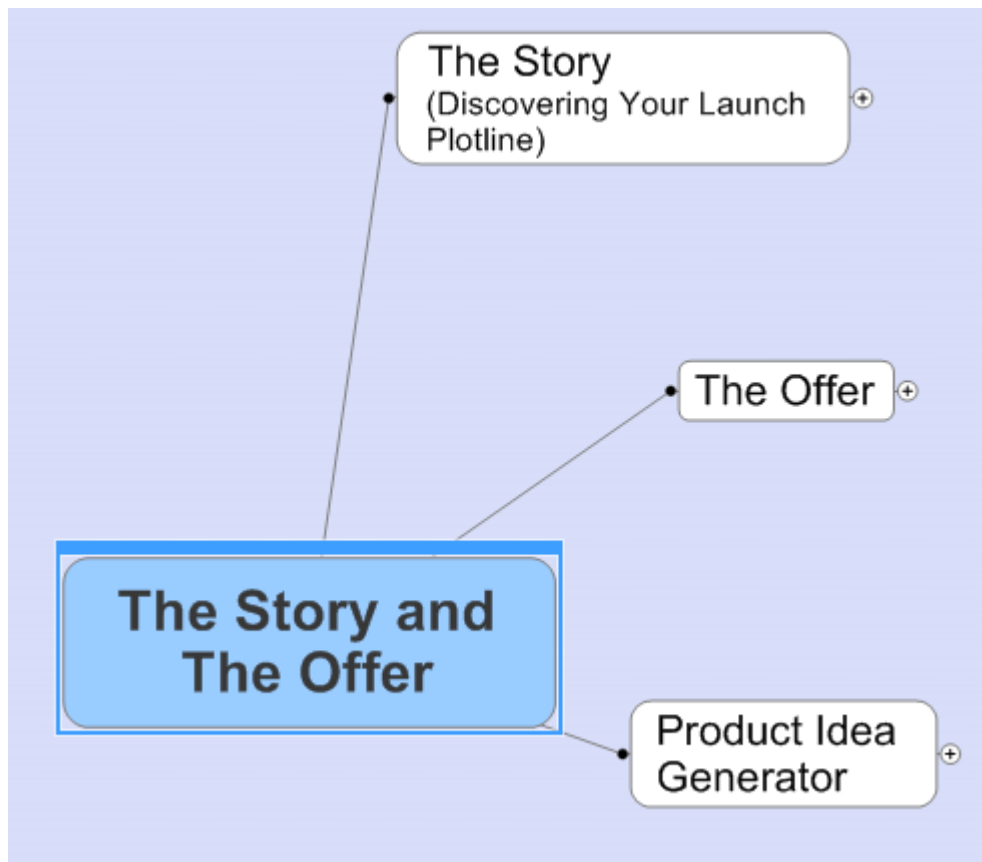




Module 1: Getting To Your First Product Launch Plan – Fast and Simple

Video 6: Mission CRITICAL... getting your launch STORY and your OFFER right

We're about to get to the creative and fun stuff. We just went through a lot of the dry material, some of the planning stuff, and some of the overview stuff. Now we really need to start nailing down what is going to be the whole theme and the story of your launch.

