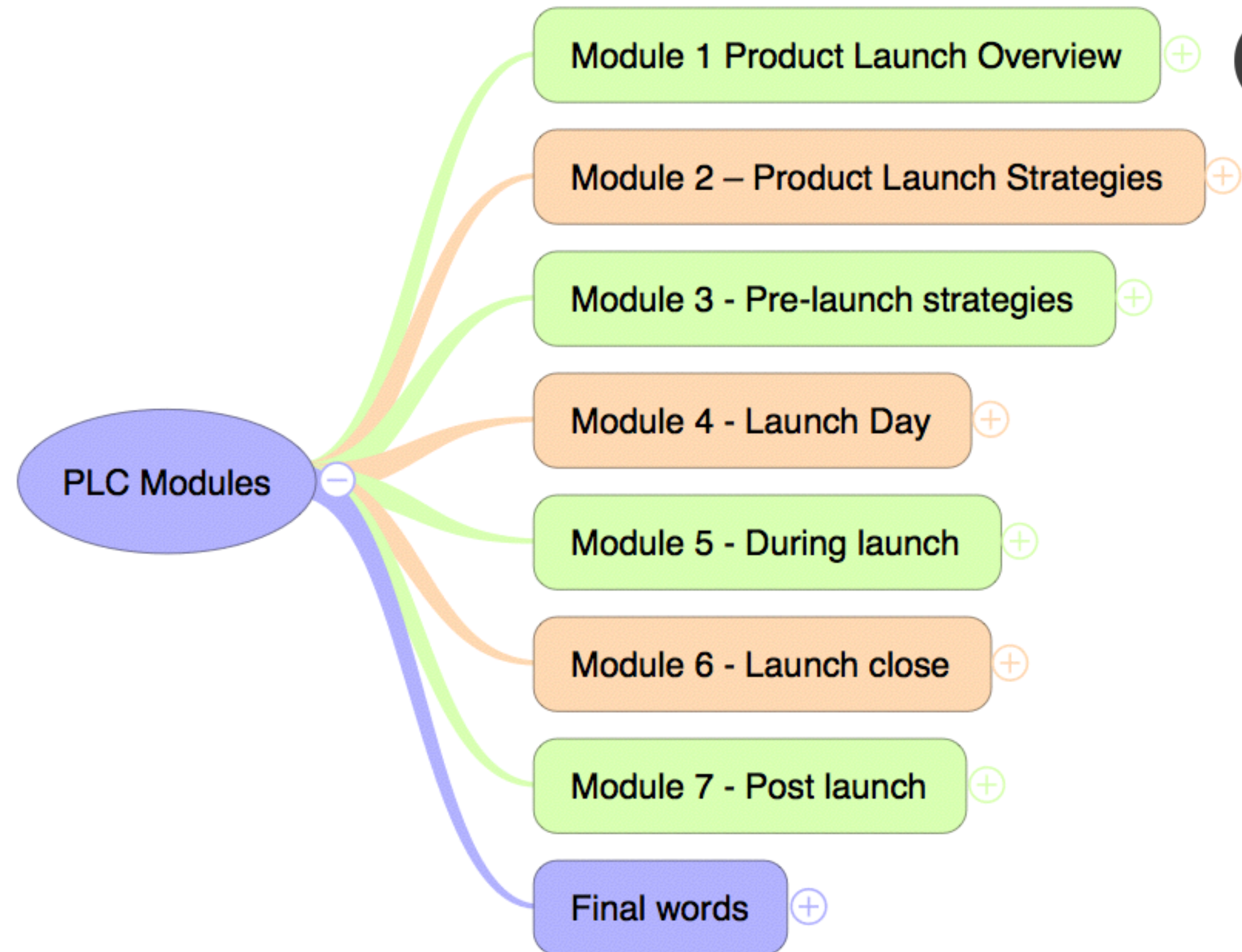


# Product Launch Overview



# Product Launch Overview

## Course Overview



# Product Launch Overview

- Why Launch a Product?
- Why we Need a Strategy!
- The Need for Pre Launch



# Product Launch Overview

- Launch Day and Launch Day Plans
- During Launch Planning
- Closing Your Launch and Why?

