Product launch assassin audio

Man: Launching a product can be a very, very, very profitable experience. It's not unknown for some of the top marketers to have million dollar plus days from a single product launch. You may not hit a million dollar day straight away, but it could certainly be in your time line. Launching a product, and doing it properly, makes it much more profitable. Many marketers launch products, and they just sort of quietly appear on the market, and no one's really aware of the fact that they've arrived. You want your product to arrive to a screaming fanfare; trumpets, and everybody rushing to buy it, stampeding over each other in their desperation to give you their money.

And what this class is all about is how you can create that stampede of customers the moment you launch your product. Million dollar launches are not unknown. Think about Butterfly Marketing, and many of the other big launches. They've made a million dollars or plus in a day, through using these very techniques.

If you're not a big name marketer, don't worry though. You can still earn several thousand dollars just from a well run product launch. A recent product launch of mine in two weeks brought in $6000. I didn't do a lot of work for it; I must admit I could have done a lot more. But, it was just a fairly quick product - out it goes, a few JV partners, $6000 in the bank account.

If you plan one well, and you have a really good product that really over delivers on quality, and you can make a massive amount of money. But, you have to have a good product; you can't peddle rubbish and expect your product launch to go well. It's got to be the sort of product people will look at and go, "I've got to have that; I really want that; that's for me!"

It's got to be a really, really good product that people to buy, and that they feel as though they have to have. You've got to engage that feeling of "I can't live without that product." So the quality... I don't think high is the word I'm looking for; it must be extraordinary.

The higher the quality; the more you are going to be able to get that stampede of buyers. You've got to be able to deliver, in fact, over deliver, on your promises. And the main thing is, your product must solve a problem that people are facing. Whatever it might be, a product is designed to solve problems. It's got to solve their problem.

One of the basics of a product launch is to prepare and test the sales page and the sales process. So, get your sales page up, test if the sales page works. Does the buy button work? Test the delivery mechanism works, test if the files can be downloaded and opened; I mean, how many times have you bought a zip file, downloaded it, and it's gone "Sorry, this zip file is corrupted"? Test everything.

Test it again, and then test it again, just to make sure. And if you're in the mood, test it once more. You never know when those gremlins are going to creep in.

You've got to start approaching affiliates, or getting them to find you. And JV partners - eighty percent plus of your traffic will come from these people. Now, if you've got a list of hundreds of thousands of people, then that's not so much of an issue. But, the big names still joint venture.

Mike Filsaime, when he released Butterfly Marketing; joint ventured with the other big name marketers. You got to have that almost sort of saturated approach to get the maximum market you can. You've got to create a buzz, the whole point of the launch process is before you launch; you have the pre-launch phase.

And that's where you're getting people excited about your product. You're educating them as to why they've got to buy it, the benefits of it, and how they just can't live without it. And you've got to test everything, and I mean everything. And test it again.

You've got to create your autoresponders - the presale autoresponder, and the post sale autoresponder. One for people who aren't yet customers, and one for people who are, and the two autoresponders are for different things. And you may even have a third one for your pre-launch notification list, where you notify people of the launch.

You've got to set a realistic launch date and stick to it. If you've got JV partners and affiliates all ready and primed to go off on a certain date and time, and you turn around half an hour before that and say, "Sorry guys, not going to make it," guess what? You won't get your JV partners.

You've got to stick to the date, but not at the expense of quality. So, most people will have the product 99 percent done before they set a launch date. You don't want to delay it unless you absolutely have to, because it will inconvenience a lot of people. If you do, tell people you're delaying it, and tell them you are delaying it so they can get better quality.

And then the final step really is launching the product. So, what's in this course? Well, basically, it's a step by step guide to how to launch a product. I'm going to show you everything from the basic phases of how to start thinking about a launch, through the pre-launch, to the launch, to the post-launch.

The whole process, the whole end to end process, is going to be explained. I'm going to talk to you about how to work with affiliates and joint venture partners. How to find them, how to recruit them, how to keep them, and what you need to give them, all of that information. I'm going to help you to understand the pre-launch process. This is something that a lot of marketers do not understand. They quite simply don't get it. So, what I need to do is, I need to explain to you what it is, how it works, and what you need to do with it.

I've got to talk to you as well, about how to handle the product launch. It's not just release it into the wild, and hope for the best. There are certain things you need to do when you're launching the product for maximum effect and profit.

I'm going to talk to you as well, about the importance of testing. I've mentioned it already; I'll mention it continuously, because it's vital. If you don't test, potentially, you're setting yourself up for failure. That could cost you an awful lot of money.

I'm going to tell you what you need to do during the launch, and I don't mean go and sit on the

beach somewhere and watch your PayPal account and hope for the best. You've got to set up doing certain things to maximize your profitability. I'm going to tell you what you need to do.

And I'm also going to talk to you about the post-launch process. What do you do once you've launched your product, and it's made that initial bunch of sales? Where do you go next? That's another subject we're going to cover.

This is going to be an in depth course; there's going to be a lot of information. I want you to really grab a pen and paper, sit down, listen to this workshop, and really prepare yourself for maximum learning, and learn how to launch a product. Launch a product correctly, and you could double, triple, quadruple, or even increase your income even more, through following this process.

So, that's why it's very, very important that you can do this. So, let's get on with the course, I want you to sit back, get your pen and paper, start taking notes, and prepare to learn how to launch your product.

I want to just talk to you a little about the fundamentals of launching a product. Now, before you launch your product, you've obviously got to make sure there's a market for your product. I'm assuming that you've done your research, you know there's a market, and you've created a product that meets the need of the market.

If there's no market there, then launching it is just going to be a damp squid. It's going to fail. You've got to make sure there's a market of hungry buyers there that want the sort of product you're offering. So, make sure the market is there.

Make sure you've done your research into that market, and you understand it. Understanding your market will make the whole product launch easier, because you'll understand what their hot buttons are, what their problems are, what their pain is, what solutions they are looking for; which means that you can tailor your launch process to those particular targets.

Now ideally, you're solving a burning issue for the buyer. Whether it's making more money, training their dog, teaching their parakeet to sing, or whatever it might be, you're solving a burning issue for your buyer, and that's why they want to know that.

And your job, throughout the launch process, is to educate your buyer as to why they need your product. Tell them what the benefits are, tell them why they have to have it, how it solves the problems they're facing.

You need to have a high quality sales page. If you're no good at copy; and trust me, I've seen some dreadful sales pages, if you're no good at copy, you're going to have to hire someone, or learn quick. Because I'm telling you this, you get some big JV partners on, and your sales page is no good, your conversion rate is close to zero, they won't JV with you again; or it will take an awful lot to persuade them.

You need a top notch sales page when you launch your product to maximize the earning potential. You know, the more people you can convert into buyers, the better it will be for you, because you'll make more money, your joint venture partners and your affiliates will make more

money, and they'll be hanging on you.

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Man: The basic idea behind it is the less they have to do, the more they're going to promote your product. Let's face it, I'm not being funny here, but people are inherently lazy. Honestly, they are. People want the maximum results, with the least effort. That's why get rich quick schemes always do so well. People want the most, for the least effort. So, the more that you give them, the easier you can make it for someone to promote your product, the more they will do it. Now, there are a few - and I've had the pleasure of working with them - there're some very good marketers who will not promote anything that they haven't had a good look at.

And a lot of them will actually insist on seeing your product, going through it, spending time getting to know it, and then they will write an honest review. So, if it's not good, be prepared for a bit of flak. But, they're the rarity, there're not so many people like that.

Most people will just pick something up, read through the sales page and say "Yeah, that looks good, I'll promote it," and off they go. So, you need to make sure that they have to do the minimum amount of work to promote your product.

One of the things you will create as well is a set of pre-launch promotional emails. So, in the time running up to your actual launch date; people, your joint venture investment partners, and your affiliates can start building the buzz by emailing their lists and telling them about this upcoming product.

Giving them a bit of, "Just wait until Tuesday at 12:00 EST, and then you'll see it" sort of thing, something like that to really get them excited. You need to create graphical banners as well. And remember, people put adverts on their blogs. Make all different sizes - skyscrapers, long ones, square ones, small ones, all different sizes. The more sizes, the better, really, because what that will do is, people often say, "Well, I've got this little spot on my blog, I want to put a picture in there," they'll go to your page and go, "Hmm, let's see, oh that one fits nicely!"

Honestly, people do that. So, if you've got your graphics in all of the usual ad sizes, someone may well pick it up and put it on their blog. And who knows, worst case is a link to your website, best case, it makes sales.

You can write articles as well. Pay someone to write articles for you, give them to your affiliates. Even spin them, tell your affiliates to use them to market, tell them to rewrite it, heck, even train them to rewrite the articles. Give them a couple of training videos on it.

And another one, one of my favorites, is brandable viral reports. Write a report about your subject, make it real good advice that people go, "I've got to know that, I really want to know about that," and then what you need to do is make is brandable, so that your affiliates can put their affiliate link in it. And then they can send it out to their list, they can promote it, they can give it away, and all the time, it's promoting you and your product.

