

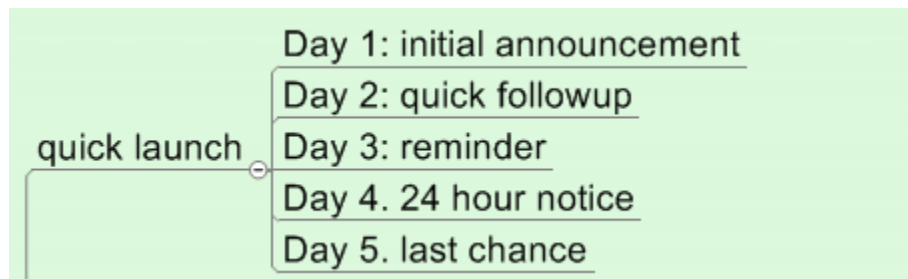


Module 2: The Pre Pre-Launch – The Critical Details That Almost Everyone Overlooks

Video 4: Identifying Your Overall Launch Timelines

I want to quickly go over timelines. This is mainly so that you can start your planning. I am not going to go through it in excruciating detail here. This is just so you can get a sense of the overall timing for your launch.

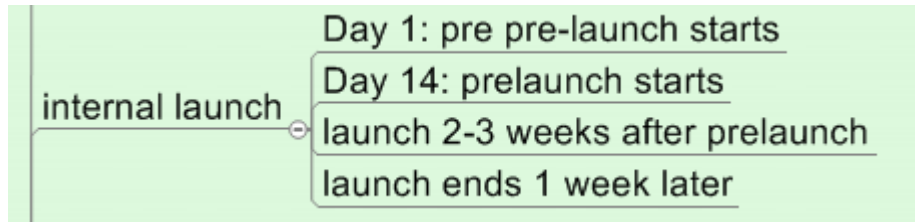
We talked about the quick launch in Module One. The examples we used were the Tax Sale and the Go Romance Sale. These were great examples of super quick launches. From the initial announcement to the last chance is five days. The e-mail sequence is the initial announcement, quick follow-up, some type of a reminder on day three, a 24-hour notice the day before you close it down, and then your last chance.



This sequence can easily get moved around. It could be seven days. It could be three days. It could be two days. It is very quick. You just hammer it out. You have to be prepared though, You don't have to have everything perfectly in order because you are mainly just using e-mail. Maybe you'll include a single video, but it is very, very quick. As long as you have your basic order form sales letter, then you can

knock this out easily. It is very sequential, where you just keep hitting them with another e-mail, day after day.

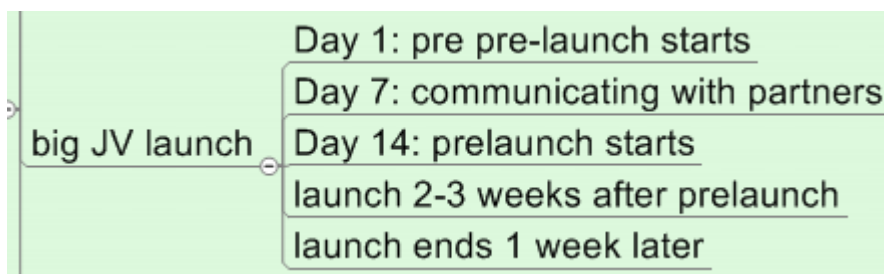
The internal launch is best to use when you are doing a bigger launch for a bigger product, and it is only to your list. Let's start by considering day one as the first day of the pre-pre-launch.



About ten to fourteen days after the pre-pre-launch, after the first initial buzz, you can start your pre-launch. Pre-launch is where you start putting out pre-launch content. You would do that for about two to three weeks. The pre-launch could be as short as seven days or ten days, but typically it will be two to three weeks after you start pre-launch before you begin the launch.

Most launches I do last seven days. I like seven day launches and I'm going to be showing you how to a seven day launch, step by step, right through to the end. That's the internal launch.