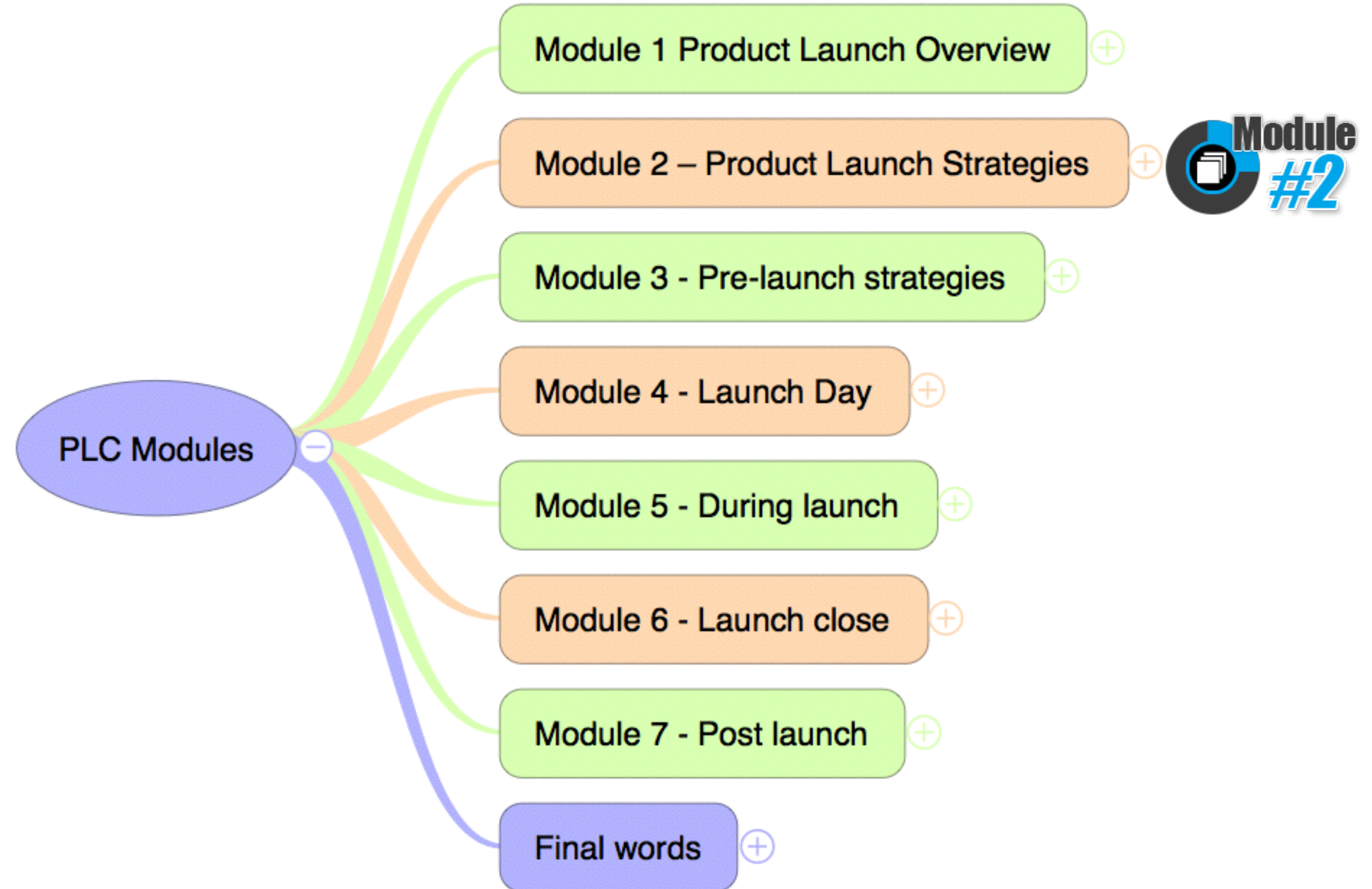


# Product Launch Overview

- Post Launch Tips
- Final Words



# Product Launch Strategies



# Product Launch Overview

## Launch Strategies



# Product Launch Strategies

## Launch Types

- Soft Launches
- Scheduled Launch





# Product Launch Strategies

## Launching Within Your Means

- Price Points vs Prizes
- JV Competitions



# Product Launch Strategies

## Launch and Product Flow

- Pre-Launch
- Mid-Launch



# Product Launch Strategies

- Closing Stages
- Post Launch