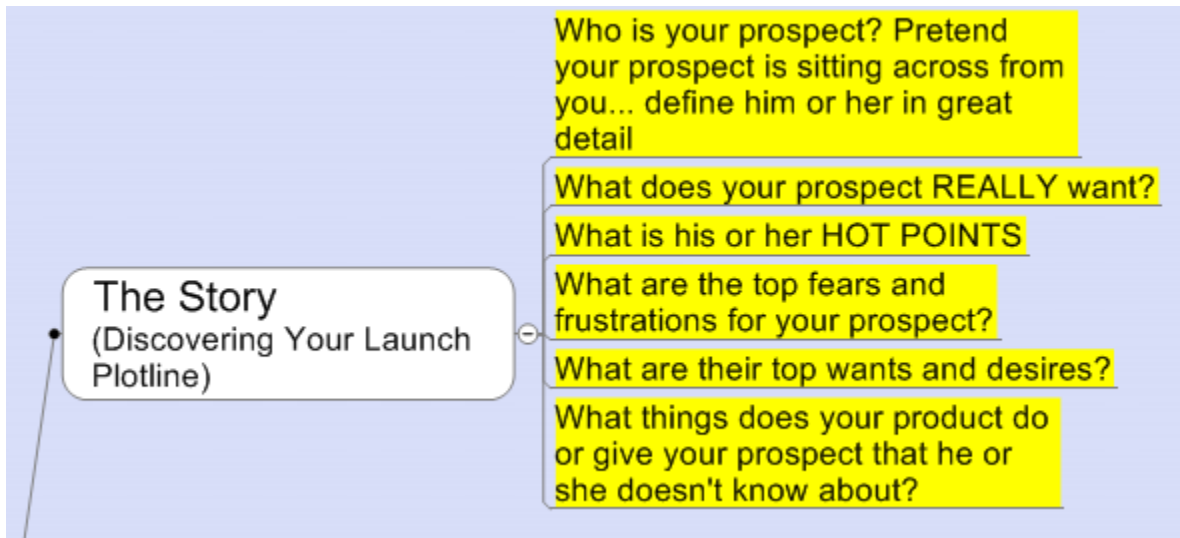


We're going to take a look at the story and the offer and I also have this product idea generator for you. Let's talk about the story. Remember, all launches are stories. Basically you are telling your story over time, just like in a novel or a movie where the story is told over time.

Right here I'm going to try to help you identify the needs, the wants and the desires of your prospect, and then you end up tailoring your story to those needs, wants and fears. I've decided I'm going to be somewhat interactive. As your homework, I want you to sit down and think about these things. We're going to walk through them and you write them down.

I'm actually going to put together a survey and everyone taking the Product Launch Formula 2.0 class can feel free to go fill out that survey with these items in it. I can't guarantee that I'll get to everyone, but I'll come back and I'll go through a bunch of these. I'll give what I think is a good storyline for the launch. I've actually done this in a live workshop. I was able to teach people how to come up with stories almost nonstop.

Once you get this skill of being able to come up with the story, and it's pretty easy to do and pretty formulaic, then you're going to see how I can do it over and over and over for all kinds of markets, even if I know nothing about the market. I know I can show you how to do it as well.



Basically, let's walk through some of these questions. First you really need to define who your prospect is. What you need to do is try to create what Eben Pagan calls an avatar, where you try to create an avatar for your prospect. An avatar is sort of like a pretend person. Sit down and think about who that person is, who your prospect is.

If you can make it one person that is ideal; if there are two or three people, that's okay. Sit and write a description and get very real, like they're sitting there across from you. Obviously your prospect could be a wide range of people. Maybe it is someone from 20 to 50 years old, but try to nail down the average person, someone you can connect with, someone you can see in your mind's eye, and write down who your prospect is. Tell me about their age; tell me about their sex; tell me about what they are interested in, and where they are in their lives.

Now write down what your prospect really, really wants. This is going to take you a little bit of time, so feel free to stop this video now and fill this out. Who is your prospect? Don't just blow through this. Don't blow this off. Stop the video now and write down who your prospect is. Give me a real description of that person. Then when you are ready, take several minutes to do that. If you need to meditate on it and take a half hour, that's fine. Just come back and hit the play button again.

What does your prospect really, really want? Say you're selling golf clubs. Do they want a driver that has a head size of such and such a size and is made out of titanium or graphite or whatever they're made out of? I'm not very much of a golfer. Do they care about what the shaft is made out of or what the handles are made out of? In general, no.

I think what they probably care about is beating their buddies the next time they go out golfing. They probably care about when they step up on the first tee and everyone can watch them and people in the clubhouse can watch them and they nail that drive. That first drive is all important, right?

