



Launch Your Product Online

**"Full Step-by-Step Course on How to Launch Your
Product Online for Massive Profits!"**

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[Slide 1] Hi and welcome to the full step-by-step course on how to launch your product online for massive profits.

If you have been selling products on the Internet for quite some time, here's your opportunity to start stepping up the gear discover the possibility on how you can actually make massive profits and achieve massive breakthrough in your online career using and implementing product launching techniques and strategies that so far have only been reserved for Internet marketing gurus.

Now I'm also going to show you that it is very possible and I must add – humanly possible—for anyone or any ordinary individual to pull off a massive product launch on a huge scale and achieve extraordinary income within a short period of time.

I want to make a disclaimer before I continue. This does not imply that this is a get-rich-quick scheme because you have to put in a lot of effort and that is undeniable. You have to put in a lot of effort into launching a product successfully and all the steps must be done in a correct co-ordination otherwise even if you do implement a lot of effort into launching your product, it could actually fail if you don't follow the steps correctly or reach out to your market in a way that has mass appeal.

[Slide 2] Before we jump into the product launch strategies, I'm going to walk you through a check-list on whether your product meets the launch criteria. I want you to know that no matter how well-verse you are in executing a product launch, if your product does not meet the following criteria's, it has a very high chance of failing or you might make very little sales because it doesn't meet any of these requirements.

You may want to ask yourself the first few questions:

1. Is it something new or revolutionary?

If the product is something new or can make a breakthrough in the market you're in right now (Internet marketing arena or self-improvement niche). If it is something that is not new or something that most people already do know and it's nothing like a breakthrough, then you're not only going to meet with mass disappointment; but you will find out the your product's refunds are going to be high as well. So it has to be something new and revolutionary. Something that can make a breakthrough for your customers.

2. Is it a product that has a mass appeal?

Is it going to appeal to a large group of audience? If you are catering to micro-niches where your customers are no more than 100 people then chances are this is not a place where you want to do a massive product launch and it doesn't call for such a big scale.

3. If this product is something that can help a lot of people solve problems or make their lives a little bit busier, this is niche marketing 101 where you have to put a demand in front of the product creation right away.

If there is no demand for the product then there is no reason for you to do a launch or even create the product in the first place. So put demand in front and then only create the product and then orchestrate a launch.

4. Is it something that can make people very excited when the product is launched?
As long as you have the first 3 criteria's met, then chances are with a little bit of promotion and excitement, you can make people very enthusiastic and looking forward to your launch.

If you study the launches of successful million dollar makers on the Internet, you will find out that they will have all of these 4 criteria's where they launch a new product which is revolutionary. Secondly it has mass appeal. Thirdly it is something that helps people

solve their problems or help make people's lives a little bit easier. And with some touching up on the advertising side, they make people very excited and as a result they have created a million dollar success.

Now this is something that differentiates the top Internet marketers and those who are just getting by every day. You may want to ask yourself seriously; which side do you want to be on?

[Slide 3] Now let's break down a launch process in 3 different stages.

1. The pre-launch
2. Launch
3. The post launch stage

Please take note that all 3 stages are important. In fact, the pre-launch stage is more crucial and will determine how much money you will make during the launch stage. And the experience continuous sales and income, the launch must leave a strong post launch effect on a mass market where people will still come back and continuously buy from you even though your launch is over.

If you've noticed that most people actually fail in their launch attempt because they always lack either one of these launch stages. They neglect the importance or even fail at a certain parts of the stages in the launch.

Whereas successful launches are strong in all 3 areas; the pre-launch, launch and the follow up by the post launch.

Any product launch that is weak in any of these areas will result in failure of the launch for your products. So please do not be careless and take every detail as meticulously as possible.

Here's one very good example of launches happening in our everyday lives and you can see this happening very often in the movies. That's why I associate product launches on

the Internet quite often with movies because if you study movies from a business stand point of view, you'll find out that it's very similar to what people are doing online to launch their products.