Another thing - and this is something that I find very useful - is spinning your emails. OK, most people say "Well, you spin an article," but an email is just an article that you email to someone,

let's be honest.

One of the big complaints about product launches is that you'll hear people go, "Oh God, I had 34 emails today about this product launch, and they were all the same, oh dear me, I'm bored! I don't want to hear anything more about it!"

And do you know what? That's true. People do get bored like that; they get fed up by seeing the same emails again and again. I mean, any product launch I get a dozen, two dozen emails on it; they're all the same. They're all the same cookie cutter emails that are being sent out.

Do you know what? They don't really help. But, if you spin them, you've spun each article, and you give each affiliate, each JV partner, a different copy of the article, with a different subject line. Yeah, OK, it may not be the best performing, because obviously you've created the best performing email for them to send out.

But, it'll be different, and often that can increase sales, because one person will look at the headline and go "Oh, that's not for me," looks at the other headline and goes, "Oh, that's interesting."

So, quite often, you'll find that they may not open the email from marketer one, but they will from marketer 2, because it's slightly different.

You've got to create all these resources, create a special page where they can access them all. Make it easy to navigate, make it clear, and make it easy to understand. Don't make things difficult.

You've got to provide them as well, with a method of tracking their sales. Ideally, send them an email every time they make a sale or get a signup. Say, "Hey, well done, you've done this." That motivates people, they see results, and they work harder.

You've got to make sure that they can go into an affiliate control panel, and they can say, "Oh look, I've made seven sales," and they know that they're going to get that money. Again, it motivates people.

We talked about the affiliate leader board. If you can make one and provide one, do so. Even if you've got to manually update it, it's a very motivating thing to see. People love seeing their names in lights on these big web pages, you know, they'll go, "That's me, I did well, I'm number three!" you know, very very motivating, and you'll find they'll work harder.

Really, the basic process of this is, the fundamental thing you need to remember, is that you have to make it as easy as possible for your partners to promote your product. I mean, if you could go over to their house, put their stuff into the autoresponder for them, I'd recommend doing that. But, you know, most of them would probably be a little funny about that sort of thing for obvious reasons.

But, you've got to make it as easy as possible. The less they have to do, the more likely they are to promote your product. I mean, I've seen affiliate programs where you've got to sign up for this, and then get this email, click on this email, then you've got to do that, enter all this information, and then sometime, six years down the line, you finally get an affiliate link, and

most people won't do that.

The less action they have to take, the more action they're likely to take on your behalf - very, very simple to remember. So, get as many resources, talk to your JV partners, talk to your affiliates, I mean obviously JV partners you're going to talk to specifically, one to one, because they are so important.

So, say to them, "Look, is there anything I can do to help you promote this? Do you want me to write some articles, do a report, or anything like that?" and if they say, "Yeah, would you mind doing this?" Do it. Because do you know what? It'll make their life easier, which means they're more likely to promote your product.

They're going to talk about you in glowing terms because you've been so helpful, and of course they're going to make money, and you're going to make money. And as soon as you start making joint venture partners money, guess what? You're their friend, which means that they'll want to promote your products in the future.

But basically, you need to create resources. Look at some of the big programs out there, the big products; look at the resources they provide. Provide at the very least, some articles, some emails, and if you're doing a pre-launch phase, have some pre-launch emails, create a brand report if you can, some graphical banners, all of that.

The more you can create, the easier it will be for potential joint venture partners to promote your product, the more they'll promote it, the more money you'll all make. So, make sure you create these resources. Very simple to do, just go into Google, you can find people to do your graphics; you can find article writers, very, very easy to do.

But, you've got to have it done. If you don't do this, you may find that people don't want to promote your product, because it's too much work. Remember, other people are busy too, and if they've got to sit down and spend two days creating resources, or spend money creating resources about your product, they're not likely to do it.

You've got to try to think of it all and get it done first, so that you can maximize your income from it.

Now, obviously, one of the most important things you need to do when planning a product launch is deciding when you're actually going to launch the product. This means that you have to set a launch date. Now, the date has to be something that you can realistically achieve. Don't push for something that you think, "Well, I'm not sure if I can go there" because if you delay a product launch, it's going to cause you problems.

Particularly if you have JV partners and other people all lined up, ready to send out messages on your behalf. So, what you need to do is pick a date that you can realistically achieve. Pick a date where the product will be finished, where the programmers will be finished, where the website will be done, et cetera, et cetera; where everything will be in place. You don't want to be trying to play catch up, or running to get everything done.

Now, what I recommend doing, is adding some contingency time on for safety. So, basically this

means, pick a date and then add a week or two. Something like that, just so that if the unexpected crops up, which trust me, it's likely to do so, you're safe. You're not going to be caught out and go, "I'm going to have to delay the product launch."

You want to make sure the contingency time is there straight up, and you've got to set your date. When you're setting a date, watch out for any other product launches that are coming along that clash with yours. There're lots and lots of products being launched all the time; yes, I'm very aware of that.

But, what you need to make sure is that you try and minimize the amount that clash with yours; now particularly, if it's either something similar; or something from a big name marketer. Big name marketer launches tend to just swamp everything else, and the general Internet marketing community agrees that right around the time a big marketer is launching something, it's not worth your while launching a product.

So, keep your to the ground, and see what's going on. If something similar or a big product launch is happening, you may need to move yours. Unless of course, yours is bigger; in which case, they need to move theirs.

Basically, prior to the launch date, you need to make sure everything is ready and tested. We're going to talk about testing in a couple of videos' time. But, I'm going to stress this again, make sure it's tested. You're going to hear this a lot, because most marketers, 80-90 percent of marketers, don't bother testing their websites, and you see all sorts of diabolical sales letters and processes and things that don't work, download files that don't work, and trust me, you don't want any of that.

You want the product launch to go as smoothly as possible. It keeps refunds down, keeps customers happy, it keeps joint venture partners happy, and it makes sure that you can continue to do big product launches way into the future.

What I've found with launching products is weekends are worth avoiding. A lot of people don't tend to check in that much, unless they're hardcore into that marketer. Most normal people, I say in quotes, don't tend to get online much on the weekends. I've noticed for example, my assets income on Saturday and Sunday- straight down the pan; dropped massively.

But, on a Monday, pop! It's back up again really high. I've noticed as well; sales of products on the weekends tend to be a lot lower than they are during the week. I guess also, a lot of people may only have access to the Internet in their job, so they only check it Monday-Friday when they're working.

Mondays or Fridays, you can or can't launch a product then; it's up to you, really. Typically, in business, you know, in direct mail, Mondays and Fridays are said to be the worst days to try and contact people. On Mondays, people are stressed after the weekend coming back into work, they're not really in the mood; they've got a lot of stuff to do to try and prepare for the week.

Think about how you feel on a Monday. Are you really receptive to sales messages on a Monday? And on Fridays, well, what happens on a Friday? It's a day where most people's minds are on the weekend, they're not really fussed about work, they're desperately keen to finish their

work and get out, and they don't want any distractions. And so again, Fridays tend to be a bit harder to sell on.

Avoid major holidays. If you are targeting a launch in a specific country, or you're outside of the U.S. and launching something for a global marketplace, check when the U.S. holidays are, or the country you're targeting holidays are. You don't want to launch on a day when everyone's off having fun doing something else.

I also say, funnily enough, avoid major events. Things like the Super Bowl, American Idol final night, things like that. Those are all times to avoid, because people are busy doing other things. They're not interested in products; they're not interested in Internet marketing. They're interested in getting home and being in front of the television for that event. So, try and avoid those events if you can.

The whole aim of the pre-launch phase - which we'll talk about in a minute - is to maximize interest and get people really ready to buy. Through the pre-launch phase, you're pre-selling. You want them to be sitting there saying, "Come on, hurry up and launch, I want to buy!" and be ready with their mouse, to give you some money.

So, what you do is, two to three weeks before you launch a product, you start creating a buzz. You start with enigmatic posts in forums; you start with informative posts in forums to build up your reputation as an expert. You start getting joint venture partners emailing people, you start emailing people, you start driving people to your squeeze page on your website, and then you have pre-launch list building.

Basically, you're educating people on the benefits of your product. Why have they got to buy it? Why have they got to have it? I mean, I recently saw a product launch that blew me away, really. It was for a $300 product, I think it was.

Now, the guy hadn't even finished the product, but he was about two to three weeks away from finishing the product. He sent a message out to everyone; he's got joint venture partners involved, saying "Right, if people buy it now, they can have it for half price. But, in three weeks' time, I'm launching this product, it's going to be this price. These are the results I've got, this is how good it is, and this is what it does."