# Product Launch Strategies

## Product Funnels

- Front End Sales
- Upsell Sales
- Back End Sales



# Product Launch Strategies

## Launch Preparation

- Test Test Test
- Focus and Be Ready



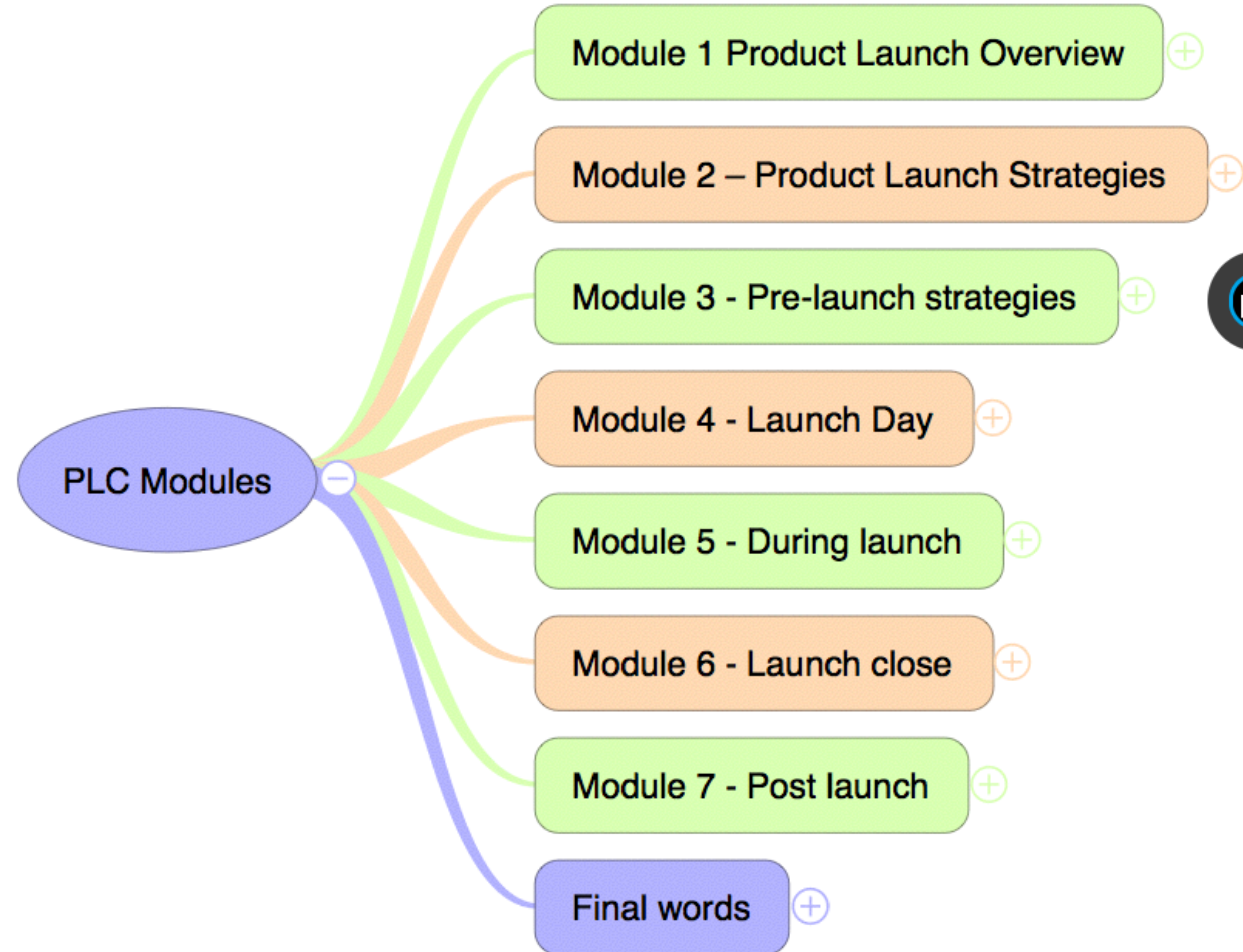
# Product Launch Strategies

## Launch Teams

- Team
- Solo
- Outsourced



# Pre-Launch Strategies



# Pre-Launch Strategies

## Pre-Launch Strategies





# Pre-Launch Strategies

## Pre-Launch Planning

- Test for Every Eventuality
- Mind Map Your Launch



# Pre-Launch Strategies

## Types of Pre-Launch

- Video Pre-Launch
- Webinars