Next is the big JV launch and this is really similar to what we just talked about with the internal launch. The difference is that somewhere in between your pre-pre-launch and your pre-launch you need to begin communicating with partners. You need to tell your JV partners what's coming, give them some information about what's happening, and provide them with their own affiliate links.

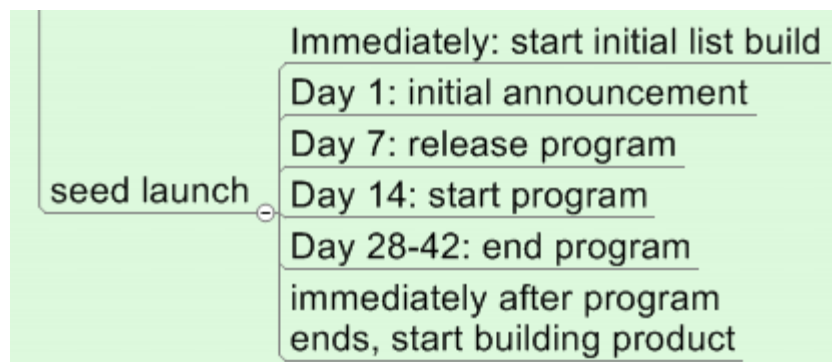


When you head into pre-launch is when you want your all of your partners to start mailing for you and promoting for you. Obviously there has to be some communications ahead of time.

You can reach out and connect with your partners earlier than seven days before the start of pre-launch, but absolutely in the seven days before pre-launch you want to start stepping up the communication. Every few days you want to reach out and touch your partners, communicate with them, hit them with an e-mail or a video; whatever. Then, two or three days before you go into pre-launch, you definitely need to be communicating fairly closely with your partners.

Once you have started reaching out to your partners and you have begun communicating with your partner list, then the rest of launch procedure is exactly the same as the internal launch. You start your pre-launch. Typically, if you have partners on board, your pre-launch is going to be more in the two to three weeks range than you would be the seven to ten day range,, because you have to give your partners a chance to mail. Your partners are not all going to mail the day you go into pre-launch that just doesn't happen.

But I still like one week launches. Sometimes I'll go even shorter. Sometimes I like launches that are one, two, or three days. However, a one week launch for most situations tends to help you maximize your sales.



Finally, there is the seed launch. With the seed launch you need to start building your list immediately, no delays. Basically you start building your list right away. I don't know how long it is going to take

you to build your list, but when you get that 30, 50, 100, 200 people on your list, then you would start with an initial announcement. Typically, about a week later, you would release the program, in other words, you would start taking orders, or start accepting people into the program.

Then about two weeks after the initial announcement, you would start your program. I like to do this as a series of teleseminars, maybe one a week, for anywhere from three to four weeks. What you're doing during your initial announcement, is that you are gathering questions. You continue to gather questions through the first two weeks at least.

Then when you get to the teleseminars, you are simply answering the questions for your given market. If it is carving wooden dolls, you are asking them all through these first 14 days what their top questions are. Then you respond and you talk about carving wooden dolls, or playing guitar, or growing big tomatoes, or whatever your niche is.

You get on the teleseminar and have about ten to twenty questions that you are prepared to answer. Then answer those questions in the teleseminar. A week later you would follow up with another teleseminar, and then a week later another teleseminar.

All of a sudden you have recordings of three teleseminars. You can go get that transcribed. You have audio recordings that are three hour long or maybe even longer. You have anywhere in the range of 40 to 60 to 80 pages of transcripts. Now when the program ends you immediately start building out your product.

There is obviously more to talk about here. It might take you awhile to build that initial list and you might want to stretch this out longer, or you might want to make it quicker. The procedure is very fluid; it depends on your individual circumstances. You might want to have three calls in one week, but this is just a general idea here. The key point is to start building your list immediately.

That's it for the timelines. Again, I didn't want to walk through it with too much detail here. I will be showing you the exactly step by step process, in the coming modules. This discussion should definitely

help you with your overall planning. You now know how far out you have to go to start and sort of what you're looking at.

So there are the various timelines for you right there.