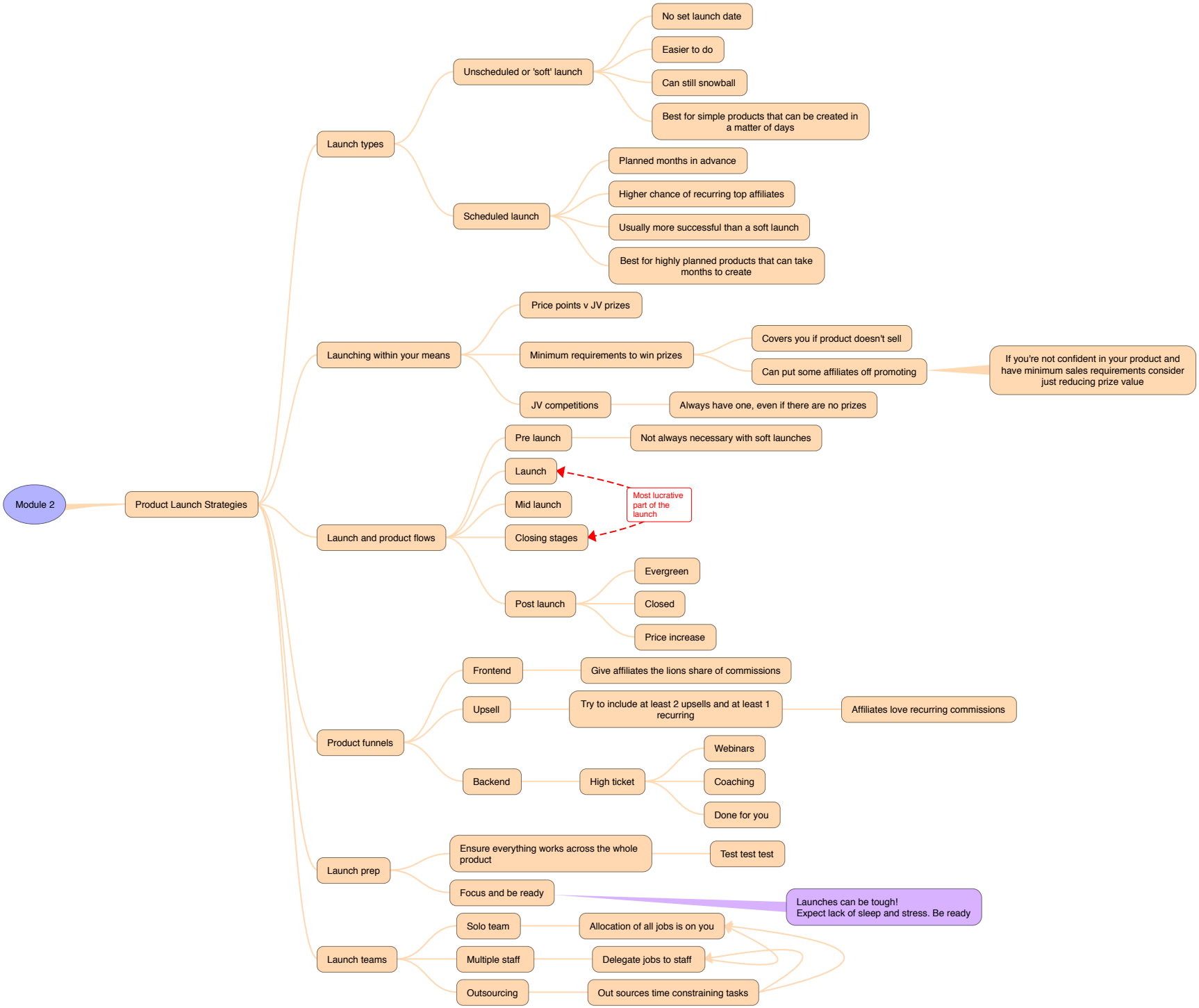
Module 2
Product Launch Strategies
Launch types
Unscheduled or 'soft' launch
No set launch date
Easier to do
Can still snowball
Best for simple products that can be created in a matter of days
Scheduled launch
Planned months in advance
Higher chance of recurring top affiliates
Usually more successful 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