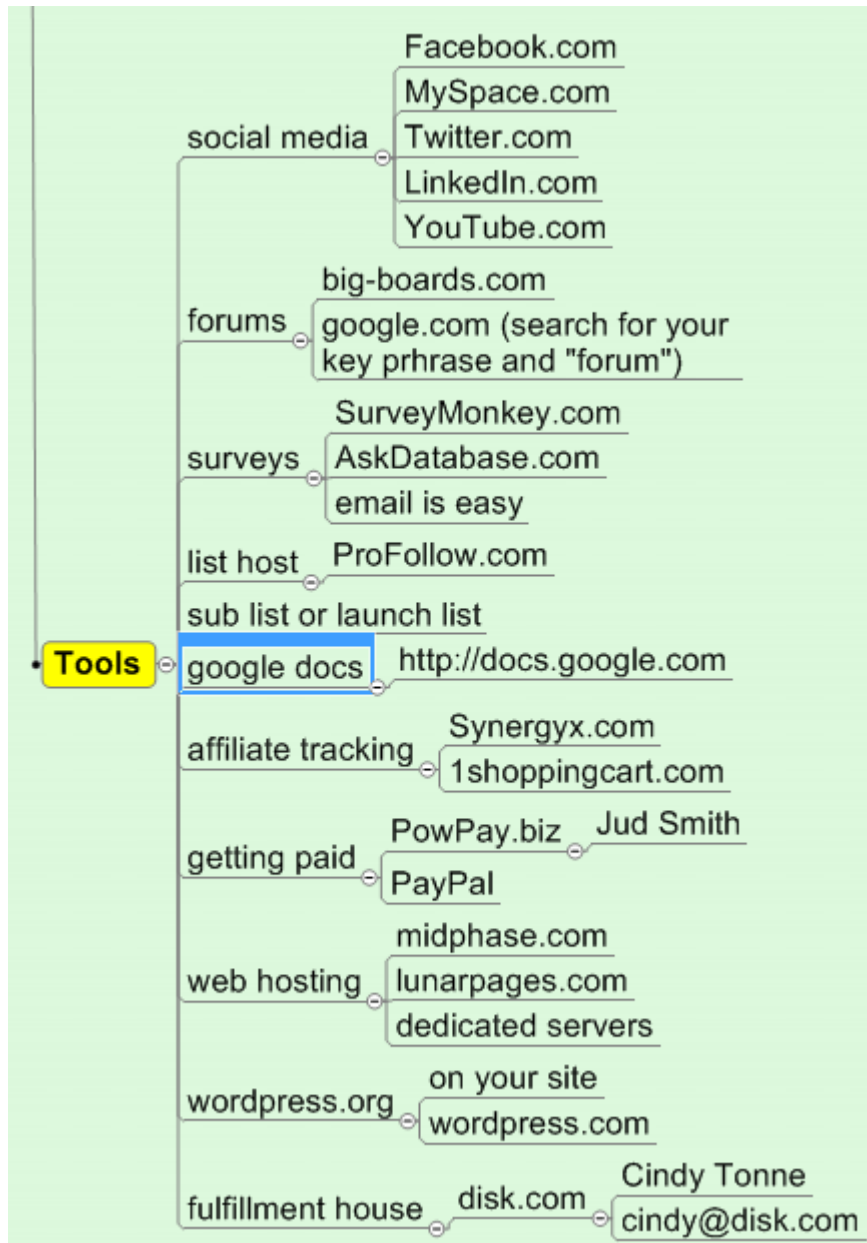


Module 2: The Pre Pre-Launch – The Critical Details That Almost Everyone Overlooks

Video 5: Product Launch Tools And Resources



The next thing we're going to talk about is tools. We are going to go through these real quick.



I have already talked about social media a few times. Go and get set up on Facebook, MySpace, Twitter.com, Linked In and YouTube. They are all free and they are easy to set up.

If you don't have any videos yet for YouTube then there is not too much for you to do right now. You can take a look around and get a feel for the community. You might want to grab an account if you have a specific name. I'm product launch, so I'm glad I got that before someone else did.

Definitely get set up on Facebook, MySpace and Twitter.com. Feel free to look me up there and follow me on Twitter and request being added as a friend on Facebook and MySpace.