So they care about how they look to everyone in the clubhouse. Maybe they care about when they pull up in their golf cart at the end of the round, or before the round, and they're out in front of the clubhouse, that their clubs look cool. People look at their clubs and say, "Wow! Those are cool clubs." Those are probably three things that most golfers care about a lot more than the actual construction of the golf clubs. That's what I'm talking about.

I mean, if you're selling Corvettes, what does your prospect really care about? Does he care about how much horsepower there is in the engine? Does he care about how many cylinders are in the engine or what size the tires are or the warranty? No, I bet you he cares more about impressing other people, specifically, probably people of the opposite sex, or maybe impressing his or her neighbors. That's what I'm talking about.

What does your prospect really want? You don't want to start telling me about the benefits or what features they think they want. What is the outcome they are really after? Go ahead and stop the recording and spend some time here and tell me what your prospect really wants. This is critical stuff. This is what is going to get you to your story which sets up your entire launch. So go ahead and stop the video now.

Write down and tell me what your prospect really wants. What are your prospects' real hot points? What are their pain points? What's causing them a lot of pain in their lives?

Like if it's that golfer, he gets up in that first tee and he's slicing the ball into the woods right off the bat. I mean, that would be a pain point. Getting up and missing a putt when he's betting his buddies and that putt counts for everything, that's a pain point. What are the hot points? Where's the pain for your prospect? So go ahead and stop the video now and write down what the real hot points are..

Maybe if you're an Internet marketer and you're selling Internet marketing stuff, it could be that they can't get any traffic to their web site.

Okay, next, what are the top fears and frustrations for your prospect? This is very, very similar to the hot points. I'm basically asking it in a slightly different fashion. What are they worried about? What keeps them up at night? What are their biggest frustrations? Go ahead and stop the video and write those down.

What are their top fears and frustrations? What gets them just mad? What keeps them awake at night? What gets them really worried?

Next, what are their top wants and desires? What's the outcome that they really want in whatever area of their lives we're involved in? If it is relationships and you're selling relationship stuff, what do they really want? What are they really after? What is the end goal that they think that they want? Go ahead and stop the video. Write down their top wants and desires.

Okay, this is a little bit different. We're looking to discover the hidden benefits within your product. What does your product do or give to your prospect that he or she doesn't know about? What are those hidden, underlying benefits, things that are really cool, that could make a real impact on their lives that they don't even have a clue about?

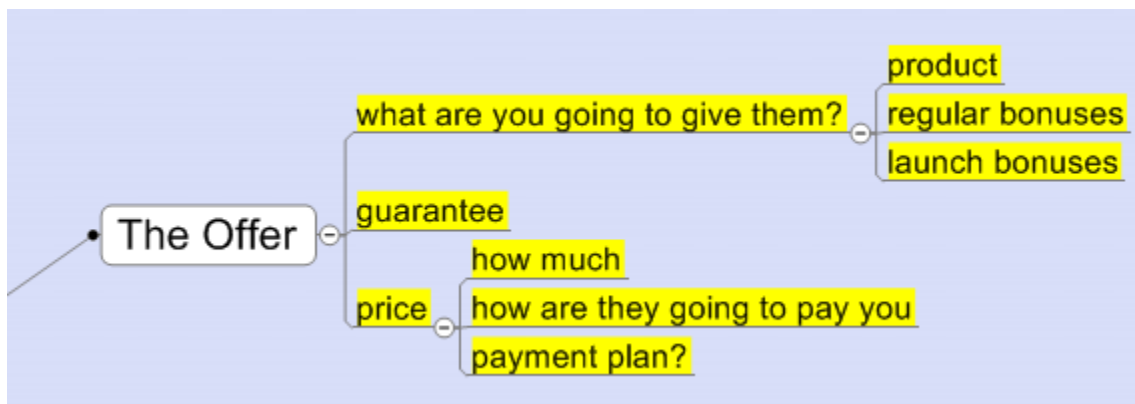
For instance, with Product Launch Formula, if people haven't been through this, they might think, "Wow! It gives you a lot of money. You do a product launch and it gives you tons of money." They don't think about the fact that you can also build a list with your launch, in effect you get a great relationship with your list. That great relationship

means all kinds of things down the road like additional launches and opportunities to promote other stuff, and making a lot of money from that great relationship.

