



JEFF WALKER'S PRODUCT LAUNCH FORMULA 2.0

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

Video 7: The eCommerce Launch – how to use PLF for your eCommerce site...

I'm going to cover the ecommerce launch sequence now. You'll notice this is very, very similar to the affiliate sequence I just went over. The fundamental dynamics of the two of them are very, very similar. You will also note that over and over we keep on going back to the same themes, the same approaches that we covered in the internal launch and way back in the quick launch.

If you are thinking, "Boy, that stuff works great for information marketing, or that works great for internet marketing, or that works great for services, or that works great for affiliate stuff," my advice to you is to stop doing that and ask, "What can I take from this and use in my business?" You will be much better off.

I'm not saying that with an ecommerce launch you are going to do a million dollar launch like we've done with some of the information marketing launches in the internet marketing space. It is unlikely, that you are going to do a multi-million dollar launch in the ecommerce space, unless you have an exclusive for Grand Theft Auto or something similar..

What I want you to look at is, "How can we double our numbers? How can we greatly increase our response rate? How can we use it to build a relationship with our prospects and our customers so they keep coming back more often?"

That is enough of a pep talk. Let's get right into it. You see the first thing I have is a question, "What are you after?" That means what are you after with your launch? It depends quite a bit on where you are currently. There are lots of different ecommerce launches and there are a lot of different ecommerce businesses.

I want to divide it into two very, very big groups. The first group would be if you have an ecommerce site where you are only going to sell that one widget. Maybe you invented a widget, or you developed a widget, or you have exclusive access to a widget, and now you are going to bring that widget to the market.

The second case would be if you have an ecommerce store that sells a bunch of stuff and you want to periodically launch a new item that you've brought in. Maybe it is an item that you stock along with 10, or 20 or 100 additional items. How are you going to use this launch to spike your sales?

If you are in the first category where you are just bringing a product to market, you've invented it, you've developed it, or maybe you have an exclusive on it, that is going to be the primary focus of your site, then what you need to do is follow the internal launch. The internal launch that I already went over will fit your situation perfectly.

You don't need to do anything different even though you might think of that internal launch that I covered as being for information products. It will work perfectly if you are introducing a new widget or a new physical product to the market. Just do the internal launch just as I laid out and it will work fine for you.

If on the other hand you have an ecommerce site and you are selling a variety of different things, and you are coming out with a new product, then it is going to be very similar to the affiliate launch that we just went over. I just want to touch on these fundamentals really quickly again. If you just watched them on the affiliate launch video, then you can skip ahead a little bit because we just covered these in the affiliate launch.

Basically you want to focus on creating the conversation with your market and creating interaction with your market so you know what

their hot points are. Let's say that you have a store. You have ongoing traffic. You have ongoing sales. You should be interacting with them. You should know what they want, what they need, what their objections are, what their hot points are, and what their aspirations are.

This launch process helps you do that. You want the release of this new widget to be event-based. I'm going to show you how to do that. You want to use this sequence. Again, just like the affiliate launch, if a lot of other people are selling the same product, this is one of the ways you can really set yourself apart.

If you just introduced a brand new product and you are the only person selling it, then it is easy to set yourself apart. But if you are one of a hundred other ecommerce retailers or one of a thousand that are selling that same thing, then this sequence can help set you apart.

Now we've got the starters. We're assuming that you have a list or you have traffic to your site. This launch that I'm going to walk through with you, you need one of those two things. If you have traffic going to your site, say for example it is an ecommerce site, you have people coming through, looking at what you have, and purchasing what you have then that is almost as good as having a list.

I suggest you use that traffic to build a list. If you have people buying stuff from you, then you have a buyers list, which is the best kind of list to have. This model that I'm going to lay out for you, this launch is dependent on having either a list or traffic.

Next I want to talk about product. You have to pick out which product you are going to do this for. Hopefully it is an exciting product, it is a product that your prospects will be excited about, and it is most likely a product that you don't already stock. I mean you could do it with a product that you already have and build up some story around it, but the story I'm going to give you works great and it is very easy if it is a new product.

The timing for the product is one thing that is different from the affiliate launch. With the affiliate launch I suggested going for a

product that was already on the market. In this case, you could do it for a brand new product or a product that is already on the market, but one you haven't stocked.