I'm sure you know of movies like Terminator 2, that is make back in 1991. It was a critical success and even until now, even though it has been more than a decade or almost 2 decades in fact that Terminator 2 had been released on cinemas – Almost everybody knows about Terminator 2 because it had all the important ingredients of a successful movie. It actually set the standards for action-genre for the rest of the movies that came later.

And then there was also Transformers that was released in 2007. They did a pre-launch, in fact 1 year earlier back in 2006. And when they did the pre-launch, they started releasing teasers and beefed up people's interest and get people excited about looking forward to the movie.

And true enough, Transformers did not disappoint the viewers and when people went to the movies to watch Transformers, they got very excited and even after the movie, they keep talking about it and they started buying toys, the Transformers' merchandises and anything that has got to do with Transformers. They kept buying and telling other people to watch it.

As you can see, this left a very strong post-launch effect.

If you look at these movies like Terminator 2 and Transformers, they had a very successful pre-launch, launch and post-launch effect in the Internet marketing context. They spread out teasers and got people to be very excited. They were very successful in doing that and when they launched, they didn't disappoint people. In fact, they got people even more excited watching and so excited that in the post-launch effect, even after the movies were out—people are still talking about them and still watching them.

As you can see, this is the kind of thing that we all desire in our product launch.

[Slide 4] I'm going to cover the steps you should be taking in the pre-launch stage, so listen carefully.

Each one of these steps are very important so please don't skip or neglect any of these steps at all. Now I'm going to start talking about the pre-launch stage right now and then after that I'll be covering the launch and after that the post-launch stage.

As mentioned earlier, your launch process can be broken down into 3 distinct stages and we're going to talk about the pre-launch stage right now.

Before you get into the pre-launch stage, I want to first warn you that completing your product 100% is the most important you should be doing before you start thinking about launching your product. So creating and completing your product 100% is your top priority.

When I study some unsuccessful launches, I noticed that part of them is due to desperation in putting together a launch whereby they got the product done at 50% only and they started going out doing other things. Now this is very difficult to do if you're working alone especially so your time is only limited and confined to only 24 hours a day. So you don't want to work 50% on doing the product and then 50% on something else and then divide your attention on other trivial things.

Make it your first important mission to complete your product 100% and the next step to do is set a date for your launch. I'm not asking you to set your date as in tomorrow or the day after or even the next week. Because we are talking about orchestrating a wide scale launch where we are not looking to just earn \$1,000 - \$2,000 (depending on the price of your product). We don't want just target earning a few hundred dollars or a few thousand dollars. We want make big money over here and I think that is the reason why you're listening to this course right now. We want to make big money; 5 figures and above.

So set the date of launch and set it at least 1 – 2 months from now (minimum). The reason I would say this is because you'd want to give people ample time to get ready to embrace your product when it's finally released. Give your partners ample notice so that they can fit your promotion into their schedule.

People are getting busy nowadays especially top partners in whatever niche you're in. I have a deduction that they are very busy people. Chances are they are getting emails from other people who wants to do joint ventures, you see. So you'd want to give them ample notice like 1 or 2 months from now or not just do it right away.

Why is date very important? It's because you want to get people excited. You want to give out teasers. Don't give in to people who want advance access because this is where setting a date is very important. It does make a difference because you are keeping people in suspense at the same time, when you have people respect the organization of your launch, the anticipation builds up and this is the goal that you want to go after.

Next step is to subsequently create a teaser or a pre-launch page and put an opt-in form on the page where you ask people to join your autoresponder and opt-in to your advance notification list. This way, you can start collecting leads of highly targeted pre-buyers who are interested in buying on your launch day.

As the name of the page imply, you want to give a teaser. You cannot give the full information. Just say, it's something that's—for example—Let's just say your product is about how to use audio and video to make money.