Also, they don't think about the positioning. So often you'll get expert positioning. You'll almost get a godfather position within your market. People look at a product launch and they think it's just about money.

If I'm going to sell the whole idea of Product Launch Formula and that people should learn how to do product launches, then I also want to communicate that. Yeah, it gets you some money, but it also builds a list for you, builds a relationship with your list, it gives you huge momentum, it builds your positioning and attracts JV partners. There are all these extra benefits that people don't know about that they get from product launches. So for me, it is a continual matter of educating people on all those extra benefits.

With your product, what does your product or service do that your prospect doesn't know about yet? Go ahead and stop the video and write that down..



Now we're going to talk about the offer. These are the basics. One thing I want to say about this is both the story and the offer will evolve over time during your launch. Remember, you're in a conversation with your market. Maybe you've got the whole thing nailed right from the beginning, but it's likely that you'll adjust the story and the whole plot line as you're going along, as you start to get feedback from the market.

The offer is very much the same way. A lot of times you'll come right down to a couple of days before a launch and you're still trying to figure out exactly what you're giving them, how you are going to position it, especially with bonuses. Don't worry that you don't have this thing completely nailed down or you just have this inkling that it's not a perfect offer. You'll figure that out as you get closer.

Moving on to the offer, what are you going to give them? In other words, what's the product? How are you going to deliver it? What are the bonuses you are going to give and what kind of launch bonuses?

Generally, if I'm in a launch, I'm going to have extra bonuses that they get just during the launch time, because we want to create some additional excitement. If this product is going to be available forever, unless there's something special or something bad happens after the launch, there is no real incentive to act after the launch.

What do I mean by something bad happening? What I mean is the product goes off the market, they can't get it anymore, or the price might increase. Certain bonuses may go away, or they can't get any more bonuses after the launch, or they get fewer bonuses, or the product is cut down in some way. You want to have something change after the launch that gives basically the scarcity play. You are using the scarcity trigger. They have to act during the launch to get the best deal.

So the three easiest ways are 1) the price goes up, 2) bonuses go away, 3) or the product comes off the market, at least in its current form for some period of time. For the most part, people don't like to take products off the market because then you stop selling it and you stop making money. I generally agree with that. I like to avoid pulling products off the market but there are times when you are better off pulling it off the market.

There are Product Launch Formula owners that basically do a new launch every month, or every two months, or every three months. The only time the product is available is during the launch period. There are lots of different ways you can structure this.

Basically, what are you going to give them? What's the product? How are you going to deliver it to them? What are all the deliverables, and then your post launch bonuses and your launch bonuses?

Another key is what is your guarantee? Unless you've thought about your guarantee and you've written it down and you have it nailed, then you don't have your offer complete yet. What is the price? How much are you going to charge people? How are they going to pay you? Are they going to pay with credit cards, with PayPal, with cash, with checks? Are you going to have a payment plan? Is payment due right when you sell it? Are you going to have a 30-day free trial or something like that?

How are you going to price the thing? Will there be a payment plan?, Is it going to be a continuity deal where they'll pay you over time, or they keep on paying you month by month until they cancel?

You need to figure out these basics. With every single one of these there are different strategic and tactical considerations. So you need to start working on this and writing down what you think your offer is going to be. Again, it doesn't have to be perfect; it doesn't have to be finalized. But you need to start working on it.



Let's take a look at the product idea generator. This is mostly geared towards information marketers, but like I said earlier, even if you're selling widgets or services, you can still use information products and information marketing as bonuses. Even if it's not used as a bonus, it can be used as pre-launch material, which can be very powerful.

If you're selling a product you can offer services that relate to the product. Offer audio you can deliver as a download or on a CD. Offer video. Make a screen capture video. You can create real motion video that teaches about the product or that shows people using the product.