- Pre-Launch Reports



# Pre-Launch Strategies

## Contests

- Main Launch Contest
- Leads Contest



# Pre-Launch Strategies

## Getting Ready

- Testing All!
- Proof Reading and Beta Tests



# Pre-Launch Strategies

## Pre-Launch Marketing

- JV Notification
- Social Media Ads
- Pre-Launch Buildup



# Pre-Launch Strategies

## JV Partners

- Work With JV Personally
- Mail all Affiliates Daily



# Pre-Launch Strategies

## JV Blog

- Email Swipes
- Product Info



# Pre-Launch Strategies

- Launch Dates
- Commissions
- Prizes





# Pre-Launch Strategies

## Social Media

- JV Groups
- Paid Ads
- Personal Contact



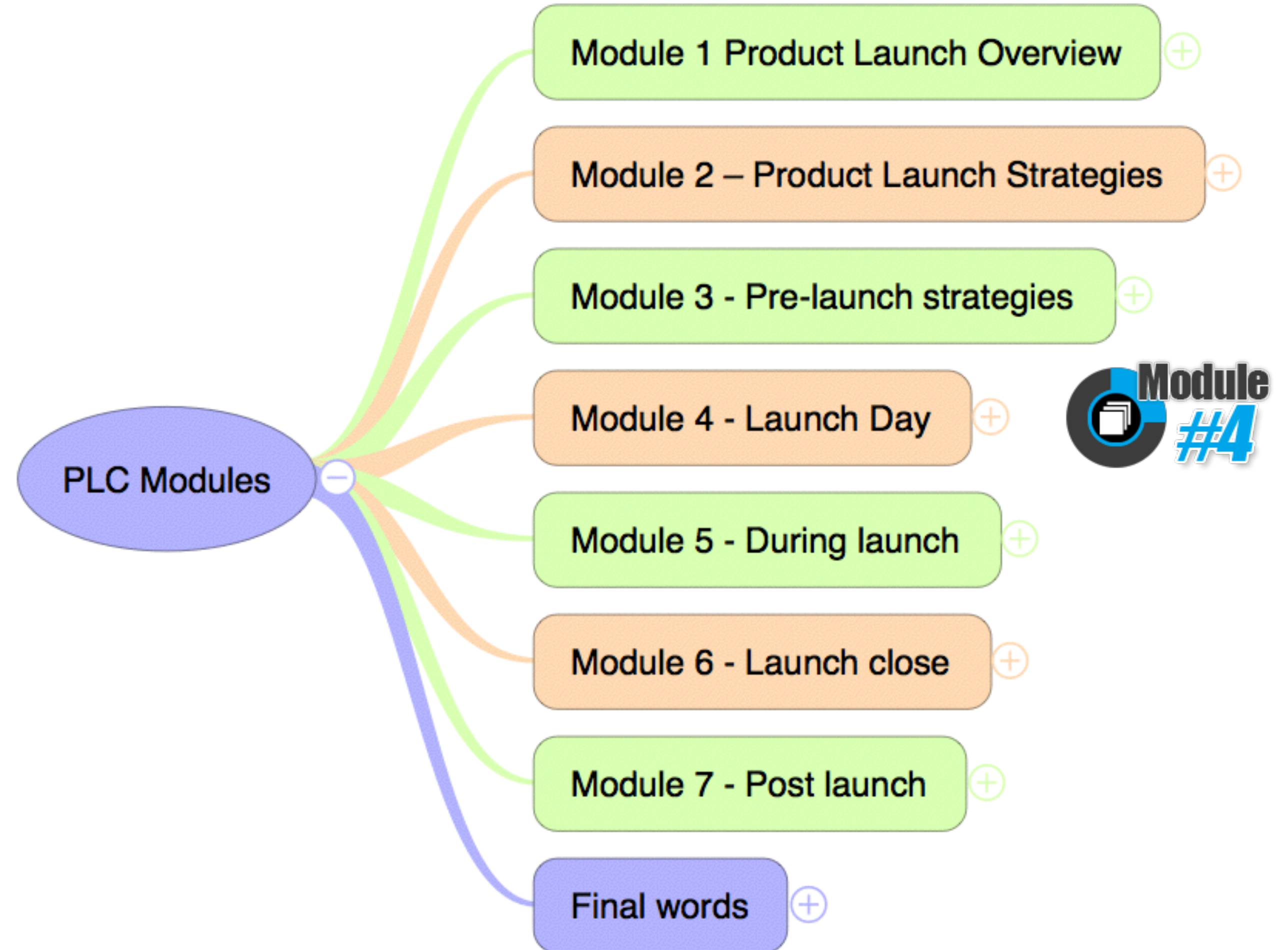
# Pre-Launch Strategies

## Mind Maps and Worksheets

- Map Your Pre-Launch
- Print Schedule



# Launch Day!



# Launch Day!

## Launch Day Strategies



# Launch Day!

## Launch Preparation

- Test Test Test
- Backup all Data as Well as Server
- Mail Affiliates



# Launch Day!

## Email Swipe

- Always Include in JV Correspondence
- Latest Email Prominent in JV Blog



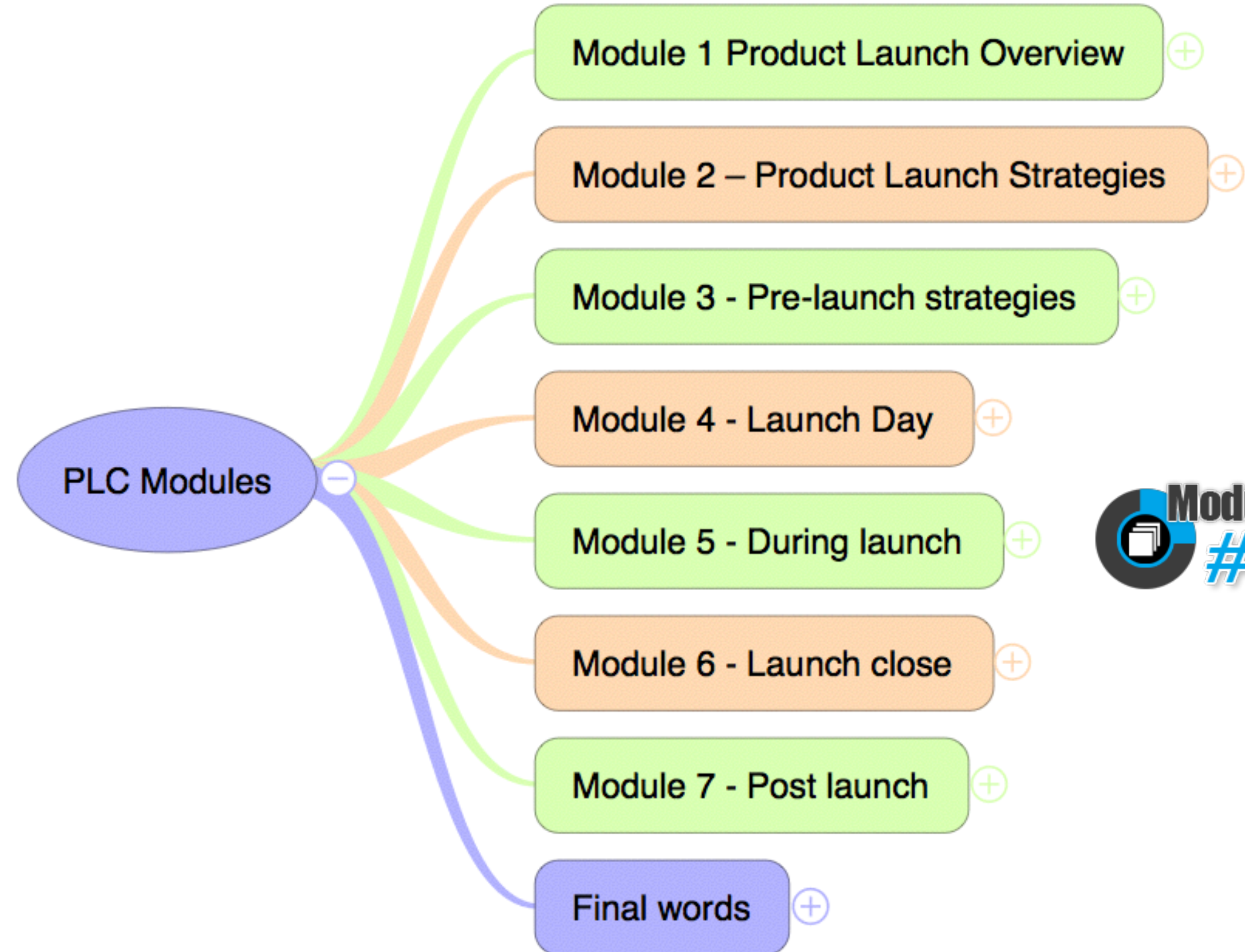
# Launch Day!

