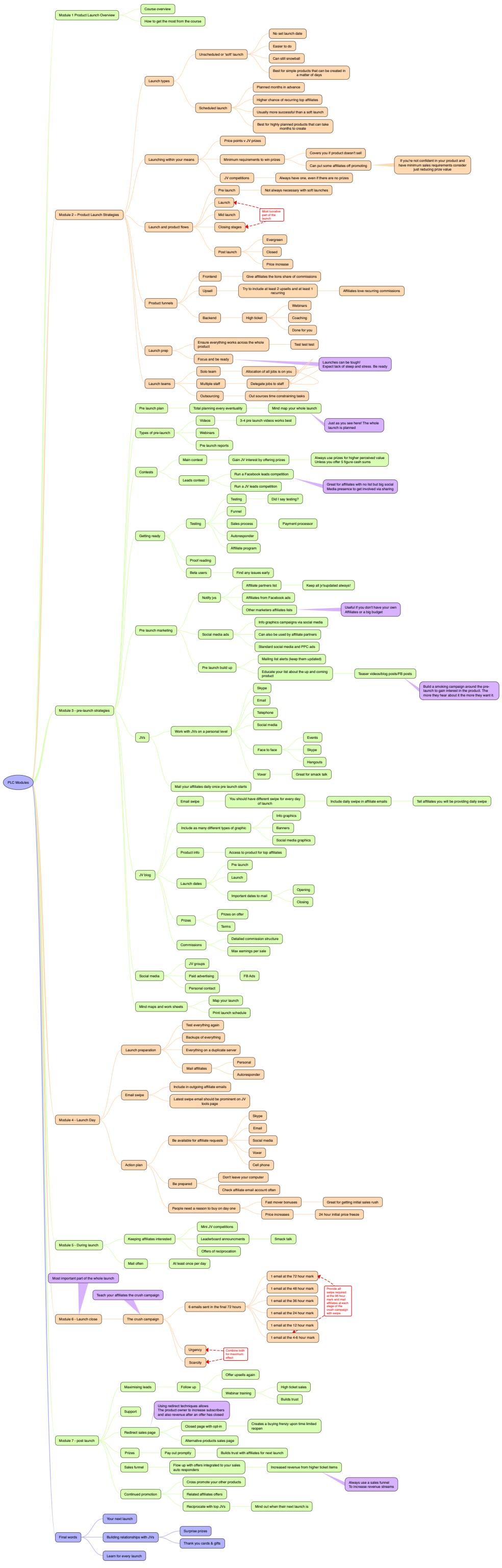
PLC Modules
Module 1 Product Launch Overview
Course overview
How to get the most from the course
Module 2 – Product Launch Strategies
Launch types
Unscheduled or 'soft' launch
No set launch date
Easier to do
Can still snowball
Best for simple products that can be created in a matter of days
Scheduled launch
Planned months in advance
Higher chance of recurring top affiliates
Usually more successful than a soft launch
Best for highly planned products that can take months to create
Launching within your means
Price points v JV prizes
Minimum requirements to win prizes
Covers you if product doesn't sell
Can put some affiliates off promoting
If you're not confident in your product and have minimum sales requirements consider just reducing prize value
JV competitions
Always have one, even if there are no prizes
Launch and product flows
Pre launch
Not always necessary with soft launches
Launch
Mid launch
Closing stages
Most lucrative part of the launch
Post launch
Evergreen
Closed
Price increase
Product funnels
Frontend
Give affiliates the lions share of commissions
Upsell
Try to include at least 2 upsells and at least 1 recurring
Affiliates love recurring commissions
Backend
High ticket
Webinars
Coaching
Done for you
Launch prep
Ensure everything works across the whole product
Test test test
Focus and be ready
Launches can be tough!