We need to talk about your offer. I think what you want to do is put together a bonus, because if you are bringing in a new product that you are going to stock, you are going to want to offer that thing for sale on an ongoing basis. You don't want to go through the bother of finding a product, sourcing it, stocking it, bringing it into your ecommerce system, setting up a part number, and so on, only to offer it on a once-only basis. You are going to want to offer this on an ongoing basis.

If it is going to be on an ongoing basis, then how are you going to create urgency and scarcity around your launch? That is done by putting together a bonus. Just like the affiliate launch. I recommend putting together an information based bonus for most things, not for everything, but for most things. Put together an information based bonus. You do this by looking at the product and figuring out what you could add to it to make it a more well-rounded product.

The other thing you could do instead of creating an information based product as a bonus, is you could bundle it with something else. You could put together a bundle, possibly with something else that you stock. The bottom line is you take a look at this product and you say, "What's the one thing I could add to this that would make it a more well-rounded product? What is missing from it to make it the perfect product? What could I add to it to just round it off?"

It could be with information. It could be a report. It could be a teleseminar. It could be a CD or DVD, possibly some training on how to use it better, that shows how to use it, that shows your experience with it, or that shows some way to use it that most people haven't figured out. You could do any one of those.

A teleseminar is real easy to do, a CD or DVD, a video, an audio, any one of those is pretty easy. You could also offer personal coaching or one-on-one telephone-based coaching if it is a high-priced item. Either that, or bundle it with something you are already stocking.

Basically, you need to figure out what your offer is. The offer is the product and what kind of bonus you can add to it. One way to do this is through the first e-mail you send out where you ask them to tell you what their biggest problem or concern is. Then at the end of that e-mail you also tell them something is coming. You found a really cool thing. You think it is just what they need because of course you are a lot like them. You are enthusiastic about whatever they are enthusiastic about. Something is coming, you are excited about it, and you are going to tell them about it in the next few days.

Depending on your market, you might reveal it right away or you might wait to reveal exactly what it is. The danger of revealing exactly what it is might be that the people on your list might get excited about it and just run off to one of your competitors and buy it.

You are really going to have to consider the nature of your market, the nature of your product, and the nature of your relationship with the list, whether they are going to run off as soon as you say, “Boy, I’ve got a Canon TX1 coming in and I think it is going to be cool.”

So this is the ‘something’s coming message.’ Day three is the ‘I’ve got it in my hot little hands’ e-mail. That is where you tell them, “Boy, I’ve got this thing. I just opened it up. It seems really cool. I’ll let you know what it is as soon as I finish some initial testing with it.” We’re just building the sequence and we’re trying to get them interested in whatever this thing is.

The more you talk to their frustrations and their aspirations in these first couple of e-mails, the more you are going to connect with them.

Then I’ve got day four. All this can vary depending on your product shipping cycle, how long a product takes to get to you, if this is an impulse item, or if it’s a big thing. If it is a new car or something big like a new boat, this is probably going to take place over weeks. If it is a new yo-yo or something like that, then you can do it over a few days. You might have to stretch these days out and turn them into multiple days or even weeks.

The next day you give your reactions. “Boy, it is so cool because it does this, this and this. I’ve never been able to do this before. I’m

really excited about this.” It’s very simple. You are telling them what you like about the product. Of course, all of this assumes that you are in your target market and you actually use what they use. If you don’t, then you have to find someone else who can serve as your proxy to go through this and give you their reactions.

Next comes the ‘I’ve decided to sell it’ phase. You’ve gone from, “I’ve got something coming. I think it is going to be really cool. Boy, I got a hold of it. Wow! This is even better than I expected. It does this, this and this. Oh my gosh, I cannot believe it does this.”

Then the next day, “This thing is so darn cool. I’ve actually decided I’m going to stock this. I just went ahead and ordered three dozen of them. I can’t wait to get them in. You are really going to love this thing.”

Here on day six, and again, this is hypothetical. It can stretch out much longer than this. Day six is, “Okay, I’ve got it on order. I have the FedEx notice that they’ve already shipped it. It is coming real soon. I have a delivery date that is going to be three days from now.”

Then you would entice them with basically, “This is why I’m so excited about it.” Here you are going back to your reactions. You are tying back to your reactions. You are going over again exactly why it is so cool.

