money from your launch? Do you want to build your prospect list? Do you want to build your client list? These are two different goals here. If you want to build your client list, then often it will change your pricing structure. If you are more interested in bringing in lots of clients, or are you are more interested in bringing in real high quality clients, then that changes your pricing structure.

Do you want to create additional products? Lots of times you'll do a launch and the launch will actually help you create a product. I did this with my high-end coaching program a few years ago. It was really designed as much to help me build a product as anything else.

Do you want to build JV relationships? Do you just want to activate a bunch of affiliates and joint ventures and get them rolling and get them participating? That could definitely change the way you structure things.

Do you want to create social proof? I know someone who is doing a launch right now. He's doing an internal launch and he hopes to sell out very, very quickly to create social proof for his potential partners. Then when he goes out to potential partners he can hit a real home-run with them.

Do you just want to make an impact? Do you want to change the world? Do you want to get the word out on something, a new product, a new service, a new charity? I know one of the major political parties is getting ready to run a national campaign for a candidate basically through Product Launch Formula. They've hired someone for a huge amount of money to raise funds for them. That person is very well versed in Product Launch Formula.

They are going to be using Product Launch Formula for a major political party to raise money for a national campaign. So their launch is not about making money. It's not about selling stuff. It's about creating donations.

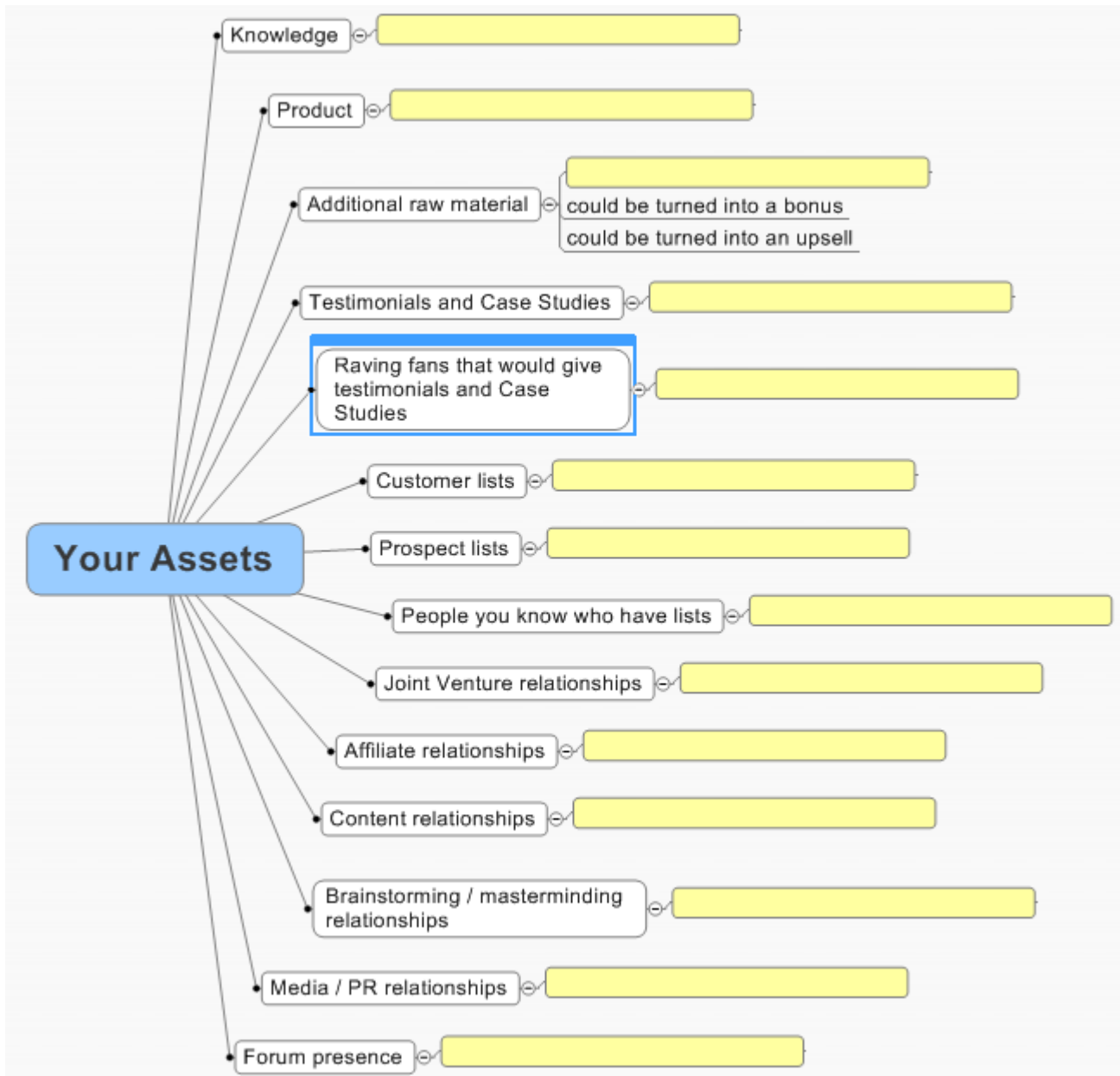
There are plenty of other launches that are raising money for charities, creating awareness, creating education, and spreading educational materials far and wide. A lot of people are interested in

these 'save the world', 'make an impact', and 'get the word out' type of launches.