And do you know what? He sold hundreds of copies. And he hadn't even finished the product! I remember about 24 hours before the launch date; I had a message from one of the joint venture partners, and it said "So and so is busy finishing his product up; he's almost done, he's currently up to about 200 pages, he's got a bit more content to add, and it's going off tomorrow to be launched. So, this is absolutely your last chance to get in at this low price, so buy it now!"

He hadn't finished the product! There was no product to be given to you, yet he had still managed to sell hundreds of copies. He had made thousands of dollars, and he hadn't even managed to finish the product. Now obviously, on the launch date, he delivered. He delivered the product to everyone, he launched it, and everyone came to the website and got it at the new price.

But, the people that got in on the pre-launch got it at a reduced price. So, you know, there're all

sorts of things you can do, but he had everyone educating potential buyers on the benefits of the product, and why he's so good. So, this is what you need to do. You've got to start educating them. So, once you've set the launch date, you've got to get a plan together for educating people, and making sure they know why they have to have your product.

The first part of the pre-launch phase is setting up a squeeze page. What a squeeze page does is capture leads. Now, this has to be something that is professionally designed and look really good. This is the first impression people are going to get of you, your business, and your new product.

And if it looks tacky or looks poorly done, guess what? People are going to go, "You know what; I'm not giving this guy any money." You've got to make sure it looks good. So, you've got to set up a squeeze page. And the idea is, is that you're building a pre-launch list. So, people are coming here, they're being sent by affiliates, joint venture partners, SCO, whoever it might be; and they're signing up to be notified about the pre-launch.

Now, if you have affiliates or joint venture partners sending people to this page, you have to make sure that the links are captured and put into the autoresponder, so that they get credited for the sales. If you don't, you'll struggle to get affiliates and joint venture partners again, because they'll know it's not worth doing business with you, because they don't get their commissions.

And what you can do with a squeeze page as well is - I've seen people change it over time. They'll have an email campaign going out from their joint venture partners and the like, and they update the squeeze page with a new video, or new bits of information relating to the email campaign.

And the whole purpose of it is to build that sort of buzz, get people interested, and start educating them to the benefits of the product, and why they must have it. So, you have an email that gives them some information, then they go to the squeeze page and they see a video with more information, and then they get prompted to sign up.

The whole purpose of the squeeze page is to communicate benefits. I'm not going to go into an in depth, how to design a squeeze page project here; it's way beyond the scope of this. But, what you've got to do is communicate the benefits. It's a mini sales letter; it's all above the fold, a mini sales letter that has to communicate why they have to sign up for the list.

You're not trying to sell them the product here; you're trying to get them to sign up. So, focus on getting them to sign up, not selling the product. It's a mistake a lot of people make with squeeze pages. They try to pre-sell the product; that's not what we're doing. We want people signing up to your list.

Now what I recommend is offering them something in return for them signing up for the pre-launch identification list. It could be a special pre-launch price, it could be an introductory deal, it may be special bonuses; whatever it might be, offer them something.

If you can make it worth their while, they're more likely to sign up. If you're releasing a $1000 product, for example, and you say "Anyone that signs up and buys through the special pre-launch identification letter will get it for $500," guess what? Loads of people will sign up, providing it's something that they want.

And the other thing you can do once you get a squeeze page up is start doing SEO on your site. Start driving traffic, organic traffic to it; you can use Paperclip as well, and get the site ranking. That's the real issue with any product launch is a website can take ages to rank in the search engines.

And the problem, of course, is that organic search engine traffic is free, which is what you want. But, it can take time to get ranked. If you've got a squeeze page up, you can start getting the site ranked and indexed, so that when you actually do the launch, the site's already riding high in the search engines. And you can maximize your earning potential there, and of course, your earning potential off into the future.

Now, when you are designing a squeeze page, you got to have everything above the fold. Above the fold means basically that when they come to the page, it's basically scroll bars, and they see everything in one window without scrolling down. There's lots of squeeze page templates out there, have a look at a few of those that gives you an idea of the right size.

If you put video on it, it works very, very well. You are much more likely to get people to sign up. People will see the video and you can explain to them the benefits. Make sure there is some text as well. Not everyone's able to watch video where they are - offices and companies will block video or not allow sound, so a video is kind of pointless for them. So, make sure there's text there communicating why people need to sign up.

And remember this is the key to succeeding with a squeeze page. Focus on them signing up, not making the sale of the product. If you focus on them signing up, what you are going to find is that it's going to be a lot easier for you to get them to sign up. You may try to sell a product there, but that's going to be difficult. You got a tiny bit of a page to sell a product, very hard for most marketers. Some marketers can do it, but not many. So, focus on getting them to get sign up to your list.

Now, your squeeze page has to look good. I mentioned this earlier on. If necessary, go and hire a graphic designer. I would recommend against using any of the PLR or master resell rights, the ones that are out there. Why would I say that? Well, they are used everywhere. You know the last thing you want is your customers to come and go, "Oh, it's that squeeze page. I have seen that one."

And if they have seen the graphics, they are going to start dismissing your product and your offering instantly, because they are going to think, you know, mentally that they have are going to assume that they have seen it all before, because they have seen the graphics.

So, get one designed as in keeping with your actual theme for your sales letter. You know when you get your graphics designed to your sales letter graphics; give it to your squeeze page as well. It will really, really help.

And you've got to communicate the benefits of signing up. What's in it for them? Think about that. When they come to your website, your visitors are looking at it and they are thinking, "Do I want to sign up? No, I don't know." The one thing that they have got going on in their mind is - "What's in for me... what's in it for me... what's in it for me?" You've got to communicate it for them - "What's in it for me." You know what are they going to get. What is your potential buyer

going to get by signing up, apart from emails for you?

I mean, perhaps, you are a wonderful person and we all love to hear from you. But, you know what that will that mean? It will be nothing for most people. They actually want a real something in order to sign up for your list. So, what are you going to give them? So communicate the benefits of it and why it's so important for them to sign up.

Another technique that works very well is in your pre-sales autoresponder you have league chapters, league videos, league materials that sort of thing and that works very, very well as well. It helps people peek inside the product. It helps them make a buying decision. You know, if they have seen a couple of chapters out of the book course or a couple of videos, they are going, "You know what, this is really good. This is really, really valuable information." When it comes to launch date, they are going to be there and snap your arm off in order to get the product off you. So, just remember that.

And the other thing I would really recommend that you do is to set the autoresponder to send the launch message automatically at the preordained time. The reason being is that, you know, maybe life's going to get on top of you, maybe something will happen, maybe you get stuck in traffic. But, the last thing you want is a bunch of people sitting there midday EST on next Thursdays waiting for your message and you have forgotten to send it. Because you know what, at five past twelve they'll all sit there and go, "Oh, whatever," and go off and find the next thing they are interested in.

So you know what, you got to make sure that set it to go. And setting it in your autoresponder is the easiest way to do it, because you set it and forget. You can set it a week before and you know it's going to go, and you can sit there just before midday and get yourself ready.

I mean let's face it; you never know what's going to happen. One minute to midday just as you are about to hit send, your broadband, your Internet connection could go down. You've had it then. But, if it's on the autoresponder and the autoresponder is sending it - it doesn't matter, does it? It going regardless of the fact whether you got Internet or not. So, set your autoresponder to send your launch message.

This process here is building a pre launch notification list is basically what it is. And what you do is you will notify them with a launch through the autoresponder. But, before then you will be pre selling them on the course. You will be providing them with information about the course, what's in it, giving them a peek inside. You won't be selling them anything else before the launch. You are focusing on one thing in every single email and one thing only and that's making sure that when you say the products live, they are there and they will buy it.

So, focus on that throughout. Don't sell anything else. Don't be even tempted to think about it. You got to make sure you are focusing on getting them to buy your product as soon as it's released. And if you can do that, then you are going to have a stampede of people wanting to buy your product as soon as you've launched it.

Your affiliates and your joint venture partners will basically make or break a product launch. Without them you will struggle to have a successful product launch, unless, as I said, you have a list of hundreds of thousands of people. By yourself, a product launch is going to be very, very

difficult without other people helping you. So, it's important that you recruit affiliates and joint venture partners.

What I want to do in this video is give you some tips and some advice on how to approach them and what to do with them. It's very, very important that you do this because, as I said, they will make you an awful lot of money.

What you need to do with any product launch is get people on board who have big and responsive lists. So, you are looking for, you know, the Mike Filsaime-s, the Robert Puddy-s, you know, the real big names with big lists. They are the people that you want to get on board. Now, you may not initially be able to get people that size to market your product. But, you can later on. As you build a reputation, as you get better known for producing quality products, these people will start to approach you and want to market your products for you.

So, what you want to do is to get them on board and, to start with, you are going to have to approach people, perhaps, an extra one or two, to blow these people - so people that are slightly less well know. But, they are still joint venture partners that will have a bigger list than you.

Joint venture partners are people that are a few rungs above the ladder from you. Affiliates are people that tend to be on the same level as you. You have what's called super affiliates and these are affiliates that make an awful lot of money and then you treat like joint venture partners.