So you can start quoting interesting statistics and how people can overcome certain problems. So those are the benefits that people want to know but at the same time, you don't want to give them your full information. You just say something like, "I'm keeping the rest under the webs right now. But if you want to find out how you can start profiting from audios and videos, quickly and easily—and for a price so low that you cannot imagine, join the advance notification list right now and I'll keep you notified real-time. On the day it launches, you'll be the first person to know." So there you have it. Your teaser or pre-launch page is now ready.

And then you have to plan an incentive for people to act early during the launch. This is normally confined to the first 7 days or 14 days or even the first month which is up to you and depending on the nature of the market you're in. You want to give people a reason to act right now, during the launch rather than later.

Most people are procrastinators by nature so you don't want them to act later. So you have to give in the scarcity factor. Is this something you want to give? Perhaps you want to give a fast action bonus that people can only get it in the first 7 days if they act right now. Or the price is low for the next 7 days. You have to give a discount price. If they act later or delay any further, they will not get any of this.

The next step which is something a lot of amateur marketers often neglect is getting unreliable hosting. Now this is a mistake that I have to admit that I made myself last time just because I wanted to save a few dollars a month. I used shared hosting like Hostgator to support my launches. At that time, I was thinking of saving money. I realized that in fact actually this was costing me money because shared hosting like Hostgator normally cannot support the bandwidth and traffic that was coming in during the launch.

If your launch is really successful whereby you have a lot of partners supporting your launch, you can expect that your sales will get pounded by tons of traffic that your server may not be able to handle.

So don't make the same mistake I did and don't sign up for shared hosting or whatsoever. It's ok to spend a little bit of money on this because if you're doing a successful launch and I think that will be the case if you get all the steps right, you will definitely getting more than enough income to afford a dedicated server or even a VPS. VPS stands for virtual private server.

I recommend this website called servint.net where you can get reliable VPS or dedicated server.

I hope that you don't make the same mistake I did here. Now the next thing to cover is the affiliate program. This is an essential part of your launch because you're not doing it alone. You're expected to get JV partners for this (Joint venture partners).

I've seen people who pulled off launches successfully and one common software that they usually use is this program called Jvmanager1 or JVmanager2 fantasos.

Just do a search on Google or go to JVmanager.com and you can find that software right away. I admit that it's not very cheap. It cost a few hundred dollars at the least for

Jvmanager 1 and I expect that Jvmanager 2 is more expensive. But if you are doing a highly profitable launch and doing this long term, this is really worth your investment in a long run.

Now if you are doing it on a budget, you can start with paydotcom.com. Enlisting is free and you can get an affiliate program for free right away and you can list at least one product which is more than enough for you to start a launch on a budget.

However with Paydotcom.com or even Clickbank.com I don't advise using this in a long run because the fees can be costly in a long run as well. I would advise that you use your own in-house affiliate program like JV manager1 or JVmanager2 when you finally start making a healthy income from your launches.

[Slide 5] Once you've secured your VPS or dedicated server and have your affiliate program set out preferably in-house, the next thing you want to do is to create promotion tools for your launch and this is not only just for you but it is also for your JV partners to use as well.

And when you write the promotion emails, banners or graphics, you have to write them from the perspective of your joint venture partner. For example for your email, you're not going to write from the perspective of 'me'. Instead you are going to write from the perspective of your partner so it's going to be something like:

"Hi,

This is (Name of person promoting the launch – which is you)...".

You have to create various promotion tools and then a joint venture invite page so that you can start getting joint venture partners to see that page. If those prospective partners are interested, then they will sign up and join your launch.

Once you get that up, be sure to write all the benefits that's in it for your joint venture partners. Tell them things like, it's a close-door invite – not just anybody can be in. Then list down the commission percentage.

I advise giving anywhere above the usual 50% percentage because I bet top joint venture partners and names are quite used to average deals like 50% so they might expect something special. Try offering 60% - 75%.

