



PRODUCT LAUNCHING  
**PDF GUIDE**

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## IM Product Launching - Creating The Product Idea

Welcome to the PDF module of this course.

Inside the videos modules we'll cover the technical side or setting up your products, members area, JV page and finding affiliates. This to me has always been the easiest part of any product launch.

What I want to cover in the beginning of this course which is probably the most important. The product idea, the possibilities and the realities. Like all my training I'll give you the good and the bad or as some people would call it the truth.

I can assume there are a few people who purchased this course who believe that they can have their own product developed and affiliates on board promoting within the next 72 hours.

### **The truth is YES YOU CAN!**

Anyone with experience in anything can simply open a notepad file and create a PDF product, with some free screen recording software they can create a video product or an upsell for the PDF. If they are willing to get on a Skype call with people they've a high ticket product.

Which is pretty much all that's behind more 5, 6 and 7 figure online business.. including my own.

- A low priced front end product
- A upsell (usually 3-4 times the price of the front end)
- A upsell (usually 3-4 times the price of the front end)

For example :

- Front End - \$17
- Upsell - \$68
- High Ticket - \$1000

### 3 Things You Need To Keep In Mind At This Stage

1. The upsell price points don't make the biggest difference, once your "Front End" is priced correct.
2. An upsell is VITAL.
3. A high ticket coaching program is BEST but not required if you have just started.

I'll cover all of the points in more detail later, but read them again.. they are important. Now let's get into YOUR PRODUCT!

A few things you need to ask yourself?

What ideas do I have?

The idea is the product which you plan to sell. There must be target market for this product so my biggest piece of advice here is follow the money. Look at what's selling, look at the market, follow stats on JVZoo, Warrior Forum & ClickBank.

Here's links to the top sellers on each next work.

- <https://www.jvzoo.com/products/topsellers>
- <https://payments.warriorforum.com/marketplace>
- <http://clickbank.com/mkplSearchResult.htm?mainCategoryId=1308&sortField=POPULARITY&b1=1308>

As this is an Internet Marketing product creation course I am sticking to the IM Niche but

take note that the same principles will work in many industries.. if not all.

- I work with many real estate companies who make little money on rentals but will to get involved as they know that person will eventually look to buy.
- I work with construction companies who market looking for small jobs in order to get the big reforms in the future.
- For 8 years I managed disco bars and nightclubs providing cheap or even free booze to get people in the door, so they would buy more.

Marketing is pretty much the same in all arena's. It's taking action and doing it correct which makes the difference.

Which comes back to asking yourself the next question.

- What skills do I have?

Remembering that no one was born able to walk, talk, dance or sign... you learned to or at least still trying if it's me when it comes to dancing and singing.

To this day I do not know a single line of PHP, CSS, Javascript, Java. I struggle to search for something in MySQL database (whatever this is)... I can't write more than 300 words or copy which puts out doing my sales letters and brutal at graphics designing... If I did my graphics my product would probably never sell and to top is off.. I'm nervous as hell in front of the camera.

So how am I making 5 figures within a few days or weeks everytime I launch a product? I've two skills..

1. I love marketing and have become very good at it over the years.
2. I've got some good communication skills which have given me lots of connections.. in other words "JV Partners".

None of these I started with, just built up experience over the years and listened carefully to my mentors.

The other important skills required to launch successfully are :

Copywriting - Normally I pay \$297.. where many people write their own copy as they can.

Graphics Design - Normally I pay \$247.. where many people design their own as they can.

If you can do any of these tasks or willing to learn you'll reduce the costs of your launch and speed up the production time A LOT.

For me personally I found the attempting to do graphics and write sales copy slowed me down so I decided to outsource this part a long time ago.

I pay my \$XXX to write the copy.. It's delivered in one week.

I pay my design team to complete the sales page.. It's delivered in one week.

Which usually gives me TIME to prepare the rest of the product in order for affiliates to review.

- If you don't have the idea, research more and more to find the correct route for you.
- If you don't have a budget to outsource graphics and copy, learn the required skills
- If you don't have the time or budget to hire a programmer, create an info product
- If you don't have the skills to communion with people hire a Jv Manager!