The basic rule of the game is that people that can make you the most money are the people that you treat the best. OK. Affiliates you still treat them well, you don't disregard them they are still making money. But, joint venture partners, you roll out the red carpet and you just look after them.

Joint venture partners are those that are going to get a higher percentage commission. It's basically courtesy. You want to make sure you get them on board. And if they are towing between two offers - One that makes them $20 a sale and one makes them a $50 a sale, they are probably going to choose the $50 a sale one, unless there's a burning reason to pick the $20 sale one. So, joint venture partners typically get a higher percentage commission.

What you may do is offer them the same rate on the front end, but on the one time offer you will offer them a percentage of that as well.

But, the thing is don't resent giving these people money. I mean the temptation is there. You think greedy. You think, "Well, why should I give them this money?. They don't deserve it. All they have done is send an email. I am the one that did all the work and created the product." But you know what, they are the ones that's done all the work to build that responsive list, to build that relationship with their list. You know, they spend their time building their reputation in getting known. So, you know what, that's what you are paying them for.

But, they have a list that will make lots of money for you. And the thing is once the people buy from you, they then become your subscribers. You are effectively paying the joint venture partners to build your list and get you a list of qualified buyers.

The idea being that, perhaps, you break even and make a bit of money on the front end on the

initial offer, but where you make the most money is on the back end on the one time offers, the up sale and the backend offers in the autoresponder's sequence. That's where the real money is to be made.

We talked about this earlier on. You need to provide them with marketing materials. Customize it if you need to. I personally speak to all the joint venture partners. I do it on the phone on Skype or fire an email. I say to them - one thing I say is, "What can I do to help you market this? What do you need from me?" And I write them emails. I write them articles. And I create them a little custom video, if necessary. I offer a special bonus for the list. You ask them, they will tell you. You meet their needs; they are going to be much more likely to promote your product for you.

One thing that joint venture partners will need is to see a copy of your product without paying. You give them a free copy. The reason you need to do this is joint venture partners have built a relationship with their list based on trust. The majority of them will not send out rubbish to their list. There are those that will peddle any old rubbish without even reading it, and I've seen some of those. But, we won't go into that.

But, what most reputable marketers that you really want as JV partners - they are only going to send out products that they've read and they've used and they've decided are good. Otherwise, they won't send it out. So, make sure they get a copy of your product.

Don't quibble about it saying, "Well, I don't want to give them a copy." If you want them as a JV partner, it's one of the things you need to do.

Affiliates - they don't have a free copy of your product, unless they are a super affiliate. Remember, super affiliates are treated like joint venture partners. The affiliates, if they want it, they can buy a copy. It's basically the approach that most of us take. Unless there's a burning reason to give the affiliate a free copy, most people won't.

So, how do you recruit joint venture partners? Well, go into Google, type in your keywords, and go find some of the websites. You want to look for big names in your niche, bigger than you basically. You're looking for people that are more successful, got higher ranking sites. Look on forums, anywhere like that. Get the names of the people who are successful. They're the ones you want to approach.

You may want to find people with competing products. They may have marketed their list to death and think, "Well, let's send someone else's offer out. Maybe that will work."

Or you may find people where your product meets a need that theirs doesn't - which means, of course, you can go to them and say, "Hey look. I've got this product. You're not marketing anything like this. I think your list will really need it." And you've got an instant joint venture partner.

When you've contacted the joint venture partners, I strongly recommend that you never, never, never out mass mails. They'll know, and they'll ignore it. They get hundreds of those messages. The big names, Mike Filsaime, must get an absolute deluge of joint venture requests every single day. He's probably fed up with them, because the majority of them are probably the same email.

"Dear first name. Here's my product. It's really good. Can you please sell it? Thanks."

When you approach them, write an individual message. Talk to them. Say to them, "Hi. I'm a big fan of yours." "Hi, I've been subscribing to your list for a long time. I've bought this product from you and it was really good. I've created this product, and I think it's something your list will like."

Give them some reasons. You want to focus on what's in it for them. Why would they want to send it out to their list? We're not just talking money. What's the benefit to the list? What's the list going to get?

Good quality product and good contacts will really, really work. One thing that I've found works really well with joint venture partners is, it works very well if you can get them at seminars. There's lot of Internet marketing seminars across the world. If you go to one, you can often recruit some really, really good joint venture partners that you would never have a hope of getting outside of the seminar.

Find out their names. Take a copy of your product with you. Remember, the mantra is make it as easy as possible for them. Buy them a beer. Buy them a coffee. Sit down, have a chat with them. Talk to them. Tell them you like their work. Be honest. Don't be a gushing creepy stalker, because they'll just run away and lock themselves in the hotel room and ignore you. But, just be professional. Have a chat with them, buy them a drink, and tell them about your product.

And just say, "Look. I think this would be really, really good for your list. Your list is interested in this subject. You haven't really got anything like it. So, send it out to them. I'll give you 75 percent commission." And a lot of them will do it.

I mean, I went to a seminar a few months ago. And it was fantastic. I mean, I was full of cold. I felt dreadful for the whole weekend. I was on the cold and flu tablets. I was dozzier than normal. But, I turned up, and my sole purpose to being there was to recruit joint venture partners to promote my new product.

So, what I've done is, I'd been quite smart. I actually burnt my product on to a DVD, so they could see it. It was set up with a nice menu, so it autoran, and they could just click on pictures and see the product, see the videos, read the book. I labeled the CD professionally. I put it into a DVD case. I made a nice DVD cover which had my name, details on the back and everything like that. I made an insert for the DVD that had details of how to sign up as a joint venture partner.

I mean, that's the only thing I couldn't do for them. And basically, I handed it out to a few people. I bought beers. I bought coffees. I sat up and chatted. I helped people out. I agreed to be interviewed for someone's product, and they agreed to help me. You basically help people out, they help you.

I gave my product to one joint venture partner at 12 o'clock in the afternoon. By half past three, he sent a message out to his list promoting it. And do you know what? There were about 90 people at this seminar. It wasn't a big one. But, I was the only one out there who was actively recruiting joint venture partners and had done anything like this. Massively successful.

So, things like that work very, very well - meeting them offline.

You want to tell them about your product and what it will do for their list. Don't talk about yourself. Don't talk about how it's a great product because whatever. Focus on what the product will do for their list. This means you need to understand the joint venture partner's market. You need to understand what they are doing, who their list is made up of. If you can do that, it's going to make your life a lot easier.

Tell them the commission rate. Be honest and upfront. Don't hide anything, and ask them to promote it. And ask them to promote it. Just say, "I think this would be really good for your list. Can you promote it, please? Will you promote it, please?"

And the majority of the time they will. Don't expect them to promote it immediately. A lot of the big name marketers have autoresponder sequences set up for some time promoting products. So, they may have to slot it in. So, it may be a few weeks before your product launch actually happens, before they'll promote it. But, they will do it. Just ask them, what do you need to do to help them.

Remember, you're not focusing on yourself. You're focusing on them. Your joint venture partner is the important one. If it takes a beer, if it takes a coffee, if it takes buying them dinner, then do so. You know what? The $40, $50 you'll spend on dinner, you can easily make ten times that, a hundred times that from a good joint venture deal.

When it comes to them promoting it, make sure they have all the information. If there's anything you can do to help them, then do it. Write emails for them. Give them special video, special links, whatever it needs. Just ask them what they want for their list, what will help to maximize the conversation rate. Remember, they want to ensure that happens too, because they're getting paid.

And remember, never mass mail joint venture partners. It will put them off so quick; you won't even know what's happened. Send them individual emails. Send them snail mail letters. Contact them outside, via seminars.

But, whatever you do, don't become a stalker. Don't be sat outside their house waiting for them. Don't hide around the corner in the 7-11 or stalk them through the bookshop. Don't do that, because you know what? That's going to put them off completely, and you'll go straight on the crazy person white list. You'll find a restraining order on you or something.

So, what you need to do is contact them directly. Contact them personally. Call them by their name. Send them a copy of the product. Talk to them.

Sometimes you have to be creative about finding these joint venture partners. I mean, I remember hearing years ago about a direct mail marketer who wanted to joint venture with a bigger name marketer, and he found out that he was a big fan of a certain malt whiskey.

Now, this other marketer fortunately lived in Scotland, not too far away from the distillery that made that particular whiskey. So, what he did is he went over to the distillery, bought a good bottle of whiskey. I mean, we're talking a $100, $150 bottle of whiskey, if not more.

Bought this expensive bottle of whiskey, packed it up nicely, put a little note in there explaining who he was and he had great respect for him and he'd really like this chap to give him just a half an hour of his time so that he could pitch his product to him to mail to his list.

Sent it over to the marketer. The marketer got it, and guess what? He found the chap, and they made a deal, and they made thousands and thousands of dollars.

I've heard stories as well of people who have sent joint venture partners things like slippers, cigars, and so on and so forth. You're not trying to bribe them. You're just trying to stand out from the crowd, and get their attention. That's what you need to do.

