

Product Launch Strategies

Brought To You By Declan.Emery

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1. Introduction.

Every week, hundreds if not thousands of online business owners launch new products, yet, only a small minority of them make any profit, never mind survive the year.

It's time to hit this problem head on. Listen in while I show you exactly why the above is true and how, when you come to launching your products you can have massively improved success potential with just a few little known smart moves.

Understand the value of this. What I'm about to show you isn't something that you can just use once. It isn't something that's going to stop working any time soon either (in fact it's been working since the first online businesses hit the net). This elevates your chance of a successful product launch immensely now, and far into the future of your business' life.

2. Goals Of This Section.

- To begin to plan the beginnings of your promotion to make sure you have everything in place ready for the gathering of your resources, ready to put that huge amount of promotion power at your fingertips to good use.
- To re-iterate the importance of your five main resources and their roles, affiliates, customers, long term customers, joint ventures and your standard list.
- To check that both a small and larger follow-up product are both in place, ready for the backend sales effect.
- To ensure that the follow-up and the vehicles that are going to carry the customers from your smaller product to your larger product are in place and functioning before we even get started.
- To check that your research tools are in place. After all, it's this research that's not only going to increase your sales over multiple products, adding up to more than double your income without it, but what you discover may even form your next product.
- To pave the way for the first section of promotion coming in the next section.

3. Promotion Preparation, Getting The Word Out 1.

Greetings, and welcome to the section entitled getting the word out, your two week promotion timeline. In this section we're going to be building the full picture for your product launches. We're going to touch on every relevant subject in such a way that will leave you with a clear picture of how to launch any and all of your products, present and future, with a big bang. This is very much a 'what' to do and when report. Note: You may need prior knowledge to use this guide.

3b. A Heads Up.

Now if we haven't met before, it's likely that I don't know you, your products and how far down the line you are with your marketing career. This is why we're going to start right at the beginning, and pull all our knowledge and resources together, and put a promotion timetable up at the end that you can follow with quick reference (So that you don't have to read thirty pages of text every time you want to launch a product). Whether it's your first or tenth product, the following will apply to you.

What you'll find here is a lot of reference to base marketing knowledge that may require additional research if you don't have that already. This is intended for those that do, and are ready to launch their products. With that in mind though, if you've launched products before and had trouble making a profit, you should start to recognize where your gaps

were, the gaps through which your money making ability was falling through previously, as things start to click into place and make sense.

Before launching into this, I want you to know that this will not make you rich overnight. That's not my excuse for why this doesn't work (because it does, and real well too, better than most of the other tat floating around) but if you're going to seriously follow this, you'll need to understand beforehand that the nature of this technique, that rests upon the building of your own resources, will take a few product launches to build up. With every product that you launch using this method, the faster, more efficient and the more profitable this will become.

3c. Getting Started.

Ok, so let's get started. We're starting two weeks before any of your promotion begins, and we'll end two weeks after your main promotion drive goes ahead. This may seem like a long while for a single products launch, but really once you get down to it, it's not. Mainly because the first two weeks consist of planning, checking, planning and checking again and again to make sure everything is perfectly in place. The reason we're doing this is because everything that goes on from your first ever product to your last ever product is a big linked chain of events.

If part of this doesn't work and your chain is broken, you're going to lose out badly, which is definitely not what we want. This is the reason that we see so many people around with gaps in their marketing. Either they

don't have a big list, they don't have any affiliates, they've never pulled off a joint venture or they have no customers and so on. As I'm about to demonstrate it's not just one problem that people have to solve, if they want to make cash, it's many. (Feel free to follow this by the way. This is the exact promotion plan that we used to get this very report in yours and hundreds of other pairs of hands).

They say that in war no plan survives first contact with the enemy. A good plan, however, will make things far easier to change and adapt as times change and provide solutions to any new problems that may arise. For that reason we're going to spend a whole two weeks in the planning stages before any of your promotion goes out at all. I'm going to give you a checklist of things that you must have up and running ready to go before anyone at all hears about your new product or service.