I know maybe some people might flinch at the idea of giving too much commission percentage away but here's the thing. You'll prefer to leverage on 1% of 100 people's efforts rather than 100% on your own.

If you try to do everything on your own, you'll find out that the amount of income you can derive is very finite. This is something I would recommend you drop right away if you think that this is a loss deal for you or a win-loss situation. It's not the case actually. In fact, your joint venture partners can help you make sales where you otherwise might have not be able to.

So once you state down all the benefits that's in it for your joint venture partners, keep it interesting and tell them the next launch date and why they should be in and why the product is revolutionary. Are there any other added incentives? Maybe they get paid on a one-time offer and a down-sell. Or they can have the product as a complimentary just for joining in the launch.

After that, start contacting and recruiting joint ventures partners.

I recommend getting anywhere from 5 – 300 which is up to you depending on how big your niche is. There have been people who do it successfully with just 5 partners and then there are others who prefer to go and over-kill by getting 300 partners and some even more for the matter.

But when you write to the joint venture partners, whether by email or physical mailing or phone call or one Skype chat away – it's up to you. But please maintain a friendly and an enthusiastic tone when you talk about your launch. Try not to get too self-centered or get carried away.

You want to emphasize on your JV partners needs and also stress that you reciprocate with them after they have helped out with you in your launch. This is very important and this is something that most people are looking forward to – a long term business relationship.

While you are recruiting people, you'd want to start releasing teaser materials to the end-users now, people who will ultimately be your customers and start doing this 2 – 4 weeks before your launch and distribute some of the materials to your partners as well so that they can use it to spread the word.

Offer to rebrand their links with their affiliate links and start producing teaser materials like press release, articles with re-print rights, reviews, special reports and even videos. These are very powerful teasers materials. You want to beef up people's interest and why they should take interest in your product.

Some call it a demand building but I would prefer to call it generating the buzz. People already have the desire so you want to tap into it. I'm not saying that you should create demand because you should be leaving it for the major cooperation who are risking big.

As a one-man entrepreneur or someone who owns a small business but you want to pull off a big launch scale, you want to tap into people's immediate desires.

After that subsequently and concurrently, you can also get testimonials from your own immediate joint venture partners and beta testers or even the first batch of only customers if you have any. You want to start preparing your sales letter that will go live on that day with testimonials.

Start to intensify the pre-launch sequence as the launch date draws closer. So when it comes to the last 3 days before your launch begins, you want to start sending emails on a daily basis, telling people what's to expect and start releasing anymore teasers or hints and get people very, very excited about it.

[Slide 6] Now once you go through every single step of the pre-launch and when the big day finally comes, this is the launch stage. When I did my first launch, I was very anxious. And even after pulling off a few times, I felt that same anxiety actually. So I know some people may have no problems coping with it and there are also those who get very anxious and nervous as well.

I want to let you rest assure that this is actually very normal when you are doing a launch. As the date and time draws closer, you start getting nervous and I advise you to just relax a little bit and be prepared for anything that comes your way.

When the final date and time arrives, you would want to replace the teasers page with your sales letter and make the order links go live and finally do the launch. I also want to remind you that you should test the affiliate program system at least 3 times before you start doing the launch and not on the last minute basis.

I advise that you test it 1 week before and a few days later and right before your launch. To make sure that your affiliates gets paid on time, they get credited, their affiliate links are working and your statistics are accurate. These are things that you don't want to overlook.

Doing the launch is not easy by any measures and this is why I'm telling you that successful people who pulled it off very well are normally those who care about the details to the dot and they are very meticulous. Whereas those who have their credibility damage because they overlooked the details and their JV partners are the ones taking the fall. I advise you to avoid that mistake right away.

So when you start launching on the designated time and date, you'd want to immediately email your joint venture partners to push the launch right away. And if you have a mailing list of your own, you would also want to send it out to your mailing list as well.