Like I said, there are probably other goals you could have, but it is really important to understand what you're after. You could be after several of these. Earlier I outlined the idea of a seed launch, the internal launch, and the big massive JV launch. Well, each of those launches is designed to do different things.

The seed launch could be to build your prospect list and create products. Your internal launch is to make some money, but it's as much to create social proof for partners as anything, and to start to build JV relationships and partner relationships.

Basically, it's very important as you go forward in your launch planning that you understand what your goals are for this launch. If you want to step out and say, "I want to do this series of launches, and I'm going to have different goals for each one," that's fine. But for this initial launch that you're planning, you absolutely have to make sure you know what your goals are.



Okay, now that you know what your goals are, let's take a look at your assets. It's been my experience in working with people that they often underestimate what their assets are. The checklist we'll be going through isn't 100% all inclusive. I'm sure there are other things that I don't have. But this is a good checklist to walk through to figure out what some of your assets are.

First asset we'll talk about is knowledge. Do you have knowledge in your chosen area that you can use? Here's a saying that I like, "In the land of the blind, the one eyed man is king." A lot of times people think that they absolutely need to be the world's greatest expert on something in order to have marketable knowledge, but that is absolutely not true. You just need to have a good subset of knowledge that is more than the average person in your niche. You can take that knowledge and use it any number of ways in your marketing.

The next asset is product. Do you have products? Do you have old products that you could pull off the shelf that you could dust off and freshen up? Do you have a current product in process that you are in the process of building? What do you have? What do you have for product?

This could act as a bonus. If you're in the e-commerce business, or if you're in the affiliate business, what could you create that could possibly be bonus material or bundled with the things you are selling?

What additional raw material do you have? Lots of times people will have all kinds of raw material sitting around on their hard drive. They might have audio recordings or video recordings. They have a book half written or a report 90% written that could be finished up. Maybe it's not going to be your main product, but maybe it could be turned into a bonus or it could be turned into an upsell.

Do you have testimonials and case studies? Or do you have the capability to go out and get testimonials and/or case studies? Lots of times they are just sitting out there and they are almost done, or you've collected them, but they're sitting around on your hard drive and you haven't put them together. What do you have in terms of testimonials and case studies? Do you have raving fans that would give you testimonials or case studies if you don't have them yet?

Customer lists and prospect lists are where people often mess up. Lots of times people create lists and they let those lists go cold. Do you have any lists sitting around that you haven't mailed in a long time? Maybe you even have lists of physical addresses but you don't

have it in a form that you can mail. Can you get those lists and get them put together? Can you hire clerical help to aggregate those lists?

Can you take a cold list and turn it into a warm list? That's really easy to do with Product Launch Formula. In fact, that was one of the examples we gave with the Go Romance launch. It was mostly about warming up the list. In the Go Romance launch, they had a huge launch that made more money in a week than they had ever made in a month. But the pay day was gravy. The idea for that launch was to warm up the list.

Do you know people that have lists? Or do you know people that know people that have lists where you can put together joint ventures? Do you have current joint venture relationships? Could those be expanded? Could the people who are joint venture partners help you recruit other partners if you gave them a cut of the action or if you gave them a second tier in commission?

Do you have affiliate relationships? Do you have content relationships? These are people that could give you content, that you could call up and interview. You could have them write articles. You could pay them for content. Who do you know who has content? Could you find some way to put together a deal to get some content, that you could use either as part of your product, or you could turn into a bonus or even could turn into an upsell?

Do you have masterminding partners, brainstorming partners; relationships with people that can help you put together your story? People that can help you put together your offer, or help you brainstorm your product? These can be very, very beneficial. Do you have public relations or media relationships? Can you get PR? Can you get coverage on TV, radio, newspapers, or magazines?

Do you know people? Have you ever done a story? Has anyone ever done a story on you? Can you go back and get another story, or use that contact to make other contacts?

Finally, do you have a presence on any forums? Do you have any forums like the Web 2.0 social media places? Do you have presence

on any of those? Do you have a presence in the top forums for your niches? Do you have any presence on Facebook, YouTube, MySpace, or Twitter? A presence in those various areas can be leveraged as well.

This is pretty basic stuff. But whenever I sit down and walk through these questions with other people, I'll forget about these really important assets. Even when I walk through it for myself, if I'm going to do a launch, sometimes I'll forget about these assets. Especially for me, I'll forget about additional raw material or product I've created. Assets that I've got sitting around that I never released. I have all kinds of that stuff. I have so much content I can't barely believe it.

Lots of times I'll get into a launch and completely forget about this stuff. It can be used for great bonuses or turned into upsells. Take some time and go through this checklist and think about what type of assets you can bring to your launch.