3d. The Checklist Begins.

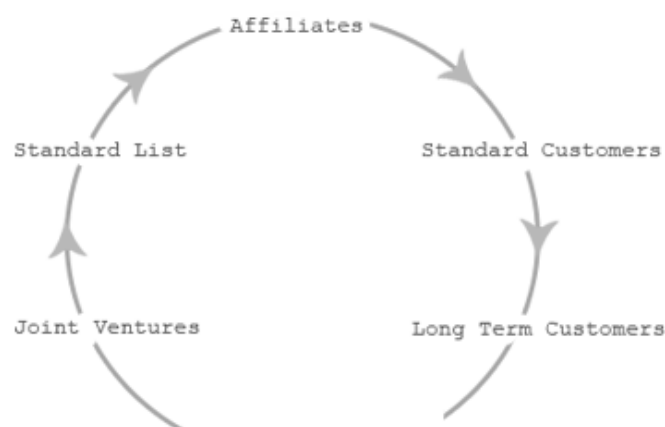
In the following checklist, there is only one single thing that I'd suggest you purchase that will cost you anything, and that's an affiliate system, as this forms a large part of your promotion. After you own one, you never have to buy one again, and can modify it to suit your own needs. That's it (Unless of course your hosting package already provides one for your use, or you already own one). I won't tell you spend any money on promotion, or spend your hard earned cash on e-zine ads or anything like that. Instead we're going to use your resources to build each other and make the future of your business a bright one.

If you don't have one of the resources we mention when you start out, you sure will after you launch your first product. Beforehand you're severely limited, not to worry though, read it all because you'll find that by the time you start promoting your large product, you'll have everything you need anyway through the promotion. That's the beauty of this system. It works no matter how many products you have or haven't launched in the past.

3e. The Structure.

The first thing I want to do is touch on the structure. Remember your goals and keep them solidly in mind when designing you own product launch promotion drive. **Your overall aim isn't to make millions through one product it's to use these products to build your resources so that you can make your money with future products.**

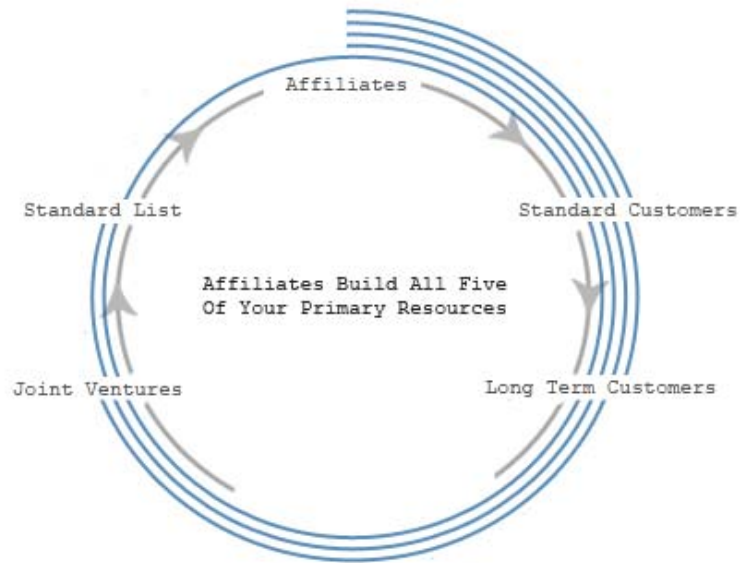
The bigger you build, the more you'll make. For reference, here's the chart I use in all my marketing courses that clearly shows the 5 big resources you should be building to ensure your online success.