Be on a standby because depending on how successful your launch is going to be and how much traffic you're getting to your website, you must be ready to handle predictable support issues and I advise you to have a template answer.

It is more professional to have a help desk so you can have assigned virtual assistants to help you throughout the launch or you can at least conduct it more efficiently. To

make it more interesting and encourage your joint ventures partners to work hard and push a sale, I would highly suggest that you hold a contest and pay a little bit more to the top 5 or top 10 people with the most sales. It's up to you.

At the same time you want to tap into the scarcity factor and get more people to act right now rather than later in buying your product during the launch period. You can state that there is limited quantity or there is a discount for temporary time or there is fast action bonuses which will be up for only awhile. That's up to you.

But please keep to your word when you say things because there have been quite some Internet marketers who are quite notorious for not keeping their promises. Even though they said that the launch will be at a low price for only 7 days but it turns out that even after 7 days, the price is still like that. So it damages your credibility if you don't keep to your word.

Do tweak the sales copy every now and then to improve your conversion rates and split-test it using the Google analytics.

[Slide 7] While there really is nothing much to talk about the launch except depending on how heavy your workload is, I expect that your only problems are that you have a lot of help desk queries and a lot of people asking for your product and as well as interested customers. Other than that, there really isn't much to the launch except watching the fruits of your labor being paid off.

Now we're going to talk about the next important stage called the post-launch. Right after your launch is over – perhaps after 7 days or 10 days depending on how long you decide the launch to be. Start rewarding your joint venture partners who participated in your JV partner contest if there was any at all and acknowledge everyone who has helped you so say thanks and offer to reciprocate with them in their own promotions next time.

Whatever scarcity factor you have, you have to start lifting them out now so for example, if you have a special discount in place, start lifting it up but justify the price increase with

added value and there's nothing wrong with doing that. So what you have to do with a post-launch stage, a lot of amateur marketers often don't do anything about it.

I want you to avoid this big mistake because a lot of people have always said that even including expert marketers to your surprise. After their launch, their sales drop tremendously. This is kind of expected because people normally act on when the product is very hot and new in the market. Once almost everybody has it, and it might have achieved either market saturation or people are no longer excited.

So you would want to start performing long term promotions and keep getting customers in on the daily basis. For starters, you can easily ask your current joint venture partners to leave their affiliate links on their websites or blogs. Or better still, ask them to put it in their autoresponder email.

At a certain interval, people who are subscribed to their list will find out about your product and they will still buy as well. This is something you can do for your own if you're a mailing list owner as well.

Start posting blog advertisements on Web 2.0 sites and do article marketing and search engine optimization. You start anchoring all the long term promotions into your main website.

Make it a habit to collect more testimonials from your current batch of customers now so you can increase your products' credentials and expert status. If there is an opportunity that warrants again, you can do a re-launch in the near future as well.

The post-launch is also very important and so are all these methods that I've just revealed to you because if for any reason at all, your product launch failed or didn't do as well as you anticipated it to be, do not worry because your post-launch can start anchoring in long term sales.

I have pulled off successful launches as well as those that were not that successful but what I did was -- those sites that did not have a successful launch. I either re-launch them again with a new concept or use long term strategies to bring in sales everyday to those sites.

[Slide 8] This is the end of 'Launch Your Product Online' session. Before you go, I just want to part with you with one more advice. Launching your product is not necessarily easy by any means because even if you're an expert, you'll find out that it's actually quite a tedious process but it's worthwhile and it is the ticket to massive riches for a lot of Internet gurus and experts in their field.

This is also the difference between those who are making 4 figure income and those who are making a 7 figure income. The difference is in those 3 digits and through doing the product launch.

So it comes with practice nonetheless and needless to say. Even if you failed in your first product launch or the first few times, I hope that you don't get discouraged very easily because this is truly a worthwhile technique to master.

Once you master it, you can pull off as many successful product launches.

So cheers to your product launch success!