Module 3 — **Pre-launch strategies**

- **Pre launch plan** — Total planning every eventuality — Mind map your whole launch
  - *Just as you see here! The whole launch is planned*

- **Types of pre-launch**
  - Videos — 3-4 pre launch videos works best
  - 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
    - 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