Expect lack of sleep and stress. Be ready
Launch teams
Solo team
Allocation of all jobs is on you
Multiple staff
Delegate jobs to staff
Outsourcing
Out sources time constraining tasks
Module 3 - pre-launch strategies
Pre launch plan
Total planning every eventuality
Mind map your whole launch
Types of pre-launch
Videos
3-4 pre launch videos works best
Just as you see here! The whole launch is planned
Webinars
Pre launch reports
Contests
Main contest
Gain JV interest by offering prizes
Always use prizes for higher perceived value
Unless you offer 5 figure cash sums
Leads contest
Run a Facebook leads competition
Run a JV leads competition
Great for affiliates with no list but big social
Media presence to get involved via sharing
Getting ready
Testing
Did I say testing?
Funnel
Sales process
Payment processor
Autoresponder
Affiliate program
Proof reading
Beta users
Find any issues early
Pre launch marketing
Notify jvs
Affiliate partners list
Keep all jv'supdated always!
Affiliates from Facebook ads
Other marketers affiliates lists
Useful if you don't have your own
Affiliates or a big budget
Social media ads
Info graphics campaigns via social media
Can also be used by affiliate partners
Standard social media and PPC ads
Pre launch build up
Mailing list alerts (keep them updated)
Educate your list about the up and coming product
Teaser videos/blog posts/FB posts
Build a smoking campaign around the pre-launch to gain interest in the product. The more they hear about it the more they want it.
JVs
Work with JVs on a personal level
Skype
Email
Telephone
Social media
Face to face
Events
Skype
Hangouts
Voxer
Great for smack talk
Mail your affiliates daily once pre launch starts
JV blog
Email swipe
You should have different swipe for every day of launch
Include daily swipe in affiliate emails
Tell affiliates you will be providing daily swipe
Include as many different types of graphic
Info graphics
Banners
Social media graphics
Product info
Access to product for top affiliates
Launch dates
Pre launch
Launch
Important dates to mail
Opening
Closing
Prizes
Prizes on offer
Terms
Commissions
Detailed commission structure
Max earnings per sale
Social media
JV groups
Paid advertising
FB Ads
Personal contact
Mind maps and work sheets
Map your launch
Print launch schedule
Module 4 - Launch Day
Launch preparation
Test everything again
Backups of everything
Everything on a duplicate server
Mail affiliates
Personal
Autoresponder
Email swipe
Include in outgoing affiliate emails
Latest swipe email should be prominent on JV tools page
Action plan
Be available for affiliate requests
Skype
Email
Social media
Voxer
Cell phone
Be prepared
Don't leave your computer
Check affiliate email account often
People need a reason to buy on day one
Fast mover bonuses
Great for getting initial sales rush
Price increases
24 hour initial price freeze
Module 5 - During launch
Keeping affiliates interested
Mini JV competitions
Leaderboard announcments
Smack talk
Offers of reciprocation
Mail often
At least once per day
Most important part of the whole launch
Module 6 - Launch close
Teach your affiliates the crush campaign
The crush campaign
6 emails sent in the final 72 hours
1 email at the 72 hour mark
1 email at the 48 hour mark
1 email at the 36 hour mark
1 email at the 24 hour mark
1 email at the 12 hour mark
1 email at the 4-6 hour mark
Provide all swipe required at the 96 hour mark and mail reminders to each affiliate of the crush campaign with swipe
Urgency
Scarcity
Combine both for maximum effect
Module 7 - post launch
Maximising leads
Follow up
Offer upsells again
Webinar training
High ticket sales
Builds trust
Support
Redirect sales page
Using redirect techniques allows
The product owner to increase subscribers
and also revenue after an offer has closed
Closed page with opt-in
Creates a buying frenzy upon time limited reopen
Alternative products sales page
Prizes
Pay out promptly
Builds trust with affiliates for next launch
Sales funnel
Flow up with offers integrated to your sales auto responders
Increased revenue from higher ticket items
Always use a sales funnel
To increase revenue streams
Continued promotion
Cross promote your other products
Related affiliates offers
Reciprocate with top JVs
Mind out when their next launch is
Final words
Your next launch
Building relationships with JVs
Surprise prizes
Thank you cards & gifts
Learn for every launch