



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

Video 6: Using PLF as an affiliate - how to "launch" a product when you don't have a product...

We are now going to talk about launching a product as an affiliate. This isn't a big joint venture launch. When you want to sell someone else's product, you are called an "affiliate" for that product. We are going to show you how to use this launch strategy as an affiliate to sell that product. This can be very, very effective. I'm going to walk through this for you.

The first thing I want you to do is remember the fundamentals. We've gone over this, and over this, many times. If you are selling as an affiliate, if you are doing a big joint venture launch, if you are doing an internal launch, a quick launch, an ecommerce launch, no matter what you are doing, what is really going to make the greatest difference for you comes back to the mindset that I keep trying to drill into you guys.

I keep on circling back, trying to tell you and express this to you in as many different ways as I can. If you can ingrain this into all your marketing you are going to win no matter what.

Doing a launch as an affiliate is really the only way to set you apart as an affiliate. By the very nature of an affiliate program, there are lots of other people selling the same things. If you are selling an e-book on learning to play guitar, then there are going to be lots and lots of other people who are affiliates who are trying to sell that as well.

So how do you set yourself apart? In my opinion, you never want to be in a commodity business where you are just trying to compete with people selling the exact same product. That doesn't mean you don't want to be an affiliate or you shouldn't sell affiliate products. I have personally made hundreds of thousands of dollars selling other people's stuff.

In my mind there are two ways to make money online. One way is by selling your stuff. The other way is by selling other people's stuff. The primary way you sell other people's stuff is through affiliate programs. I like to have a mix of both of those revenue models in any business I'm in. I want to be selling my stuff and I also want to be selling other people's stuff.

There are lots of good reasons to do that. One reason for that is that even if you are only selling your own material, you are never going to be able to create enough material for your rabid customers. The customers that really love you and want to buy from you will always want to buy more than you could ever produce.

I think it makes sense to sell affiliate products. I think it makes sense to sell your own products and affiliate products. When I say affiliate stuff or selling other people's stuff, I am including selling pay-per-lead offers in all kinds of different ways. Even with Google AdSense, you are in effect going to be selling other people's offers. They are buying clicks from you.

We are really going to focus on affiliate products right here. The only way to set yourself apart is by doing a launch. If you are selling an even moderately popular affiliate product, there are going to be lots of other people trying to sell that as well. They are all going to be out there competing with the exact same thing.

You've noticed if you've watched me very, very closely, I don't want to be like everyone else. I want to be different from everyone else. I think it was Napoleon Hill who first said that if you look around, most people aren't really successful, so don't copy what all those other people are doing. In fact, study what they are doing and do something different or do the opposite of what they're doing.

If you look at what I'm doing, through all that I do, I always want to set myself apart from the crowd. That is what you are going to do if you do a launch as an affiliate for a product. Remember the fundamentals. We are always looking to create a conversation with your prospects. We are always looking for interaction to find out what they want, what they need, what their objections are, and what their hot points are.

We always want to make our launches event-based, because then you can build anticipation. Everyone gets excited about events. We always want to work with sequences. You can't ever count on one piece of information really getting through and making an impact, so we set up a sequence. The sequence also allows us to make it event-based.

For starters, if you are going to do this, you really need to have a list. It is tough to do a launch for an affiliate product without a list. Take a look at my List Building 101 and List Building 202 and the social media stuff. You have to get a list if you are going to launch as an affiliate.

It goes back to setting yourself apart. This is the way that super affiliates do really well. You can hope that you are the first person to bring an affiliate product to your market. Maybe you discovered someone who is just coming out with a product. Maybe you can take a product that was successful in another market and bring it to your market. That is one way you can set yourself apart.

If you have a monster list, or even better, if you have a monster list with a great relationship, that is another way you can set yourself apart. Really the way to do it, if you have both ingredients, or just one, is with a launch.