## Action Plan

- Be Available During Launch
- Be Prepared
- Leads Need a Reason to Buy



# During the Launch





# During the Launch

## During the Launch



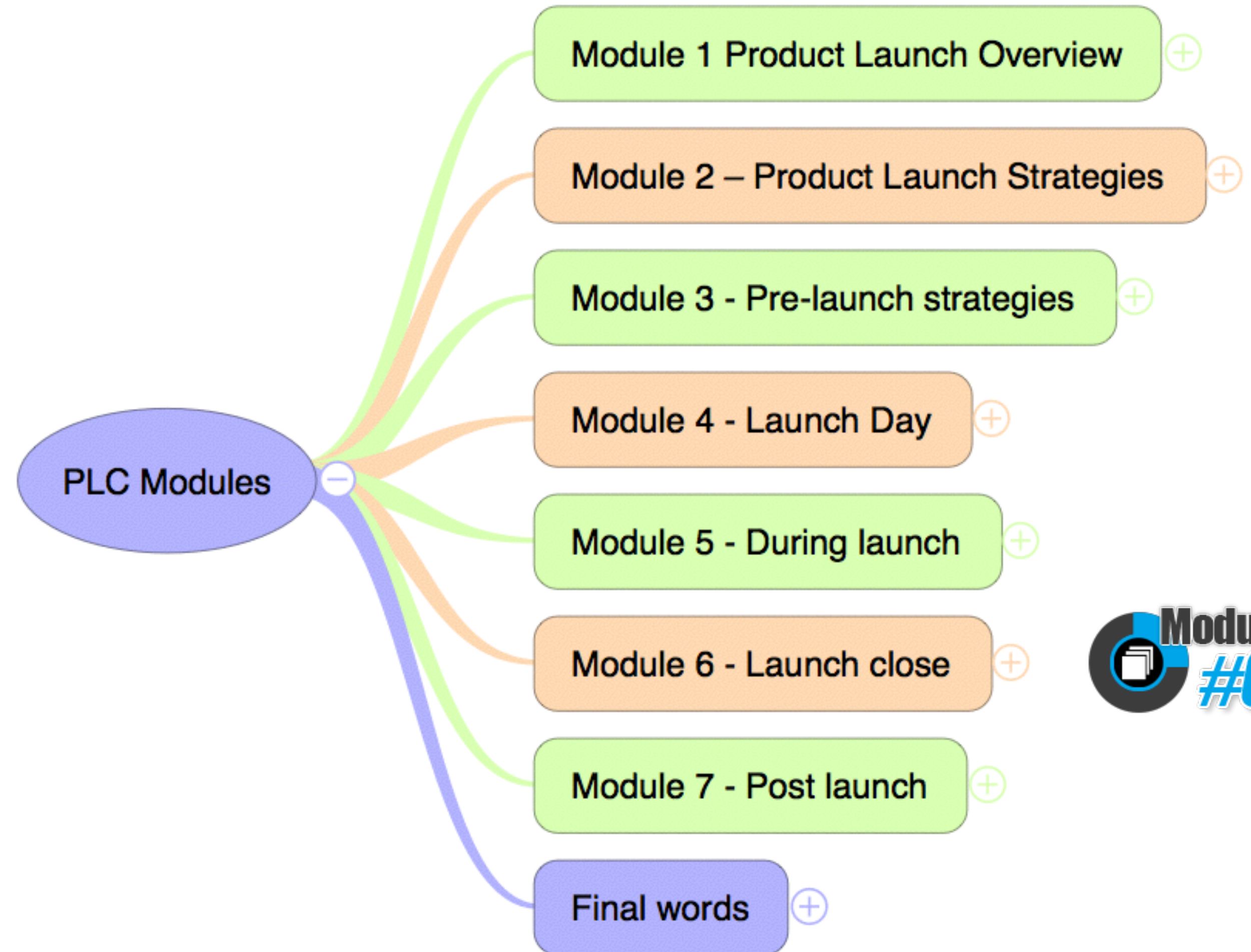
# During the Launch

## Email Swipe

- Keep Affiliates Interested
- Keep Leads Interested by Mailing Often



# Launch Close



# Launch Close

## Launch Close



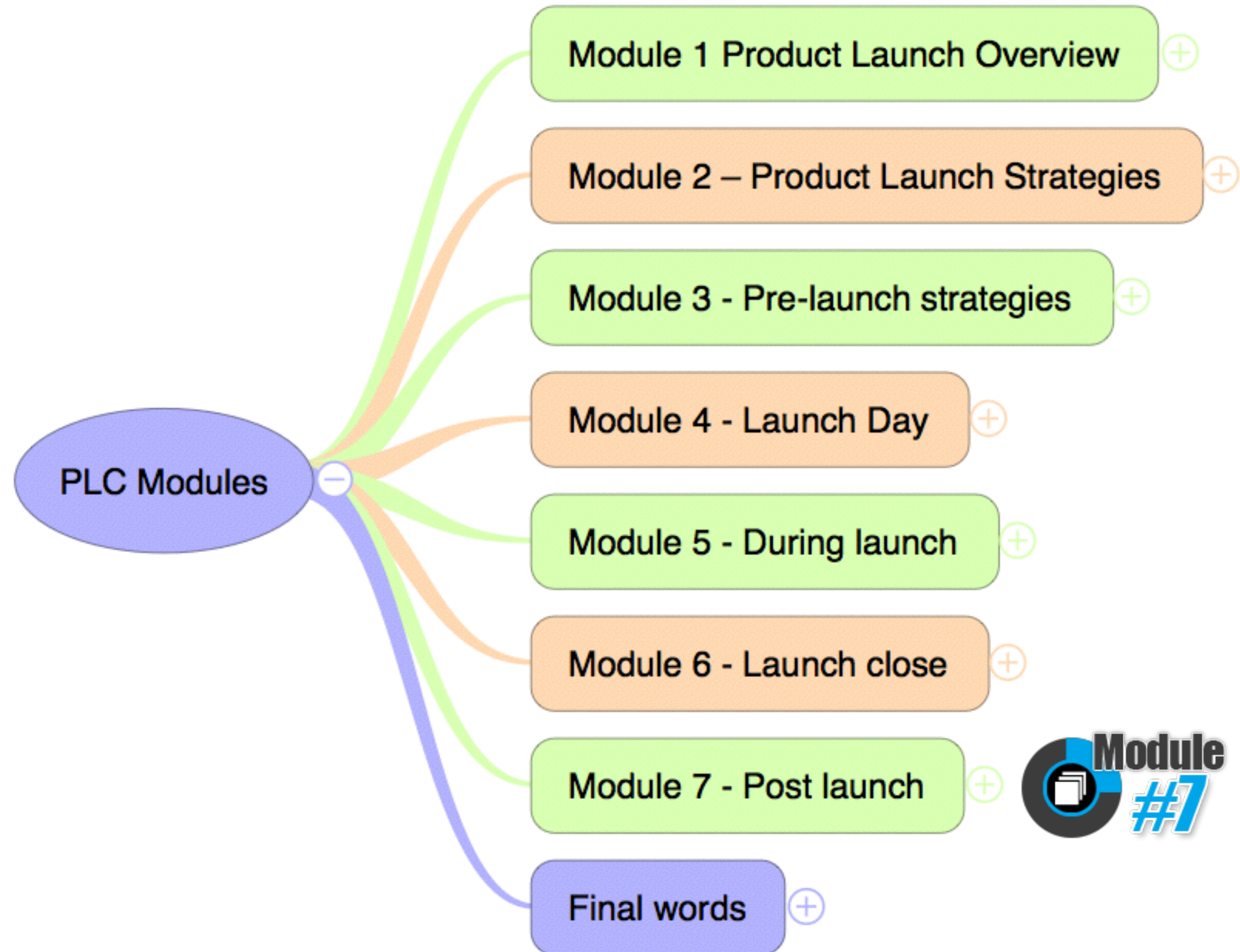