You can offer worksheets, spreadsheets, or checklists. People love that kind of stuff. Consultations are real easy to offer.. They can be a

little painful to do, but it's always a real simple and easy way to build value in a product.

You can offer exclusive follow-up subscriptions. In other words, you offer some type of subscription that they can only get if they purchase your product. Case studies are very powerful. You can give them case studies, or you can do case studies with them. The great thing about that is that you're setting yourself up for your re-launch.

You can offer free or discounted updates for your product. Offer a membership sites. Or offer a rolodex. A rolodex is basically where you're giving people a resource of everything – vendors, potential partners, companies, suppliers. They can be very, very valuable.

A quick start guide is a great thing to include with just about any product. It basically gives them a road map to get started. Also if you can offer interactive tutorials or self-assessments, you turn your product or service into a real class type environment.

Offer Transcripts. People love transcripts. I know I love them because I basically can read quite a bit faster than I can listen to audio. One kind of transcript is video transcripts. If you are recording videos, especially with screen capture like Camtasia-type videos, you actually captured screen shots of the videos. If you offer accompanying transcripts (of the videos) that can be really powerful. , Video transcripts are a little more difficult to put together, but they are real powerful.

As bonuses, you can throw in any additional products or services This is a good one – additional length of time for subscriptions. If someone buys a year subscription to something, then you give them an extra two months. This can be used very effectively. Say someone has a choice of subscribing to some membership site or some subscription thing, and they can subscribe for a month or they can subscribe for a quarter or a year. You can give them incentive to subscribe for a year by giving them an extra two months. That is basically that way you get the money in the door. And it's always nice to add a couple of months, or an extra month or whatever, at the end of the subscription. Because the reality is, on any subscription, not every one will renew.

It's not like you're giving away straight value. In other words, if something cost ten bucks a month, it's \$120 a year, and you give them an extra two months. It's not like you are necessarily giving away \$20 because the odds of them renewing may only be 50% or 60%. You're only giving away 50% or 60% of that \$20. I hope you follow that math. Basically, this is a great one. People eat this up and it's not very costly to do.

You can offer live in-person seminars, teleseminars and webinars, or coaching clubs.

Call-in days are very, very effective. There are lots of different ways you can run that where you can take individual calls on call-in days, or you can set it up so everyone can listen in. That one where everyone can listen is really powerful because everyone gets to benefit, not just the person that you're talking to.

Offer templates or plans, PDFs or Word documents that give them plans. It could even be that you're selling templates that help people do job costing or something like that.

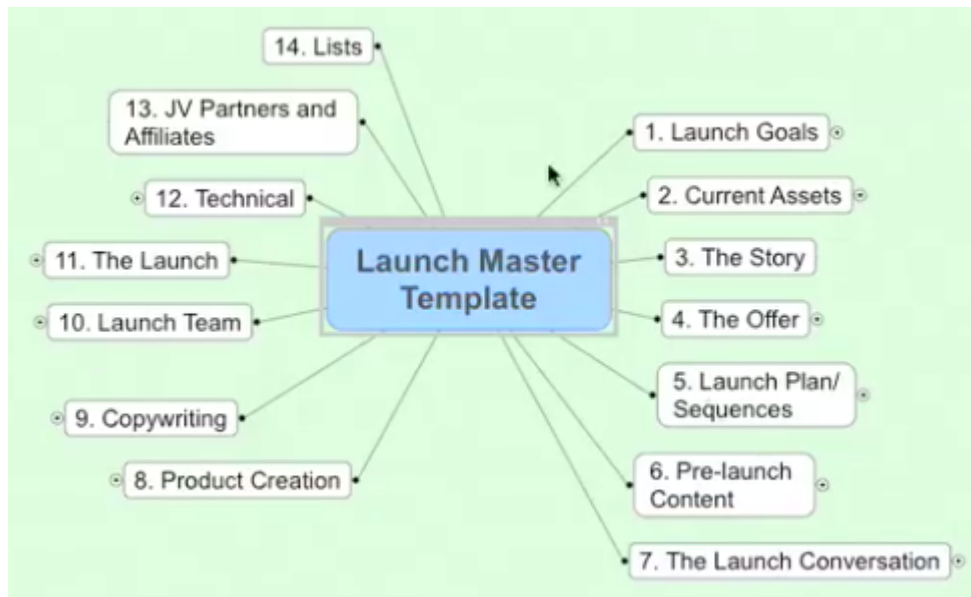
You can offer additional training whether it be in person or chat-based or phone-based. Offer extended support. Let's say you're going to give 24-hour support. Instead of three month's support you can give six month's support.