In any case, if you don't have a list at all you can still do this. You can be a joint venture broker. You can find a product and get with the product creator to work out a special deal. Then line up some joint venture partners and put yourself in the middle of that the deal. You can introduce the partners to the product and maybe put a bonus package together. You could do that as a pure joint venture broker. That is a pretty advanced proposition.

Next. I want to talk about a little less advanced approach, where you have a list and you find a product that you want to promote. You do need a list for what I'm going to walk you through here.

You have to find the product. One of the most important things is that you should know the product. You should probably purchase the product. You might be able to get a complimentary copy of the product from the product producer. Even if you could get it for free, you still may be better off buying it so that you can watch their follow-up systems and understand the product better. Get the product, learn the product, go through the product, and use the product.

You want a good product. If you are going to do this and go through the effort, make sure it is a good product. It is a waste of time if it's not good. You don't want to be dealing with lots of returns. Even if they aren't returning it to you, you are going to lose out on commissions if the product gets returned.

Also, you don't want to burn your list by promoting a poor product to them. Find a good product that matches your list. This is really important. If you have a conversation going on with your list, you should have a clue about what they are looking for and what they need.

Next, I want to talk about timing. What I'm going to share with you here is a launch method that I think works best if it is not a brand new product. When it is a brand new product, there are going to be a lot of people trying to promote it. The airways are going to be crowded. There is going to be a lot of competition. Your prospects might be hearing about it from other people. You have to always remember they are probably on more lists than just yours. They are probably on some of your competitors' lists.

If it is a new product and everyone and their brother is promoting it that is not the best time to do an affiliate launch around that product.

Then there's the offer. What really makes this work is if you can add something to the offer. I recommend that you go through the product

and find something that is missing, something that could make the product more complete, easier to use, more effective, or more attractive. Go through the product and find out what is lacking. What is the piece that I could add to this?

Then create a bonus. It doesn't matter if the product is a physical widget, or if it is an information product, or a physical home study course, or even a service, you can often identify something that you can add to it. Generally, I look to make it an information product. In other words, the bonus is an information product. The bonus could be a teleseminar, a CD, a DVD, or maybe even some one-on-one coaching.

Put something like that together and that will be your bonus. That is really what sets up the launch. Go through the product. Find out what is missing. The reason I like information products as a bonus, is because they are generally easier to create and more inexpensive to create than some physical widget to go along with it.

If you are doing an affiliate promotion for a sailboat and you are trying to sell sailboats, you could make your bonus an extra sail that goes with it, or an extra tiller, or an extra rudder, or something like that. But then you are talking about spending a lot of time and effort and money creating that.

Whereas, if you just put together a bonus, for example, a three part DVD on the fundamentals of sailing this particular boat, that type of bonus is easier and cheaper to create. If you sell one sailboat or you sell ten sailboats, it doesn't matter because you can easily duplicate them. You don't have to get them made up ahead of time. Like I said, what drives your whole affiliate product launch is putting together some type of a bonus.

Now that we have the fundamentals and the basics covered, the rest is simple. It is so simple it's amazing. If you really want a lot of detail on how to do this, go back to the quick launch. This is very similar to what we did with the quick launch. There is just a little more build up before it, but it is very similar to the quick launch.

Also, if you look at the internal launch, the internal launch is much longer and much more involved. It is also a very similar strategy in terms of hitting the triggers. In any case, go study the quick launch for greater detail. I'm going to go through this fairly quickly because the important stuff is right up here.

I want to start with the initial announcement. Go back to what we talked about in the initial announcement for the internal launch. That is where you want to really talk about their frustrations, their hot points, their dreams and their aspirations. You let them know that something is coming.

"You know, I'm a lot like you. I've wanted to buy a sailboat for a long time. I'll tell you what, once you start looking at these things it gets too complicated. Just the decision about what type or what size sailboat is just so involved that it stops me cold."

You are basically hitting their frustrations and their aspirations early on here. You are setting the table for the product. You found a new product. You are taking a look at it. It has you really excited. You think it answers some of the biggest frustrations you had about whatever the topic is.