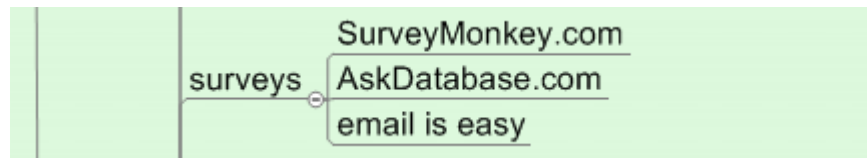
Next are forums. I have already talked about how to find forums so you already know how to do that. The key here is to go and create a presence. Go and register on the forums. The first thing you want to do is to get registered immediately because with a lot of forums people can see how long you've been registered for. The longer you've been registered there, the better.

The second thing you should probably do is lay low for a little while. Don't immediately jump in and start making comments. Do not immediately jump in and start promoting yourself, just get the lay of

the land. Try to figure out how things work and figure out who the influential people are. Don't forget to read all the rules to see how things are done. Then you can gradually start posting.

Generally, you want to be helpful. If you're going to be in this market or this niche, then you want to be a leader. How do you establish yourself as a leader? Well, one of the ways you establish yourself as a leader is by helping people. Go join the forums. Just watch what's going on and start to create a presence. Don't become obsessive, don't be there 24 hours a day. Don't answer hundreds of questions a day. Just in general, engage in the community and be as helpful as possible. Get to know the real players. Maybe try to develop a relationship with the other players in the forum.

This is the dig your well before you're thirsty method, both with social media and the forums. You are looking to create presence there before you do any promotion or before you even think about promoting.



I want to mention a few more tools, let me start with surveys. I have already talked about this extensively in the market intelligence section. Survey Monkey and Ask Database are both great survey systems. I've used Survey Monkey a lot more, and they have a free trial there as well.. Actually, Survey monkey has a version that is free, that is not a trial, it is just more limited than the paid version. I'm not sure about Ask Database but I think there's a free trial also.

Of course, I like e-mail, and it is real easy. If you only have a few hundred people on your list, that's probably all you need, unless you want to do the testimonial cruncher. That is tough to do via e-mail.

I talked about list hosts on the first Q&A call we did. Your list host is going to be the single most crucial decision that you make in setting up your business or getting your business going. In terms of tools overall, there is nothing more critical than your list host. That is what

is going to get your e-mail delivered and hopefully get your e-mail delivered on time.

It is also more painful to change your list host than to change any other tool in your business. You want to make this decision right the first time.

I've been with many different list hosts since 1996. I can't even count them all. I started off sending e-mail out of my inbox. I was with Yahoo, Topica, Sparklist, Lyris, and other autoresponder services one after another. I've been through them all. ProFollow is the best. ProFollow is basically AWeber. In my opinion they are the best. They are the best for delivery and they also get your e-mail delivered quickly.



Let me tell you a little about Pro Follow. AWeber is the parent company. They handle all service, tech support, and billing. Everything is through AWeber. ProFollow is my private label. Basically you are getting AWeber and it has my domain name on it, (again it is my "private label"). I paid thousands and thousands of dollars to AWeber to get this set up just so that I could promote them. If you join ProFollow I'll get a little commission.

With ProFollow in addition to all the benefits that you get from AWeber, I'm going to put together a series of training videos for you to learn some things that are hidden. I've discovered that most people do not have a clue about these secret methods or how to use them. They are all 100% ethical. AWeber doesn't have any problems with these secret methods. I've cleared everything with them and you will greatly benefit from knowing them.

Functionally, there is really no difference between AWeber and ProFollow. The only difference with ProFollow is that it is my private label and I'll get a small commission. I haven't created the training videos yet, but when they are done, if you use ProFollow as your list

host, you will be the first to have access to these training videos and these secret methods.

This is the most important decision you have to make and it's the simplest decision. Just go to AWeber right now and sign up. Actually go to www.ProFollow.com right now and sign up. If you don't want me to get the commission that's fine, then just go to AWeber. Either way you are going to have great service.

Take a free test drive. You get a free 30-day trial. Just go to www.ProFollow.com and fill out a quick form. You hit the Enter button and then you'll have your choice to sign up by the month or by the year. You save some money if you go by the year. This is a winner and it makes your entire list hosting very, very simple.

Basically what this company does is when people join your list, your list is stored, managed, and run from AWeber's servers. Then they take care of all the headaches of managing that list and sending your e-mail out when you want to send e-mail. It's a very easy decision here.

[sub list or launch list](#)

I don't want to get too deep with sub-lists, but I mentioned this earlier. If you have a main list already and you're about to do a launch, then generally you will want to create a sub-list. That is just one of our tools here. It is very simple. When you are with ProFollow you can have as many lists as you want.

