



JEFF WALKER'S PRODUCT LAUNCH FORMULA 2.0

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

Video 10: Your Product Launch Team...

I'm going to talk about your launch team now. First of all there is you. I just want to say that you can do a good size product launch by yourself. I did a \$100,000 launch by myself. I did a \$600,000 launch by myself. You can pull it off.

That \$600,000 launch really pushed me to the limit. Beyond that, even at that, it probably would have been better if I staffed up a little bit. Here are some of the things you are going to need.

Copywriting – I personally do all my copywriting. On this last launch I actually did hire someone to help with e-mail copy. He mostly wrote e-mail copy for my partners. I just used his stuff as the starter and I went back and most of the time I did some heavy editing. I think a few of the e-mails I let go unedited after I looked at them, but in general I do the copywriting for my stuff.

With all the copy that you're getting as part of this course it is going to eliminate a lot of the copy you need to do. Because you can really take the stuff I'm giving you and cut and paste it, and do a tiny bit of massage, and you can pretty much drop it right into your launch. Hopefully I have taken care of 80% to 90% of your copywriting with this course.

Customer support – you'll need customer support before the launch, but specifically on launch day. It is often good if say you have one customer support person right now, it would probably be good to get a second or third person to help you out on launch day. You can

even go with a temporary agency and get some temp help. You can often enlist family members.

In this case, if you have a good customer support person, that person should be the person directing the other people. The other people shouldn't be doing high level customer support because there are going to be some things that you can split off, like, "I lost my username and password." Those are the types of things that secondary people can often handle if given some training on that.

The bottom line is on launch day and maybe the day after launch day you will often need increased customer support.

Technical – you might need a technical person. I wish I could tell you that I'm great at hiring technical people. I do have one – Paul Galloway is my guy. He is a high-level tech. I pay him a lot of money. He isn't one of these '\$20 to install WordPress' kind of people.

Typical places to hire technical people are www.RentACoder.com or www.eLance.com. Craigslist is the one where I know most people are having the most success hiring people. I know people who have built up a following on Twitter and have put out a request on Twitter and found help almost immediately.

This is also a good thing to do – tap into your mastermind group to find out if they have any people or if they have any resources or if they know where you can find people. Often, in a launch you might need some technical help.

You don't have to worry about a JV manager in an internal launch, but in a JV launch once you get beyond five or ten partners, then dealing with the partners is going to be one of the biggest time drains you are going to have.

This happened to me with my first launch of Product Launch Formula back in 2005. I had about 37 to 40 partners when I started. By the end of the launch it was closer to 50 or more. Working with my JV partners took as much time as the rest of the process combined.

If you are going to have a big JV launch, it is important to find someone who can manage the partners. It is just keeping track of them, keeping track of who's mailing and who's not mailing, if they are not mailing, calling them up and saying, "Hey, when are you going to mail?"

They'll write to you and say, "I can't find my login information or I need copy." If one of your top partners comes to you and says, "Hey, can you write some copy for me?" well, your answer has to be, "Yes," if it is one of your top partners and they can really move a lot of product for you. Then you have to take care of them. That includes writing custom copy for them.

Even if your JV manager isn't the person who is writing the copy, they have to keep track of those requests, get with your copywriter or if you are the person writing the copy, get with you and make sure the copy gets done. Make sure the copy gets back to them. Make sure it has the right link inserted. There are just a bazillion little details.

The bottom line is if you have 40 partners and each day 10% of them come to you with a request, then that is four of them. Four of them are coming to you each day with a request. Say that request takes 20 or 30 minutes. That is an hour or two that is getting pulled out of your day every single day.

The reality is, more than four of them are going to come to you. Ten of them are going to come to you every day. A lot of them are going to be five or ten minute things, but a few of them are going to be 30 or 60 minutes things. Once you get into a big JV launch, this is one of the most critical positions in my opinion you almost have to do – you have to have a JV manager.

I did my first Product Launch Formula launch without one. I definitely corrected that for the second time. It is a really critical skill.

Finally a product czar – if you don't have your product completely done as you go into your launch, it is really good to have someone looking over your product, making sure all the details of the product are taken care of, that the transcriptions are getting done, that the

graphics are getting done, that the web pages look okay, and that all the links are working.

As you get into a really big launch, if you are talking hundreds of thousands of dollars, you have other things on your plate that you have to be focusing on. You don't want to have to worry that all the links are good and all the mp3s are in place or whatever. A product czar can be an important piece as you get into really big launches.

Again, I did \$100,000 launches completely by myself with absolutely no help whatsoever and I did a \$600,000 launch with just the tiniest bit of service help. Otherwise I did that all on my own. You don't need the whole team until you start to get really, really big with your launches. You saw that in the product launch math. In those small internal launches you can be seeing a 96% margin. As you get bigger and bigger, the margins drop down.

That's all about your launch team. I hope that smoothes things out for you on your pre-launch and your launch day.