On day two, we just follow up. You could stretch this out. You could do the initial announcement and give them a day or two rest and then come back with the follow-up. The follow-up is generally about some of the reaction that you've heard from your list about some of the excitement that is building.

From there we go right into the next follow-up. The next follow-up happens shortly on the heels of the first follow-up on day two. At this point, give them some instructions. You tell them what is going to happen. You are starting to set the table for your offer.

You say, "This product is really great, but as I went through it, as I studied it, or as I used it, I found there is one key ingredient that is missing. This is just about the perfect product, the perfect widget, the perfect course, or the perfect service. It is almost perfect. I just noticed there is one thing missing. So I went out and created that one thing that was missing."

Of course, what we are talking about is whatever your bonus is, whatever you are going to be offering as a bonus. It's the, the thing that is missing, the thing that will make this the most perfect product ever, the most complete product ever. Without your bonus it is a nice product, but it still has a huge gap.

That's what you are looking for. Don't make this overly complicated. This is very, very simple. Your bonus doesn't have to be amazing. It can be simple but just something that rounds out the product.

Then on day four, you could stretch this out if you want, or send an e-mail and announce that your launch has begun. You say, "Okay, we're ready to go. Go here." You give them your affiliate link. Explain to them that this is an affiliate deal. Don't try to hide it. Send them to wherever they need to go to buy through your affiliate link with instructions.

After they purchase, they should send a copy of their receipt to you so that they can get the bonus. Then you have to emphasize that you can only give the bonus to the people who follow that link. Basically you are going to give your bonus to those who go through your link.

The day after the launch, this is exactly like any other launch. You follow up. This is generally a social proof message. You could even send a second e-mail here and have it be your tsunami e-mail about so many people buying and how excited they are.

They send you their copies of the receipt and you send them the bonus as quickly as possible. People are really excited about that. So you could even do a second e-mail on your launch day or you could follow up the day after your launch. This is basically social proof. People are excited. The feedback is already great. People love their bonus and so.

We are basically putting together a short four-day launch. On the third day of your launch, the sixth day of the whole entire thing, it is time to start talking about scarcity because you have the end of the launch coming. It is a 24-hour warning. You don't want people to miss out.

Just go take a look at the scarcity messages I've already given you. Look at the 24-hour warning messages in the quick launch and the internal launch that I gave you already, and even the ones I showed in the JV copy earlier in this module.

Send them a 24-hour warning about scarcity. Then early on the last day, you send that final warning, the six-hour notice or the eight-hour notice. Tell them what is going to happen if they miss out. Also be sure to tell them what they will lose out on if they miss your bonus. Really, that's it.

You can see these are the core pieces that we keep on repeating over and over again in this course. We walk them into the launch. Once we are in the launch, we walk them through the social proof and then right into the scarcity. Then you let them know that something bad happens at the end of the launch which means that your bonus goes away, if they don't buy now.

The people that I've seen follow this formula will often see four, five, six, even ten times the response they would get if they had just sent out a single e-mail that said, "Guess what folks? I've got an affiliate product for you. Go buy it now."

It seems very, very simple, and it is. This is really easy to do. You can get away with dropping a few e-mails out. You could get away with dropping the day two follow up e-mail and either the day five, follow up, social proof e-mail, or the day six 24 hour warning and scarcity e-mail. You could knock it down to four e-mails easily. These aren't long complex e-mails.

The initial announcement is a little bit longer because it is setting up the whole sale. Day three, follow up and instructions e-mail is also a little longer because it is setting up the bonus. The launch e-mail (day four) is obviously a short e-mail. The follow up social proof e-mail (day five) is a short e-mail and the final warning e-mail (day seven) is a short e-mail. It is not hard to do these. They are very, very simple and it is very, very effective.

Like I said, it is the only real way to set yourself apart as an affiliate so you are not just another affiliate promoting another product that people have seen hit their inbox ten other times. For the effort of putting together a bonus which generally is not very hard, you've really set yourself apart from the crowd. Your results will be much, much better.