Remember, a lot of joint venture partners get so many joint venture requests that they become almost blind to them, which is why it's worth your while doing something that little bit different to grab their attention.

One of the ways you can get affiliates is go register your product in your affiliate program with the affiliate directories. There're lots and lots of affiliate directories out there, and if you register with one of them, then that's going to make your life an awful lot easier because people just come along and find you. You don't have to rush out and try to pursue them.

I'd also recommend going to forums - things like Yahoo groups and Google groups and social networks to look for joint venture partners. Quite often the people who run the forums or the groups or the groups on social networks are people with effectively big lists that would like to joint venture with you.

Remember, people are always looking for new offers to send to their list. People want to monetize their list constantly. They don't want them to get use to not having offers sent to them. So, you are doing them a favor by contacting them and saying, "Hey, look at this. I've got this product. I think you'll be interested in it."

So, make sure you contact them. You're going to get a lot of interest from them, particularly if you contact them in a way that's unique and you find that you've got a product that's complimentary to their list, something that you feel that they'll need. There's a lot of potential out there.

Joint venture partners and affiliates really will make the biggest difference. You'll make a lot more money with them than you will without them. So, make sure you spend your time to find them and woo them. Basically, wooing them. That's what you're doing. You want to bring them on board, do what it takes, be respectful, be professional.

If they turn you down, just say, "No problem." But you know what? They've turned you down now, but the next time, that might be the big one where they take you on. So, always think about that.

There're lots and lots of potential with joint venture partners. They will make you a lot of money, so make sure you recruit them. Look after them and treat them well.

Oh, and make sure your sales letter does well. Your joint venture partners will joint venture with you again if they make money. If your sales letter does not convert, then they will not do

business with you again, and it'll put other joint venture partners off because they do talk to each other. So, make sure you have a top-notch sales letter. If necessary, pay a professional to write it. It will make a massive difference.

I've seen some sales letters that are dreadful. I saw one - it was different fonts, different spacing. Buttons were all over the place. Graphics were all over the place. I thought, "My god, if anyone ever sees this, they'll never buy it." You've got to make sure it looks good.

I can look at my early sales letters now and cringe, and think, "God, did I really write that?" But I look at my current ones and think, "You know what? I'm proud of that." My current sales letters, I can get anywhere between one percent and three percent conversation rate. I'm still learning, still developing, but that's what you need to do. Get use to writing sales letters or hire someone to do them. That makes a big difference.

Joint venture particularly may well be interested in conversation rates may well be interested in conversion rates. If you've already launched your product, if you can tell them the conversion rate, then that is going to help attract them because they're going to know you're serious and that for every hundred visitors two will buy. So, they know that they're likely to get a good result. Whereas if it's untried and untested, not so much. It might be a bit trickier.

But, that's what you need to do. Joint venture partners and affiliates are a great way to really boost your product launch, and really make a lot of money. You've got to find them, you've got to get them on board, and you've got to look after them. Do whatever it takes. Look after them. Give them whatever they need. And make sure that you have a sales letter that's converting, and they will make money for you. It's a license to print money, joint venture partners, if you do it right.

This is the real interesting part of the pre-launch process. It's called the buzz. Basically, what you need to do is create a buzz and get people to anticipate your launch. You're pre-selling the whole product so that when you launch, when that big day comes, that moment of launch, then people will rush to your site and buy it.

The buzz gets people interested. It makes them aware of you, aware of your product, and makes them aware of why they need it. And that's the most important.

You're basically teasing people about what's in your product. You can take a very mystique approach, if you like, where you drop hints about what's in there and show them a little bit but not show them everything. That sort of thing peaks their interest, gets them interested in knowing more. They come and have a look. And eventually they'll buy because their curiosity is peaked, and they know that what's in there is good.

The idea is to make them hungry for more. You want them to basically be prepared that the moment the launch comes they're going to stampede your website, buy everything in sight, and leave satisfied customers.

A good method of creating a buzz is to get your joint venture partners and your affiliates to run a pre-launch email campaign. So, leading up to the launch date, every couple of days, every few days, whatever it might be, they send an email out educating people about the product, telling

them more, and getting them ready for it.

Now, either there's no link at all and they say, "It's coming soon, it's coming soon," or there's a link to a squeeze page where you build your pre-launch email list. If that's the case, you have to capture, some way, you have to capture their affiliate links in this process so that when you email out about the launch these people get paid for the work that they've done.

That can be quite tricky to do, which is why a lot of people just don't put a link on there at all, and just say, "Coming soon. Watch this space. At this time, I'll send you a very important email."

You can also build a buzz by posting in forums and social network groups. So, what you do is you'd post and drop hints about the product. You would post something about the product to build yourself up as an expert, so that when you launch they go, "Oh, it's that guy. He knows what he's talking about. He wrote that really good article." That sort of thing. You take both approaches.

A good one in forums is to write very informative posts about the subject, and then in your signature have something that builds a bit of curiosity and says, "Coming soon. The answer to your problems, your whatever it is, your problems." Something like that, so that people think, "Oh, what's coming? What's coming?"

Obviously, something that's good is coming. And you build yourself up as an authority and expert, which again, pre-sells because people are more likely to buy from somebody that they perceive to be an expert in the field.

The informative posts in major forums really builds your reputation, and will help make sales because as soon as the product's launched, you're name's already in people's minds because they've seen your posts. They know that the quality of your posts is good. Therefore, they will assume that the quality of your products is also good.

The affiliate competition with prizes can also create a buzz. If the prizes are good, the affiliates will talk about it to each other. And before you know it, you're going to have affiliates signing up, desperately competing, vying with each other to win the prizes - which of course creates a major buzz because, you know, everyone's talking about it and they're going to promote it everywhere in order to win that prize.

Another thing which is very, very good as part of the buzz is to talk about some special offers that you have for the first 10, 20, 50, whatever it might be buyers. This builds a real sense of urgency with the potential buyers. Yeah, they think, "Oh, hang on. It's coming along. If I'm not one of the first 50 I'm not going to get this." Or, "If I'm not one of the first 10 I'm not going to get this."

And what you need to do is use that in the pre-launch buzz. Say that the first ten people get three months personal coaching with me worth whatever it is - $3000 or something. This will build them up and build them up so that they think, "Well, I've got to buy it. I've got to buy it otherwise I'm going to miss out."

People hate to miss out. It's human psychology. Nobody likes to miss out. So, if you can play on

that, buy offering deals to the first X amount of people... You see this a lot. The first 10 people get this. The first 50 get something else as well. The first 100, the first 200, whatever. And that really, really will encourage people to buy.

And what it also does is it means that next time you release something, people see it and go, "Well, I've got to get in quick, otherwise I'm going to miss out. I missed out last time." So, you're building up sort of collateral for the future, if you like.

Another good technique is to limit the number of copies. Introduce scarcity. People don't like to think they're missing out. If you build it up so they really, really want it, come launch time they're going to dive for your site and bring down your server there's going to be so many of them.

Limiting the number of copies, if it's appropriate, can be worth doing. If you remember, the original butterfly marketing launch, Mike Filsaime only released a thousand copies. What did that mean? On the day of the launch, several thousand people ran to his website, desperate to buy it because it's been hyped up. The buzz was so fantastic about that, that everyone rushed to get hold of a copy.

Many, many launches do that. If the information you have is the sort of thing that if too many people had it, it would reduce in value, then you can limit the number of copies, which pushes up the price and introduces that, "I've got to have it. I don't want to miss out." The scarcity factor.

You basically want people to be totally convinced they want to buy the product as soon as it's launched. You don't want to have them read the sales letter and think about it and go, "Do I want to buy this? Do I not? Is it something for me?"

By the time you launch it, you want them pre-convinced. You want them to go to the sales letter. At the top of the sales letter, there's a link that says, "In a hurry? Click here to buy now." Or, "Invest in your copy now." A lot of people will click on that link because they are convinced they want it already. That is very, very powerful. That's the whole purpose behind the buzz.

You need to create that buzz through email campaigns, marketing, whatever it might be. Get people interested. Educate them. Make sure that when it comes along, they are there, ready to buy, no questions asked. And if you can do that, then you will find that your product launch goes really, really well.

Introducing special offers to create a sense of urgency or limiting the number of copies to create scarcity will also help because people will be ready and waiting. If they've been educated correctly and they know that it's something they really, really want, then they will be ready as soon as you launch your product to rush in and buy it.

And that's what you want. That's the whole point of the buzz. Sit down and plan out the buzz, and what you're going to do. Plan it out - a strategy and a campaign. Look at others that you've seen run that have been successful and emulate them. Use them as inspiration.

Don't be afraid to try new things. New things can work massively well. If they don't work as well, don't do them again next time. Simple as that.

But, that's what you need to do. You've got to create this buzz to get them interested.

