**PLC Modules** 





Module 1 Product Launch Overview

Module 2 – Product Launch Strategies



Module 3 - Pre-launch strategies

Module 4 - Launch Day

Module 5 - During launch

Module 6 - Launch close

Module 7 - Post launch

Final words

## Product Launch Overview

# Launch Strategies



## Launch Types

Soft Launches

Scheduled Launch



## Launching Within Your Means

Price Points vs Prizes

JV Competitions



#### Launch and Product Flow

- Pre-Launch
- Mid-Launch



- Closing Stages
- Post Launch



#### Product Funnels

- Front End Sales
- Upsell Sales
- Back End Sales



## Launch Preparation

- Test Test Test
- Focus and Be Ready



#### Launch Teams

- Team
- Solo
- Outsourced

