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

Launch Day Strategies



Launch Preparation

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



Email Swipe

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



Action Plan

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