If you have your main list and in this next year, you do four different launches, you can and should create four different sub-lists. It takes about 30 seconds to create a new list or a new sub-list, a new launch list, or any type of list. With ProFollow, it probably will take you 30 seconds tops to create that list.

As you go forward with your launches, you will have people that have signed up for your main list and they're getting mail every week. Then as you go into a launch all of a sudden you are going to be sending out a lot more e-mail. Get them to raise their hand and join your sub-list. Then they are giving you permission to mail them more

frequently about your up coming launch, That way you haven't broken your agreement with them and they're not going to get mad at you for sending them more mail.



Google Docs is really cool and it's free. All you do is go to <http://docs.google.com/>. What this allows you to do is create spreadsheet files and word processing documents online on the Google web site. What is really great is the way you can share those documents with other people.

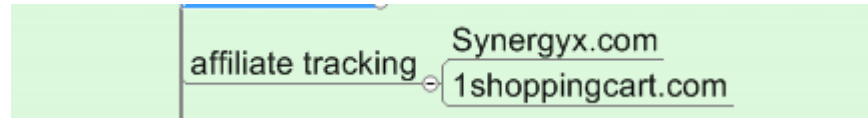
Earlier I talked about spreadsheets and how I would create a spreadsheet to track JV partners or affiliates. So if you had a partner in your business, or you had someone that you hired that was your JV manager or affiliate manager, you could both access any documents on Google Docs.

Instead of one of you keeping your documents up-to-date, maybe emailing back and forth, and trying to keep the documents on both of your desktops coordinated, you can go and create a spreadsheet for example, on Google Docs and then you can both access it. You can actually access it at the same time.

You could also do the same thing with a Word document. If you are creating a sales letter or a script for a pre-launch video, then two or more people can be working on it. I actually did this recently with the Smarts launch that we did a couple of months ago. We were creating a script for a video. There were about three or four of us working on that script at the exact same time all on Google Docs. It is a very good way to share information, especially information that gets dynamically updated by more than one person.

It could be an FAQ. Maybe you are in the middle of a launch and you are getting lots of orders in. You have a couple of people working customer service. With Google Docs they can share information by basically creating an FAQ on the fly that everyone can access.

Google Docs can be very, very useful during a launch if you have more than one person working on a specific area of your launch, and it's free. It's fantastic.



For Affiliate tracking I use Synergyx by Paul Galloway. It is not the absolute most up-to-date in terms of tons of features, but I've found it to be very rock solid. This is a more expensive solution generally because you're getting a piece of software, but you end up getting Paul, (huge bonus). He'll do some programming for you. He charges extra for the programming, but basically, if you have special things you need to have done, then Paul can help you out.

Paul tends to be very, very busy, so if you need him you often have to get him on for your whole project. You can reach Paul Galloway at www.Synergyx.com Go check it out. Like I said, it's not the best in terms of variety of features, but it is great in terms of tracking and the ability for Paul to be able to do custom programming for you. That's one solution. It's the solution I use. It integrates really well with www.ProFollow.com.

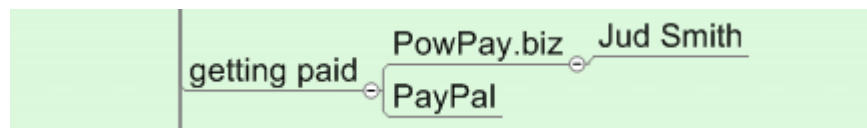
1 Shopping Cart is another one that lots and lots of people use. 1 Shopping Cart actually has the affiliate module built in and the shopping cart built in. It also has e-mail with the autoresponder and list hosting built in. Remember earlier, I had talked about list hosting being the most important decision you have to make.

In my opinion and in my experience, AWeber and www.ProFollow.com are the best solution. I like to use their e-mail service better than I like to use 1 Shopping Cart's. Let's just leave it there. I've been through launches with 1 Shopping Cart where you push the Send button and it takes awhile, up to 24 hours, for the e-mail to go out. They just aren't set up to send e-mail as efficiently and as quickly as AWeber or ProFollow.