Next, you are talking about the offer. You say, “I’m not just going to give you this widget. It’s just about the coolest widget I’ve ever seen in my life, but I did notice there is one thing missing. That one thing missing is this super-duper skills session DVD. I dragged my camera out yesterday and shot it.

“I have to tell you that it is not going to be some super fancy high dollar sophisticated Hollywood production. I got my son to shoot the video for me in my backyard, but what it does do, is show you the absolute one trick that took me eight hours of screwing around with it, to figure this trick out. But this trick makes this the greatest widget ever in existence.”

Right here you are telling them again why you are excited about it, but you are also telling them about the bonus that you have, and why the bonus makes this the best product ever.

Or maybe the bonus is a bundle. “We decided to make this an even greater over-the-top type thing and we’re bundling it with Widget B. Now you get this Widget plus Widget B.”

Then you tell them, “Wow! This thing is going to be here. I just checked the FedEx tracking number and it looks like it is going to be here tomorrow. This is what we’re going to do...” The instructions will basically tell them how they are going to be able to order it the next day, how they are going to be able to order it and get the bonus, the timeframe that they need to order it.

Here we are giving them four days to order it to get the bonus. Then the next day is the launch. Again, the launch is just a fairly simple e-mail. You can choose to do the typical tsunami follow-up e-mail, later in the day. That will certainly work with this type of a launch. Then the next day you are doing a follow up. This is the typical day after the launch follow up with social proof; talking about the people who bought it and how excited they are.

If it is a widget that is getting shipped to them, the people who have bought it probably don’t have it yet, so you can talk about how excited they are and their reaction after purchasing it or you can move the social proof out another day or two until after they actually get it.

Next you are coming near the end of the launch. This timing I gave them four days. You could make it longer or shorter. Basically, as you get closer to the end you do the typical 24-hour notice. You talk about scarcity. Again, I’ve given you lots and lots of examples of those e-mails.

Then you hit them with your last chance e-mail. That is basically the whole cycle for the entire launch. I’ve certainly given you lots of these last chance e-mail examples.

I know I blasted through that very, very quickly. There are a couple of reasons I did that. One is because this is so similar to the affiliate launch that I just ran through. Second, it is very similar to all the other launches. You can see that over and over we are hitting the same types of things in the same types of sequences.

We are using the same mental triggers. You can hit all these mental triggers as you go through this thing.

The big picture on this is that if you have an ecommerce store and you do one of these launches, it is probably overkill to do one per week. If you do a launch every couple weeks, or one every month, obviously you can't repeat the exact same story over and over, but you can repeat something very similar to this, with great effect.

“Boy, I just found something and it looks really cool, so I decided to test it out. I’ve ordered it. I’ll be letting you know when I get it and how it looks.”

Another thing you could do is you could discount it for the launch and sell it at not much of a profit margin. I basically hate to discount stuff and I pretty much never discount stuff, but you could.

If you do these types of launches periodically, whether they are once a quarter, once a month, or even on a smaller scale every week, every two weeks, or whenever, then you are building personality into your business. You are going to start to build a relationship with your clients. You will get that good ol’ top-of-mind awareness where you will be the first person they think of. You will be the first web site they think of when they go shopping for something in your niche.

That is the really big picture on this thing, not that you’ll sell a whole bunch of your product but you will. You’ll get a nice spike in sales and you’ll sell a bunch of that product. The real benefit thing is you are going to be driving people back to your store. You are going to be driving people through your checkout process. You know what that means; often they will find something else they want on your site.

The big picture of this thing is that you are going to create an interaction with your prospects and your clients. You are going to

create a relationship with them. You are going to build some personality. That is the thing that I see missing in most of the ecommerce businesses I look at. There is absolutely no personality.

Without personality, you know as well as I do, that your clients can just do a Google search on whatever your product is and come up with dozens of different places where they can buy that product from. You have to differentiate yourself.

Using this type of an approach, building a relationship, building interaction, making it event-based, making it fun, making it exciting, showing them that you are their advocate when you are looking at these products, that is how you set yourself apart.

The big picture for using this for ecommerce is not about doing million dollar launches. It is not about taking in \$100,000 in a day. I'm sure some sites might be able to pull it off, but your typical ecommerce site is probably not looking at something like that. What you are doing is looking at creating a real presence in the market and driving more traffic through your site and more repeat traffic.

That is where you will really win with Product Launch Formula in your ecommerce site.