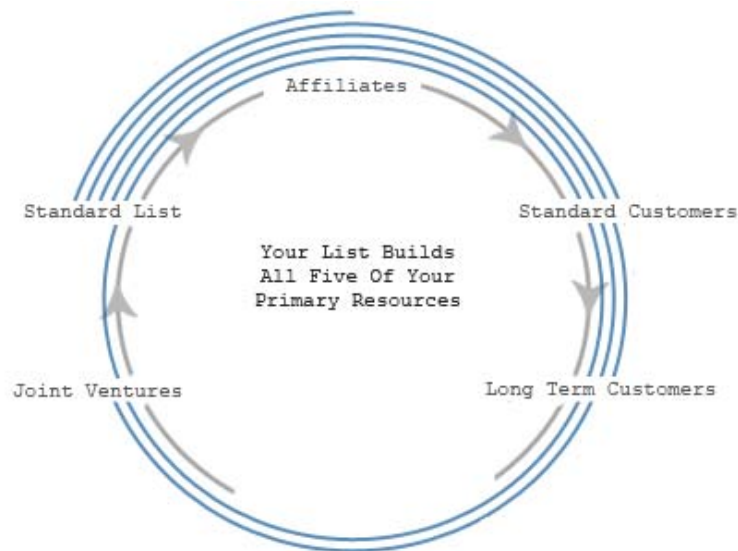
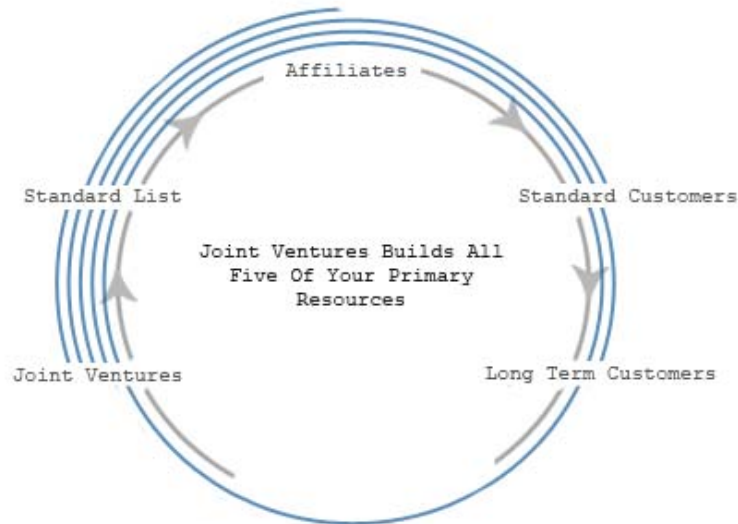


3f. The All Powerful Resource Snowball.

No matter how odd or unrelated one of them may seem, I guarantee you it can be tied into another resources and build two at a time. Never ever start again, and if you're not sure how to do something, or it's been a long day and you're not in the mood, take a break and make sure you do this properly. It's imperative that you don't miss any out. Each one you miss will limit your money making capability by 20% in the present, and as that snowballs in the future, we're going to be looking at an incalculable amount, and that's not the kind of money we want to be losing. We'll take a final look at these diagrams once your promotions start to go out and you have the space to begin managing your resources in such a way that they build each other.

Note: This isn't a cheap excuse for me to make things seem complicated, or revolutionary. Nothing like that. These diagrams simply represent each resource building the others, which in effect leaves you with an almost never ending crowd to promote for you, to strike deals with, to promote to and to make a hefty profit from.





So here comes the goal list. This is the list that I use every single time I launch a product, and something you should use too. This is when we pool everything that we've learned so far and put them together to become a complete marketing system that builds itself. The business end if you will. Now aside from the affiliate systems that you'll need to set up, nothing else costs. If you're reading the following list and find yourself saying to yourself that you can't afford it or don't have the time to do it, we've got our wires crossed somewhere, because nothing else should cost you anything, ever.

3g. Pre-Launch Checklists.

So here goes, the checklist. You should have everything here set up and ready to go before even thinking about promotion. In order, we'll look at each resource in turn to make this crystal clear. For sales, for affiliate promotion, for your list, for your research and for joint ventures. Once you can honestly put a tick beside each of these you're ready to get prepping your promotion.

A) For Sales.

A small starter intro product priced around \$20-\$60 directly related to your larger product. A quality product in itself with the direct intent to sell buyers onto the larger product.

Big Product, Your Money Maker.

