



JEFF WALKER'S PRODUCT LAUNCH FORMULA 2.0

Module 5: The Launch: It's Time To Hit "SEND" And Get The Big

Video 1: A quick overview of Module 5...

Welcome to Module Five of Product Launch Formula. This module covers a lot of ground. I made a real effort to make the videos shorter in this one because one piece of feedback I heard from a lot of people was that they would like shorter videos. So there are quite a few videos, but they are shorter and I think they will be easier for you to get through.

The first thing we cover in great detail is doing a big joint venture launch. This is stuff that has never been revealed before. It wasn't in the first version of Product Launch Formula. It is all about how you motivate your partners. I walk through a big launch in great detail. In fact, I took four full videos to show this, walking you through, step by step how we communicate with partners throughout the launch.

The next thing we cover is launching a product as an affiliate. Say you are publishing something that teaches people how to buy a car. You go to ClickBank or some other place and you find someone has a product on buying used cars. You check out the product and it is a very good product. You want to promote it as an affiliate. How do you do that? How do you launch that?

This is about using Product Launch Formula even if you don't have a product, and launching someone else's product. This was not covered in Product Launch Formula 1.0 either. This is some groundbreaking stuff. You can have great success doing this even without any product at all. It is pretty easy stuff to do.

Next we hit the ecommerce launch. Actually, if you aren't in ecommerce, you still want to watch this one because there is a lot of

overlap between launching a product as an affiliate and doing an ecommerce launch. Basically, I walk you through an ecommerce launch and how to use Product Launch Formula if you are selling physical widgets.

Next we'll get into launch details. I cover the always important subject of getting paid. As I've been teaching over and over, if you follow the formula, if you follow PLF, making the sale is really not that hard to do. One thing that can be a little harder is getting paid from your merchant account, if all of a sudden, you do a huge launch and you've come out of nowhere.

This video is all about getting paid, working with merchant accounts and PayPal, and making sure that money makes it into your bank account.

Next, I know a lot of people are interested in the product launch math. What does it really mean when you do a launch in terms of dollars in your pocket? What kind of profit margins can you expect? I will walk through that.

Then we talk about your launch team and what you need in terms of a team. Frankly, for smaller launches, until you get up into the six figures and even higher, you really don't need much of a team, but I'll cover this.

Then I want to talk about something that is very, very important; your health. Launches are something that people can get carried away with. Launches can take over your life for a short period of time. You are building a business out of nowhere and you are building a product line out of nowhere. I think the benefits, the results are amazing. They go way beyond the initial dollars you make.

But none of it counts for anything if you are not taking care of your health. I'm not a doctor or anything like that. I want to be real clear on that. Over time, I have been through a lot of these and I've watched myself and other people go through them. I think I've learned a little bit about taking care of yourself through a launch.

Finally, I've been trying to hit on certain fundamentals over and over, throughout this course. You are going to hear these fundamentals again, quite a bit in this module, especially through a few of these videos in particular. These are the fundamentals, and they are so important and will become so valuable to you, that they are worth repeating and pounding into your memory.

First of all, you are building a business. Even if you have a business, what you are doing with Product Launch Formula is going to take your business to an entirely different level if you follow what I have taught you.

When I started teaching in the internet marketing space, about four years ago, the people at the top end of the market were doing about \$100,000 or so a year. Now, those people have taken what I've taught them and they all have seven figure businesses doing at least a million dollars. Some of them have eight figure businesses doing at least ten million dollars.

I can't claim that the increase in their business in the last three, four or five years is due entirely to product launches. There are other factors at play, but I think product launches are a huge part of that increase in business. Some of the top internet marketing gurus will tell you they wouldn't have a business if it wasn't for doing product launches specifically the way I taught them.

That is just in the internet marketing space. In the results are exactly the same for all kinds of other niches. People are building serious businesses. The dollars you get from any one launch will pale in comparison to what you are going to get in the long term in terms of increased momentum, increased market share, increased stature and positioning, increased list size.

Even if you do a million dollars with your launch, that result will get blown out of the water by the longer term bigger picture. Remember, you are building a business here. This isn't a one shot deal. This isn't a sprint. You are building a business.

Of course, that means you need to take the long view with everything you are doing. The way to build a business is to look at things, not

from making a few bucks to buy a car next week, but what does this mean in the long term for your business. And not only your business, but what does this mean for your positioning. Even beyond your business, your positioning, and list build, you've got to take the long view of things, for all this stuff.

The fundamentals of what I've been teaching with Product Launch Formula is to create a conversation, listen to your market, give them what they want, respond to their objections, and always seek to create interaction that is part of the conversation.

If you are finding out what the market wants, then you can create it and you can't miss. If you are finding out what their objections are, or their hot points, what their aspirations are, you can speak to those objections and those aspirations and you can't lose.

The power of Product Launch Formula is the power of the sequences that you use. In this crowded market that we're in, you can't ever count on one piece of content, one piece of salesmanship, one e-mail, one video, or one sales letter, to do the heavy lifting for you. You have to work on a sequence. That is what my entire launch formula is about. It is about sequences.

Finally, make your marketing event-based. Events capture people's imagination. They capture their attention. That is how you win in the long run, so make everything you do event-based.

That is a quick introduction. Now let's get on with this module. I think you are going to find that we will cover a lot of ground. We cover it really quickly, but I think you will find it extremely helpful for your launches and your business.