Remember, I said this is a big decision for you to make. If you start off with the wrong list hosting service, it is much harder to move your

list to correct the problem after you've been using another company, than it is to start out on a firm foundation. This decision, in my opinion, is a no-brainer. Go with www.ProFollow.com or AWeber. You can still use the e-mail service, the shopping cart and affiliate program from 1Shopping Cart. It can easily be integrated with ProFollow. It's not that difficult to do. Even if you're going with 1 Shopping Cart, I would still go with AWeber or www.ProFollow.com as my list host. There are plenty of other affiliate tracking solutions. These are the two that I'm most familiar with and I've worked with the most.

Getting paid after you make the order, making sure when people actually want to give you money, the money actually ends up in your bank account, can be difficult. You would think that this is automatic, but it can be tricky. It needs to be planned for.



There are two things you need to do here. The first one is you need to get a merchant account. A merchant account is what allows you to take credit cards directly from your web site. It actually gets more complicated. You need a merchant account and you need a gateway (I use www.Authorize.net). And of course you need a web site. In between your merchant account and your web site is this payment gateway. There are a few different ones but I use www.Authorize.net.

Generally, once you get set up with the merchant account, they are going to tell you where to go for the gateway. The one I would go with is www.PowPay.biz. The reason I would go with this one is it is run by my friend Jud Smith. I know Jud very well. These guys are basically in the product launch business. They understand internet marketing and they understand product launches.

Again, this is actually an affiliate link, so if you join through them, I'll get a few pennies. Once you start running credit card charges through your web site and you do a product launch, I'll get a few pennies. This is really a miniscule amount, but I became an affiliate

because now that I'm set up with Jud, anyone who goes through that link, www.PowPay.biz, basically goes straight to Jud's desk. It doesn't go to some lower level person.

Jud is the VP of Risk Management there at Power Pay. That's the name of his company – Power Pay. So if you go with them and you apply, Power Pay doesn't even take applications from the general public. But if you go through www.PowPay.biz, then you'll see an application. It just takes a few minutes to fill out. That application will land on Jud Smith's desk. Like I said, Judd understand internet marketing. You'll often see him out at live events. You'll see him at the Big Seminar; you'll see him at the Underground.

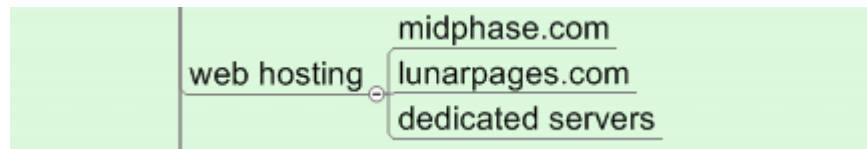
He knows the business we're in. He knows what we're about and he understands product launches. I've run millions of dollars through the merchant accounts there in a very, very short amount of time and it's not a problem.

Even if you don't go with them, I have an interview that I did with Jud. This is an interview you must listen to because it will teach you how to work with merchant accounts. How you work with merchant accounts is critical because when you do a big launch, you suddenly bring a ton of money through your merchant account. Other merchant account providers can see that as a risk and a big problem. You could end up getting either frozen, or some of your money held back, or worst case scenario, your merchant account shut down.

So listen to the interview. It will be on the page here on Module Two. I've included the MP3 of this interview. It is very, very powerful and it's not a big pitch for Power Pay. It is not a pitch. You will learn stuff that has never been disclosed before about how to work with a merchant account so you don't get in trouble with them.

PayPal is another merchant. You are probably going to want to accept charges through PayPal. If you are offline, maybe you don't, but if you're doing business online you are going to use PayPal. Just like the discussion of social media forums, you want to get set up right away with PayPal. If you're not set up, get set up right away because the longer you've been there, the better.

PayPal tends to work really well with product launches. You can run insane amounts of money through PayPal and they don't tend to get too nervous. If you go from zero to a million dollars or zero to a few hundred thousand overnight, it is going to set off some warning signs. You'll probably get a call from them, but in general they are pretty good to work with for product launches.

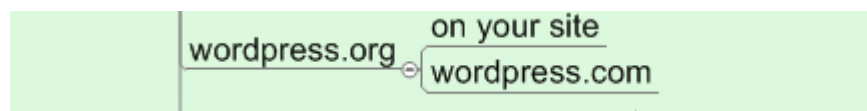


The next thing you need is web hosting. If you are just starting out, either one of these would be good, MidPhase or Lunarpages. You can get set up for around eight to ten dollars a month. It is really inexpensive. Both of them have what we call cPanel which is basically a control panel. It makes getting web tasks done much easier than other hosts that do not have a cpanel. Those are two that I have used and continue to use.