Now, this is the long awaited video on testing. I've talked about this a lot in various slides in this video series, but what I want you to do is really think about the testing. This is possibly one of the most important parts of any product launch.

And bizarrely enough, many marketers skip it. They think, "Oh, I don't need to do that," or, "It's not important." It's vital. If you don't test the entire end to end sales process, you're potentially going to lose thousands, tens of thousands, or even hundreds of thousands of dollars.

The last thing you want is a big launch to happen, and you turn around and find it's all gone wrong. Your PayPal account's been frozen. Your server has gone down. You've used up your bandwidth allowance. A bug in the script has caused it to crash. Anything like that, and it's curtains, end of story. The launch is ruined, potentially.

I remember going to a seminar years ago. This chap launched a product. From what I understand, it was a big launch, a really big launch with a lot of big JV partners on board. From what I can understand talking to him, he hadn't tested everything.

So, launch day came. Clicked the button and off it went. And he was at the seminar, and he was looking a bit shifty. And then the next morning, he wasn't there. He didn't appear the whole day. He didn't appear the next day.

And I ended up asking him something. I found out that he had had a problem. He had a problem with his PayPal account and his website. In the end, he was up for about 48 hours trying to fix it because he hadn't tested everything fully. He hadn't followed the processes that I'm about to tell you here.

And this is what you need to do. You don't want two sleepless days worrying that you're losing thousands and thousands of dollars. I think when I saw him again, a couple of days later, he actually reckoned that downtime cost him over $200,000 in lost sales, not including the several thousand dollars he spent in hiring technical people to fix the problems.

When you're testing the whole process - the means go into it. Buy the product. Test the buying process. Buy the one time offer, the up sales. Don't buy them. Make sure that it all works as expected. Make sure that the autoresponder signup works. Make sure that the autoresponder sends out the right messages. Make sure that they can download the products. Make sure that they can open the products. Make sure that the products are in the right format.

You can test it all yourself, but get somebody who is a technical novice to test it for you as well. The reason being, if you set this all up, you're use to it. You know its quirks. You know how it goes wrong. You know that you've got to enter something slightly different for it to work. Get somebody that had no idea to test it for you.

The reason being, they're the ones that are likely to find the problem. They're going to be the ones that find the issue, and you going, "Oh, I hadn't even thought of that." You are too close to the forest to see the trees, too close to the wood to the see the trees. They don't have a clue about it. Also, they can find the little problems, and that is really what you need.

You want to test every single permutation and offer. So, test the buy. Test the buy with the one time offer. Test the buy with the one time offer and the up sale. Test the buy without the one time offer but with the up sale. Test them all and make sure that they all work. Make sure that they all deliver the right products as well.

Make sure that you test the downloads. Download all the files, make sure that they open. Make sure that they're all correct once you open them. Make sure the scripts are working. Make sure that the autoresponders are working. Make sure that they get into the right sequence, they get the right message. Make sure all the links in the message work. Make sure it displays their name and not some garbage instead.

Pretty much, test everything. Test it once, test it twice, and then just to be sure test it again.

If just a single thing goes wrong, it can completely ruin your launch. That's the last thing you want. You don't want your launch messed up. You want it to run smoothly and perfectly. So, again, make sure you've tested.

Too many people skip this. The launch goes and if they're lucky, it goes without too many problems. They just get a whole load of support calls. If they're unlucky, the launch is ruined. So, make sure it's tested properly.

When you're going to do the launch, make sure you notify PayPal. PayPal has some wonderful policies, and as I'm sure you are aware, we as Internet marketers love to hate them. But, what PayPal will do, if they see lots of money suddenly coming into your account, they're going to assume that there's some sort of fraud going on. Or money laundering, or whatever it might be.

So, they'll shut your account down. Shut it down, bang, like that. And it could take you weeks to get it back open again. They won't just say, "Oh, sorry you made a mistake. We'll switch it back on again." You've got to argue your case, present proof, et cetera, et cetera.

Talk to them beforehand and say, "Hey PayPal. There's a big launch coming along. I'm expecting lots of money to come in." Make sure they make note of it. Get them to put it on to your account. Get the name of somebody there you can speak to on the launch day if there's a problem. And get their phone number. You don't want to be emailing them, hoping you get through to someone. Get the phone number. Insist upon it. Tell them you're going to be bringing in a lot of money, it's going to be very profitable for them, and they'll be fine.

Speak to your web host as well. Make sure you've got lots and lots of bandwidth. Make sure that the server can handle the capacity. If necessary, put it all on to a dedicated server during the launch. Then you can move it off to a VPS, a virtual private server or a shared server, once the main traffic's died down. That might be what you need to do.

Speak to your web host, and if necessary, if it's going to be a big launch, get them to give you a technical resource that's available on the day to solve any problems. Pay them some money for it if you have to. It will be worth its weight in gold.

Check, for any server you're on, that you're not going to exceed any usage limits, any processor usage or disk space usage or whatever it might be. That's the last thing you need to do. Speak to

your web host and negotiate a way to easily increase it if you need to. Say to them, 'This is what I'm expecting to use." And obviously, you've added some contingency on there.

But then, say to them, "Look, if I need to increase it, can you help me out so that it will increase quickly?" Pay them a premium if you have to. Remember, you may pay them a few hundred dollars, but you may make tens of thousands because of it.

My personal policy is to test everything three times. Be absolutely sure, and it will pay off. It will cost you an awful lot of money if you don't test everything thoroughly. Too many people think it's OK to skip this testing phase. They're in a hurry; they can't be bothered; they don't understand its importance.

Trust me, the one day that your product launch goes wrong because you haven't tested, you will instantly know how important testing is, and probably never, ever forget to do your testing again, quite literally.

You've got to make sure you do this. Everything has to work. Remember, this is your reputation, your venture partner's reputation, the last thing you want is joint venture partner's having to email everyone on their listing saying, "You know this great offer, great product? They've run out of bandwidth, so sorry guys. You can't buy it."

You don't want that to happen. It's got to run and it's got to run perfectly. If you test everything, then it will run as best as possible. Naturally, you can't test for everything, there's always unforeseen events, but just make sure you've done as much testing as you can and you've tested as many different permutations, as many different options as possible to ensure that there's a minimum that can possibly go wrong. A well tested product launch is going to be a well run one, which is going to be a very profitable one.

Now, it's the launch day. It's that big moment. It's that time where it's ready to go. Depending on how well organized you are, or are not, you may well have been up all night. But, hopefully, you've been well enough organized that you haven't had to be. On the actual launch day, make sure you're available. Don't be incommunicado; don't be off somewhere where no one can get a hold of you or working.

If you have a job, take the day off, seriously. You need to be available. You've got to be on the ball, ready to solve any problems, you've got to be ready to answer support calls in literally seconds. The quicker you answer a support call, the more chance you have of making a sale from it.

At the time of the launch, change the squeeze page for the sales page. Some software does this automatically, but if not, you've got to be there ready to FTP it up there or copy it across or rename files so that your squeeze page disappears and your sales page goes live.

You've got to do that at exactly the time that you said you would. Oh, and by the way, one thing to remember. If you are at home and there're other people in the house, make sure you tell them to leave you alone during the launch. Make sure you're undisturbed so that you can focus on it. You don't want to have continued distractions, because it's going to take your mind off of what you're doing if you've got to solve a problem or if something goes wrong, then that's going to be

a major issue, obviously.

At the time of launch, you've changed the squeeze page for the sales page. The order links are live, people are ready to buy. Coordinate your efforts with your joint venture partners and your affiliates, and make sure the notification emails go out all at the right time.

You need to make sure that all of the emails go out, and particularly if you have a pre launch list. They've got to all go out and they've all got to be received. It is important that they go out and tell people at just the right time. If not, if they all go out at scattered times, then people may miss out on bonuses that they were hoping to get or may miss out completely if you have a limited number of offers. That will annoy people and you don't want to upset them. You want everyone to have a fair chance at getting to it.

Make sure you have primed your JV partners and your affiliates, you may well have them up on Skype and say, "Right, go!" Probably they've put it into their autoresponder sequence so that it will just go out automatically at that time. Make sure that they're aware, make sure that they have everything ready, and then you'll be all right.

Now, delaying the launch. Only delay if you absolutely must. Typically, you're going to have some idea that you're not going to be able to make the launch before hand. The last thing you want is five minutes before launch time to go, "I've got to cancel the launch" - because you know what? It's too late.

By that time, you won't be able to get a hold of your joint venture partners or affiliates. Emails will be going out and before you know it, it's going to be a mess. If it's that close to the wire, then you're going to have to grin and bear it and go through the launch. You need to give people a decent amount of notice if you're going to cancel it simply because they've got to organize themselves.

Any delay could cost you a lot of money. If you delay at the last minute, it could cost you an awful lot of money. If you delay it before then, and you spin it and you say to people, "Well, hands up, it's not quite ready. The programs are adding some new features right now that I really wanted you to have." Spin it in a positive way that makes it sound like you really want to give them good value, which obviously you do, then you'll be OK and you'll get through with it.