People like thing that are "Done for you." This applies to all kinds of stuff because people are too busy to do stuff, so instead of teaching them how to do stuff, you actually do it for them. Maybe you are selling to chiropractors. Maybe those chiropractors would love to have a newsletter to give to all of their clients. Well, if you write the newsletter so that they can just hand it out, that's a winner.

Another great thing to offer is makeovers and hot seats if you are teaching something. You can really help them with a makeover or an evaluation of what they're doing.

Software has a high perceived value. You have to watch out for support issues, but software can be a great add-on to any bonus. It's

actually out of my comfort zone. I'm not a software developer and I haven't done any software projects, but I have a lot of friends that have done it. These days programming is getting cheaper and cheaper to get it done. If you feel you can take on a software project and put it together, it has high, high perceived value among your clients.



We covered a lot of ground here. First of all, we started with strategy and tactics and we went through all the strategies. I tried to give you an overview of why this isn't just about getting a bunch of your buddies to send out some e-mails and making a bunch of money. This really is a completely different mindset in terms of how you market and how you influence online.

We went over the strategies and the tactics. We went through a whole bunch of triggers. We talked about the sequences and the tools. We covered a lot of ground there. We're going to keep on circling back over those strategies and tactics and we're going to keep on showing you more and more examples.

Next, we covered your launch goals and tried to figure out what your goals are, so we can fine tune your launch to hit your goals. Then we talked about your current assets. I hope we uncovered some assets that you had forgotten about and that you now have a little clearer

picture of what your assets are, and what you can drop into your launch.

Then we covered the story and the offer. In the story and the offer, here is when things are going to get a lot more exciting, a lot more fun. Once we get into the sequences and especially the pre-launch content, that's when this thing really comes alive. I think it is really important that you do your homework and you come up with your goals and your assets. If you just skim through those, you have to nail those down.

The stuff I shared with you on the story is critical. It's critical that you spend the time going through that. If you want the chance for me to critique your story, not so much critique it but possibly come up with a new story, send them in to me. I really didn't explain exactly how to come up with a story. I more or less gave you the questions. What I'm going to do for the people who send them in to me, like I said, I'm not going to get to everyone, but I think we'll get to a large number of them, I'm going to go through and give you stories for those questions you answered.

Then, once I do that, you are going to start to see how to come up with your story. Even if I don't give you your story, you're going to see how I can do it over and over and over for other people. This is a secret, a lot of those stories are completely transferable from one launch to another to another. It's amazing.

I was just in a workshop where we had one person who was dealing with a product that was about how to pick up women, and another guy who was dealing with a product that was for pastors about how to make sure that the new people that came to your church would come back to your church, and another guy who was selling adventure travel. They were three very, very different products, niches and markets, but we basically created stories for all of those niches, as well as many more. It is amazing how similar those stories were.

What I want you to do is write down the answers to those questions. Maybe the story will start to emerge for you. Even if it doesn't, in the coming days and weeks I'm going to show you how I create stories

and how you can take the same stories I create and probably drop them into your launch.

So we covered the story and the offer. Now things are going to get exciting. We're going to be walking you through pre-launches. I'm going to show you the exact sequences I've used in pre-launches. We're going to go through some complete sequences and the plans that you need to come up with before the launch. They sort of go step by step with what piece of content and what to do each day as you walk through the launch. So that's what's coming up next as we walk through this entire template and work towards getting you a full-out product launch blueprint.