If you are going to do a big launch, you are not going to want to use these eight dollar accounts. It doesn't work if you're going to do a massive launch and bring in large amounts of traffic. If you have JV partners and they're going to be sending all kinds of traffic to your website, you're going to want to go with a "dedicated server."

I don't want to talk about this in any more detail. If you're at the stage where you are preparing for a large launch you probably already have a pretty good idea about servers and your needs there. We can talk more about that a little bit later. Right now I'm not going to give any recommendations for dedicated machines.

If you are just starting out, this is the way to go. The cPanel is rather nice because it makes getting web tasks done very simple and easy, including setting up blogs. It is literally a couple minute process. Those are your basic web hosting tools.



In terms of blogs, my favorite blogs are WordPress. WordPress is free software. There are many benefits to having a WordPress blog. There is a very active and enthusiastic community of WordPress users and they are always developing new capabilities and new features. For blog software I would definitely go with Word Press.

You can go to www.WordPress.org and download their software for free. It's a very easy installation. If you are a complete technophobe, you can usually find someone on RentACoder or Elance or Craigslist who can install your blog for you. You should be able to get the job done for around \$20 or \$30. For a very small amount of money, you can actually get a blog; (the software is free,) installed on your site.

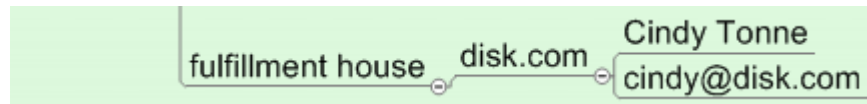
www.WordPress.org is where you go to get the software if you are going to put it on your site. Let's say you have a site about growing big tomatoes and your address was www.GrowingBigTomatoes.com. If you went to www.WordPress.org, got the software and had it installed on your site or install it yourself on your site, then your blog would be www.GrowingBigTomatoes.com/blog. It would be (hosted) right on your site. I like that because you control your own destiny. You don't have to worry about what anyone else says or does. You own that site and no one can take it away from you.

Another solution which is even simpler than that is to go to www.WordPress.com. Click on 'Sign up now' and you put in your username, password, your e-mail address and not a heck of a lot more. It is basically going to set up a blog. Using this method to sign up for a blog, your blog is actually hosted on their site.

If you put in a username of growingbigtomatoes then the blog would be GrowingBigTomatoes.WordPress.com. It resides on their server. Ultimately, even though you have a username and password, it is ultimately under their control. I like to control things myself. That is why I like to put it on my domain. If you did this though, you could literally be set up with your own blog completely free at no cost within minutes.

If you are a complete technophobe or a complete newbie, this would be a great way to go. Just go to www.WordPress.com. If you start a blog here, later you can always have that blog moved to your site..

Have no worries. You're not closing any doors. This is a good way to get set up immediately with a blog.



Finally, you will need to have a fulfillment house. If you are shipping physical information products, physical CDs, DVDs, or books, and you are going to start out real small, then you could create this material yourself. You can duplicate it yourself in a number of different ways. The simplest way to get this done, if you are just selling a few DVDs or CDs, is to actually burn them on your machine and then mail them out. It's not a problem.

Once you get into larger quantities and your business grows, you are going to want a fulfillment house. The one I use is www.Disk.com. They will print manuals for you. They will create DVDs. They'll create CDs. They'll create packaging. They will put it in a box for you, label it, and ship it out for you. Their rates in my opinion are very good.

I don't get anything for sending people to www.Disk.com, but I have had good success using them. I've also used other fulfillment houses where I haven't had good results, which can be very painful. My contact there is Cindy Tawny and you can reach her at Cindy@Disk.com. I'm sure she is going to be completely overwhelmed now that I've put this out.

I recently did an interview with Cindy where we talked about fulfillment, how to work with fulfillment houses and possible fulfillment issues. That interview is also a bonus for Module 2. There are two things for you to listen to, the interview with Cindy and also the interview with Judd Smith. You want to listen to both of those.

You want to specifically focus on digging the well before you're thirsty. You need to get set up on social media sites. You need to develop a presence in the forums. You want to start this process as early as possible. You don't want to be a week out from the launch and wondering how you are going to get your merchant account and PayPal set up.

The same principle applies to www.Disk.com, You are going to want to be working with them sooner than later. I'd start working with them two months in advance if you've got enough time. I would certainly start no less than a month in advance from when you want to launch if you're going to selling a big home study course or some other big product.

That's it for the tools section.