It's much better for you to be late, then it is to deliver a poor quality, unfinished product. If a product is low quality or unfinished, your refund rate is going to go through the roof. The joint venture partners or affiliates are going to be really annoyed, and you may very well end up out of pocket depending on how you're paying your commissions.

If it's instant commissions, you may well find out that you've lost money through it. Make sure that the product is good. You don't want to ruin your reputation or your chances for future joint ventures. You have to think about your reputation and the reputation of your affiliates and joint venture partners, and because of that you've got to deliver the best possible quality.

If you have to delay it, then fair enough, you have to. There's a big launch I saw recently that was delayed by six or seven days and the product owner contacted everyone and said, "Look, hands up, sorry I'm delaying this. Really do apologize. I want to make sure it's top notch quality. I

haven't got all of the training videos ready for it. I don't want to launch it. It's complex, it's a real complex product. I don't want to launch it without the training videos, so I'm getting those recorded now. It will just be a couple of days, and then it will be out."

And that's fair enough. That sort of thing you think, "Well, that's right, isn't it?" But, you don't want to just put your head down and go, "Oh, what am I going to tell people?" Be honest, be open, people are a lot more likely to trust you because of that.

Now, one thing you need to have in place is a help desk of some sort - either an email address for support or an actual help desk software. Fantastico has help desk software. I'd highly recommend using some of that. It's much, much easier for you to manage calls. I have a help desk system in place, it took me three clicks of a mouse to install and configure, it's dead simple and it saves me a lot of time.

People contact me through that for all of my products and it just makes life easier because I'm not sitting there trying to track messages through emails, trying to work out where I am with everything. Get a help desk in place, get it tested, familiarize yourself with it, get it to notify you via either SMS message or email that you have new calls placed so that you can answer them.

I did a product launch some months ago and I had a new help desk system installed and I had gone through, I set it up and I thought it's working. I set it up so that it sent me an email when ever a new call was raised. I launched the product and two days later I was sitting there thinking, "That's really weird. I've not had any help desk calls."

I didn't think anything of it and then the next day I thought, "No one's asked me any help desk calls. That's really, really unusual." So I thought, "Well, I'll just go in and check the help desk anyway on the off chance." Went in, there're 35 calls waiting for me and the reason being is for some peculiar reason, the help desk system had decided to stop sending the messages.

I had to put my email address in again so it would send me them. But, it does thinks like that. Software can be peculiar, so you've got to make sure you test it and check it anyway. Also, make sure the help desk link is easily visible. I've gone to people's websites I've been very interested in their product and I've thought, "Oh, I just want to know a bit more. It sounds like it doesn't explain things fully for me."

I've said, "Right, I'll need to contact them. Well, there's no link. There's no email address, no contact numbers, no help desk. How do I contact them?" Well, I don't. Well, how do I answer my question that I need answered so that I can buy? Well, I don't. So, what does that mean? Well, I'm not buying then, am I?

That's the case, have a way for people to contact you. There're so many people that seem to want to avoid contact, but it helps. I have a wonderful relationship with my lists because I'm approachable. I get them emailing me saying, "Hey, have you heard of this new product and what do you think of it?" So, yeah, I'll go have a look.

Or, I'm a bit stuck on what to do with this or what do you think of my website? I'm approachable and you've got to be contactable. If you're not, people aren't going to have such a strong relationship with you and so they aren't going to buy. I build a loyal customer base by being

approachable and helpful to them. They know that they're going to get an answer.

I typically, unless I'm fast asleep or out off having fun, they get an answer within 20 to 30 minutes. I answer help desk calls very, very quickly. Particularly in the product launch, you must.

So, what can you expect? Well, if everything goes well, you can expect lots of callers coming in. What's that going to do for you? It's going to make you feel fantastic. You want all those orders coming in.

You can expect heavy demand on your bandwidth and your server. If you've got lots of people buying, they're all going to be downloading your product, viewing your videos, or whatever it might be. So, expect heavy demand.

You can expect a lot of support calls and questions. No matter how much time you take to write your sales letter, you are always going to get people asking you questions, going "Yeah, but what about this?" or "What about the other?" If you get the same question asked a lot of times, more than two or three times, I think that means you need to go and update your sales letter and answer that question.

People obviously want to know it, and aren't finding the answer. It's obviously important to them. So, your support calls will also give you some good feedback to update your sales letter to make it convert better. So, pay attention to what they say.

Now, one thing you are going to get is hard luck stories. I get these every time I launch a product; you get people going, "Hi, my name is so and so, I'm down on my luck for whatever reason - fill in the blank. I really want your product and I think it will help me, can I have it free please?"

And that's if they're polite, I had another guy, and obviously English wasn't his first language; I had a message from him saying, "Hi, I want a copy of your product please, I can't afford it, please give it to me free, also, Can you give me web hosting please?"

I was like "OK, fair enough!" Yeah, why would I want to do that for you? You know, you do get these hard luck stories, and some of them may well be genuine, and some of them possibly aren't. If you talk to them, you can usually determine if they are, and then you can decide if you want to give them a copy or not.

Sometimes, if people are genuine and their story resonates with me, then sometimes I'll say. "Look, OK, I'm going to help you out. I'll give you a free copy of the product, but I want you to do this for me. I want you to give me a testimonial, or I want whatever it might be." And that works.

The other thing I sometimes do is, if someone says, "Well look, I really want a copy of your product, but I haven't got enough cash to afford it at the moment." I may say, "Look, I'm willing to give you a copy of my product if you do something for me, so I need 20 articles written on such and such a subject. You write me those 20 articles using these key words, make them high quality; I'll give you my product."

Half of the time, people will do that, the other half; they'll go "No, I don't want to do the work" and go away. Again, that tells you the difference between someone that's dedicated and really wants to do something, and those that are just there trying to get a free lunch.

So, it's up to you how you handle them, but that's how I personally handle it. And what I've found is when I write back to people and say "Look, well, I'm willing to give you a copy, but I'll tell you what, how about we exchange work instead of cash, I need this work doing, if you do that work for me, I'll give you my product."

And that separates the wheat from the chaff. As I said, the free lunch seekers will just wander off and go, "No, I don't want to do it," but those that are genuine will. And do you know what? You've helped somebody, so it's not a bad thing to do. And you never know what difference it might make in their lives.

But, I would warn against just willy-nilly giving away free copies of your product, because you're devaluing it for those people who worked hard to get the money to buy it. There's always going to be those people who will go, "Oh, but I'm so hard done by, please give me your product" but you've got to toughen up a little and just let them get on with it.

If they're willing to work for it, great, if you've got work for them. If they just want a free lunch, then they're not going to appreciate your product, really honestly.

Now, I worked years ago as a clinical hypnotherapist. I did lots of hypnosis with people. And when I started, I did a lot of free sessions. What I found, as a clinical hypnotist, was that the people who came in and had the free session had a lower success rate than those that paid for it.

I actually found out that if people paid for a session, they were more committed to making it work, and so it would work for them. Whereas those who would come along for a free session were like, "Well, I don't care if it works or not." So, it's the same with your product.

The people that pay for it are more committed, typically, to getting results from it. And they're the people you want.

You can expect to find a problem you hadn't anticipated. It always happens... It always, always happens. There will always be a little something, and you go - "Ah, I didn't think of that. I overlooked it." Don't just sleepover over it, fix it; fix it quick. OK. If you can't fix it, find a way to work around it.

And what can you expect finally? Well, you can expect to earn a good sum of money from it. That's the main thing. A good product launch can earn you thousands, tens of thousands or even a hundreds of thousands of dollars, depending upon which playing field you are playing in.

You know if you are starting out with thousands of dollars, that's a good product launch. It's not bad. As you get bigger and bigger and more well-known, then you can expect the launch money to go up. But, run your launch properly using what you've learnt here, and it will work well for you and you could make a good sum of money from it.

This is the phase that most people don't talk about. What you do after the launch? You've launched your product, you made all that money and then what? Well, firstly, you go on to the

next one. Start creating the next product and launch that.

But, what you can do in the meantime is continue to monetize the existing product. You will have, I am hoping, a post sales customer only autoresponder course. So, what this means is that people who buy your product get signed up for a specific autoresponder. These are all your customers, they bought from you. The autoresponder sends the messages that sell back end products. These could be your other products, more expensive products by you. It could be affiliate products. Whatever it is, it's selling them and it's monetizing it for you.

All you need to do is keep adding to the autoresponder. Every month, add a couple of months' worth of autoresponder messages. Get it to up to about a year, and after that just send broadcasts.

You can market new products and services to your brand new list - you are going to build a list through the launch. You will create new products or offer new services, so market them to it. You've got people that bought from you. People will hopefully trust you, like you, know you, so they are more likely to buy.