Your money maker. Priced between \$200 and \$2000. Sales will come from your smaller product and after launch when your resources start building, from those also.

Follow-up for your small product.

For the sole intention of resource building, and pulling customers back to the small product site to get them to purchase the intro product and flow down the line. Seven day follow-up system.

Follow-up for your large product.

For the sole intention of resource building and pulling people back to your high priced product site enticing them to buy at a later date or after more than one view. Seven day follow-up system.

B) For Affiliate Promotion.

Affiliate System Set Up. To Track Sales For Small Product Set to around 50-90% payouts and ready to go copy and paste advertising material for affiliates in the form of solo ads.

Sole intention of resource building. Very high commissions enticing people to sign up and promote for you, increasing all your primary resources.

Affiliate System Set Up To Track Sales For Large Product Set to around 40-60% payouts and ready to go copy and paste advertising material for affiliates in the form of solo ads.

Sole intention: To put money in your pocket. Most of your resources will come through the promotion of the small product. This is where your profits come in. Keep the affiliate system here for a JV bargaining tool at the start. Move to regular affiliates after making a number of personal and JV sales.

C) For Your List.

List Collecting Names Who Buy Small product.

Sole Intention: Resource building of 'Customers'. For people who buy your small product. Will form the basis of your list of customers ready to sell onto your bigger product manually if the follow-up doesn't work, or,

use for future large products. Feeds into your autoresponders forming list #1. Medium priority customers.

List collecting names who buy large product. Sole Intention: Resource building of 'Long term Customers'. Your special people who have proved they're ready to buy. Will form the basis of long term customers who will also be fed straight onto future larger products, along with preferential treatment from you. Will be the least numerous, but the biggest money makers. Feeds into your autoresponders forming list #2. High priority customers.

List for collecting names who visit but don't sign up for anything on small product site. Sole Intention: Resource building of 'Standard List'. People who buy nothing but sign up for your special report, or your in a rush reports. Will form the basis of all your future promotion.

List for collecting names who visit but don't sign up for anything on large product site. Sole Intention: Resource building of 'Standard List'. People who buy nothing but sign up for your special report, or your in a rush report. Will form the basis of all your future promotion. Important it doesn't interfere with your sales process on high ticket item site that's there to make you profit and not build resources.

D) For Your Research.

An Ad Tracker set Up: Sole Intention: Research & Testing. Used for split run testing, testing of ads and different methods of collecting your resources, and coming up with new products or modifications to current

ones. Test two variations of one aspect of your sales system, ask yourself which one works best, keep it, move on to another test. Use to refine your sales system for this and future products.

E) For JV's.

Affiliate System Set Up especially for JV's for small product. Sole intention: Resource building of JV's and business contacts. 100% commissions on a smaller product can be a great bargaining tool and a massive resource builder.

Affiliate System Set Up especially for JV's for your money maker, or your high ticket item. Sole Intention: Resource building of JV's and business contacts, to make a big profit. This may not even be needed, but it's nice to have as every deal differs. You may find that your JV partner wants higher commissions for themselves or for the affiliates they refer even. Good bargaining tool and paves the way for long term relationships.

Folder or file for the details of each JV.

Sole Intention: Resource Building of JV's. Keep everything in order, and have a folder for each joint venture you carry out. Record the person, their contact details, and the details of the joint venture, including it's type, whether you'll be able to contact them again in the future, how big their list is, how much you made, what you agreed etc. (See JV's the specs)

3h. Sorted.

That's it. You're all set and ready to go. If you don't have every single thing set up in the above list, I'd suggest you get about setting it up. It seems a lot, but trust me, not only does it cost you hardly anything to set up (even the affiliate program you can keep going for \$30 a month instead of laying down \$500 right off) but it gets easier every time you create a product. Create the above once, and next time you come up with and create a new product, you simply plug it in and you're away. Don't be put off at this stage. It gets easier, cheaper and more profitable as you go along.

Next up, we'll be looking at the planning of your actual promotion and getting some resources rolling into your system and having them start to build each other whilst making you some cash along the way.

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