# Launch Close

## The Crush Campaign

- 6 Emails Sent
- Urgency
- Scarcity



# Post Launch



# Post launch

## Post Launch



# Post Launch

## Maximizing Leads

- Follow up Emails
- Auto Responders
- Webinar





# Post Launch

## Support

- Support Clients



# Post Launch

## Sales Page Redirect

- Closed Sales Page
- Alternative Offers



# Post Launch

## Prizes

- Pay Affiliates Promptly



# Post Launch

## Sales Funnels

- Follow up Offers



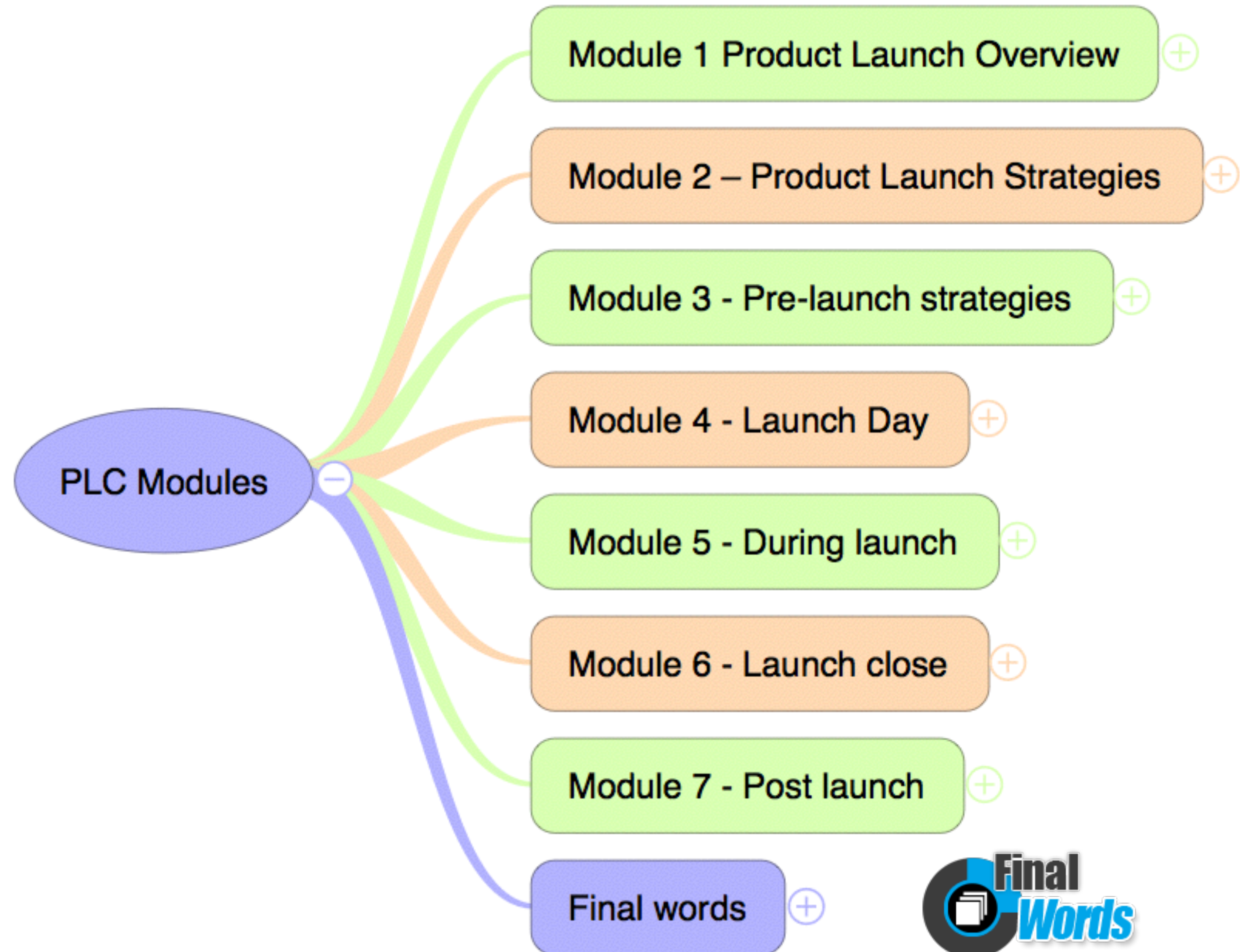
# Post Launch

## Continued Promotions

- Cross Promote Your Own Products
- Related Affiliate Offers
- Reciprocation With JV Partners



# Final Words



# Final Words

## Final Words



# Final Words

## Final Words

- Your Next launch
- Relationship Building
- Learn From Every launch





# Final Words

## Summary