Keep finding new joint venture partners, approach new people in the market, find new affiliates and motivate them to make the sales. Heck, you can even go back to the original joint venture partners and say, "Look, give it another kick again. Send it out and see what happens." And if they have made money the first time, they are likely to do it again for you - really, they will.

And look at making other more expensive products in that niche. If someone's bought a $50 product from you, they may well buy a $100 or $200 or $500 product. Build them up to the different levels of products. You will be shocked just how easy that could be.

But, you know, you've got a list of qualified buyers there, so you need to market to them, build on it. You need to build a traffic to your website, get it ranking higher and get more people coming in. Keep tinkering with the sales letter, increasing the conversion rate. If you keep promoting the site, it's going to rank in the search engines, you are going to get organic search engine traffic and a percentage of that will convert to buyers.

Add more messages to the post-sales autoresponder. Let your autoresponder sell for you. Put that on auto pilot.

Now, eventually, every product sort of runs its course. You may just want the initial launch buzz, the money from the launch. You could look at selling the site. If it's profitable, you can make tens of thousands of dollars from it. I mean, typically, if a product has made a thousand dollars, you can sell it for ten times the price.

So you may find that people will pick out your product and say, "You know what, it's really profitable. I want to buy that." And quite often that's a good way of making extra money from it. Sometimes even more than you have made from the launch.

One thing to do when the product is sort of reaching the end of its lifecycle is to sell rights to it. You will find that there will be a lot of people who will go - "You know what? I won't mind that," and they want to buy the right. So, offer to sell the rights and it's a good way of kick starting.

You see this all the time with marketers sending you messages saying - "Brand new! I am offering exclusive re-sale rights to my $10,000 course." And you think - "Why would you want someone to resale it?" And then you realize that it's about three or four years old. It's not really selling very well anymore. And they've got something new coming out so they want to build a bit of, you know, reciprocity with you, so that you go - "Wow, this nice person is giving me this."

So, of course, that's one way to do with it. That's one way of giving it a bit of kick start and further monetizing a sort of almost dying product. What about developing it into a home study course, selling it offline or something like that? There're lots and lots of options of what you could do with it.

Basically, what you want to do is, post launch. You want your site to be ranking high in search engines so that it brings in an income on the auto pilot. You may well have a paper clip campaign running or something similar like that. Well, therefore, the post-launch is actually an important phase. You find you have a huge influx of money in the original phase, when you launch it, and then it sort of tails off.

When it reaches a certain level, as I said, you may sell the site, you may sell rights, develop it into a home study course, you may update it completely and refresh it so that you can sell it again. All of those will work.

But, the post-launch phase is actually fairly important. It's about maintaining some income from it. You know, you don't want to just a launch a product and then go - "Fine, that's it! I've earned $10,000." If you keep it ranking high in the search engines, keep approaching your joint venture partners, it can create a passive income, which means you can earn from it every single month doing very, very little. That's what you want.

So the post-launch phase is very, very important as well. Make sure you have a plan for what to do with your product after the main launch.

Now, this course has all been about how to launch a product. A good product launch can earn you an awful lot of money, if it is well orchestrated. If it is not, then it will fall to pieces in tatters and it's going to start all sorts of confusion - which you don't want.

Now, what I wanted to do is just summarize some of the main points and remind you about them. If necessary, go back and watch the videos again, refer to the notes that I am sure you've taken throughout. There is a lot of information in this course, and with it you can really, really succeed.

Now, before any product launch, it is a lot of work. Don't get me wrong here, it is not a walk in the park, it's not massively difficult, but there is a lot to done. You got to make sure everything works like clockwork; everything synchronizes so that everything is ready at the right moment. You do have to do a fair bit of legwork. But, you know what? It's worth it for what will happen when you launch a product. It's a big payout.

Yes, you are going to be paying joint venture partners. Yes, you are going to be paying the affiliates. But, you know what? There are bringing you sales that you would never ever have had without them.

The most important part of a product launch is to ensure that all of your processes and web pages work flawlessly. Too many marketers skip this stage, go for a launch and realize that "something not working," and then they have to back pedal and try desperately to fix it. That's no good. You need to make sure it's all working. Sure, you can't mitigate against every single problem, but you can minimize the potential for problem. And that's the aim of the game.

Make sure you have enough server capacity, bandwidth, processor usage or, whatever it might be, for the launch. I have seen lots and lots of launches where they have gone completely wrong and failed, because they've hadn't had enough bandwidth. And the person hasn't noticed or adjusted it in time for whatever reason. So, estimate the amount of bandwidth you need, add 20 percent to it, and that will do it for now.

Monitor it. As soon as it starts hitting sort of 60, 70 percent, increase it - simple as that. Don't sit there going, "Hmm... Should I or shouldn't I?" Just increase it, and you can always decrease it later. You do not want any person to go to that site and see a message that says - "Sorry, this user has run out of bandwidth. His account is being suspended" Because you know what, that that will ruin your reputation. Everyone will go - "No... That person is no good; amateur" you know, ruin it.

And they'll all be talking about it on the forums, if it's a big launch, going - "Do you know what? That product launch for so and so; what a joke! I went to his site, and it said "No bandwidth." What moppet runs out of bandwidth?" Seriously, that's the sort of thing you will get. So, make sure you have enough capacity.

On the day of the launch, be a 100 percent available. Take a day off from your job, sit down at the computer, make sure you have everything around you, and make sure the people around you know to leave you alone and not disturb you - an absolutely vital step I hasten to add - and make sure you are around. You need to be there to answer support calls, to fix any potential problems, to coordinate efforts for joint venture partners and so on.

So you've got to be there, you've got to be on the ball and you've got to be answering everything.

When you get a support call in, answer it immediately. Don't sit there going - "Ahhh... I will sort it out tomorrow." Answer it now. The quicker you answer it...the persons is in a buying mood, they are interested which is why they have asked you a support call, so the quicker you answer it the quicker they are going to buy - you know the less their mood will have diminished. So, you got to make sure you do that.

It's absolutely important. The thing is as well - if you answer the support calls quickly, people are going to go - "Oh, that was very prompt! It must be really good." So that helps you. That helps convince them in their mind that you are worth investing money in.

In order for any product launch to be successful, even the biggest names in the market do this. You have to recruit affiliates and joint venture partners. If you do that, you will maximize your profits. As much as 80 or even 90 percent of your traffic and sales will come from your joint venture partners and affiliates.

Joint venture partners often have a much, much higher conversion rate because of their

relationship with their list.

My sales page on one of my products is converting up to around 1.3 percent at the present moment, that is, full organic search engine traffic. I had a joint venture partner send out a couple of emails to his list, his offer converted close to seven percent. It's not unknown for it to be higher if people have good relationships with their list. So, they are going to help you to make a lot of money.

When you are creating a product, you have to think about how you are going to monetize a site and make it earn after the initial launch. Is it going to continue to sell products? Are you going to sell the product off? Are you going to sell rights to the product? What are you going to do with it? Think about it. Think about what's going to be the backend product. Think about what the one time offers will be. Think about what offers you can send your new list.

Work to keep the site ranking high in the search engines. If you can do that for your major keywords, you are going to get organic search engine traffic, a percentage of which will convert into buyers.

Wherever necessary update the product. Here's an example - I had the product on a piece of software last year. It sold all right, it sold fairly well. But, happened was the software company very kindly updated the software. And when they did it, they changed a lot about how the software worked. They changed the interface, how a lot of the components worked and so on. And a lot of people were suddenly going - "I am confused! I don't know how it works. I don't know how it works? What do I do with it?"

And I, literary, on the day the new software came out, I was there recording a new set of videos and training programs for it and released it shortly afterwards. And it sold like hotcakes, because everyone was still confused about the new interface. There were people going - "But they changed the interface, I can't use it now." And they have never ever used the software. They had convinced themselves they couldn't. Of course, my product comes along going - "Hey, look an easy way of doing this; let me show you how; step by step guide." And bang they were buying it, it flew off the shelves.

So update the product where it is necessary. My personal approach with information products it to update them once a year, minimum. About once a year depending on the market - just bring it up to date with some useful new information. It helps refresh the product. It helps keep it, so that it can be a seller.

The other thing to do is to create additional products to market to your buyers. That's a very, very important step. The more products you own, the more money you can make from them. Yes, you can make a lot of money from affiliate marketing, but the serious money is having your own product and that's what you are aiming for. So, you need to create those.

Now, there's been a lot of information here on product launches. I really hope you've got a lot from this. But, what I am going to do now is plan out your product launch, decide how you are going to do it. Follow through some of the instructions in the video course, and make the launch happen. A product launch is a very, very profitable experience. It's very rewarding. You can really enjoy yourself.

So, make sure you make the most of it. Apply what you have learnt in this video course and you will reduce the number of problems you will encounter, hopefully maximize your profits and really increase your fun. You will provide a high level of customer service, a good experience for customer, you will build your reputation and you will be able to build yourself up until you are the sort of person people are approaching for joint ventures.

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