Which brings me onto the next two important things you must take into account.

## Time Vs Budget

The easiest way to explain this is give you a few examples of my experiences and experience I've had with students who got into product creation.

### Example 1 - Email Marketing Report

Email marketing report with video upsell and one on one coaching.

A very straight forward funnel which I've used the past 3 years.

If it's not affiliates sending the traffic and I am purchasing from Facebook for example I would put a squeeze page at the start on the funnel.

- Front End Product - Email Marketing Report - \$7.00
- Upsell - Email Marketing Video Training Series - \$17.00
- High Ticket - Coaching Application Form - \$1997.00

The cost of the developing the product was zero and only development time was 10 days.

### Example 2 - The Flippa Method

Purchase quality products from Flippa with upsells and mind and sold

A student with a brilliant idea. He purchased all products and upsells from Flippa. I'm not revealing the name and sub-niche for privacy reasons. It was the IM Niche.

- Front End Product - Report on XYZ - \$7.00
- Upsell 1 - Video Training on XYZ Series - \$17.00
- Upsell 2 - Ready Made Templates On XYZ - \$17.00

### Example 3 - The Dynamic Drive Methods

Simple WordPress Plugin - Wp Banner Buster.

I got the idea from <http://www.dynamicdrive.com/> and from there asked a developer to make the required script as a WordPress plugin. I had used a slide in script on my HTML pages and people loved it. The cost of development was only \$600 and went without issues. We ended up generating over \$10,000 during a 7 day launch and made ongoing sales from promoting the plugin in other ways. For more about this launch and developing plugins, getting ideas please read this PDF :

<http://improductlaunching.com/wp-content/uploads/2014/07/WP-Plugin-Creator.pdf>

- Front End Product - Wp Banner Buster (Single Site License - \$7 - \$11 Dimesale
- Upsell 1 - Wp Banner Buster (Multisite Site License - \$17 - \$27 Dimesale

#### **Example 4 - Done For You Method**

Setting up squeeze pages and sales page have always increased monthly revenue.

But I've got a little lazy of the years with scripts like Optimize Press and various other drag and drop editors making things extremely quick and easy.

Noting that many marketers will have these scripts it's not as easy to sell this service as it use to. Nevertheless if you've got the skills and resources you can offer this service as upsell in any launch, as private offer for your subscribers or as a WSO special.

The prices were :

\$147 - 5 years ago when I sold this service to generate advertising revenue I worked pretty hard to deliver a quality funnel and people told me I was crazy and my prices were too cheap.

\$297 - After a few months I was selling this for \$297.00

\$497 - We've sold this service for \$497 over the years numerous times and delivered amazing funnels. :)

\$997 - My current price for a complete funnel setup. Of course includes a lot more bells and whistles these days.

As demand goes down and the quality of your work goes up you can easily create more revenue by simply charging more. Not to mention a lot less work.

#### **Example 5 - Another WordPress Method**

Wp Conversion Tracker

A simple WordPress conversion tracking script which did not see massive success due to my inexpensive in launching products but over the years has brought in over \$10,000 in sales.

#### **Example 6 - Another WordPress Method**

JV Giveaway Plugin

Some development issues to begin and this plugin required many updates. I developed this plugin because the other Giveaway scripts were extremely expensive and like the tracking script by owning these plugins I could provide my students access and lower their costs.

### **Example 7 - The Info Product Method**

Recurring Income Formula

The beauty of Information Products. I came up with a formula for a friend who wanted to get involved in list building. So I took everything I do in my business and documents it in excel and then make a plan of action for him as someone starting off. It ended up becoming a top seller.

### **Example 8 - The Failure**

Wp Redirect Pro

On launch day while we were scratching our head why the plugin was not selling one of my friends showed me a very similar free version available from WordPress.com. Lesson : Do your market research before going into development. I still think this is kiss a\$\$ plugin and I use it daily on many WordPress sites, so it's available free in the members area :)

### **Example 9 - The Recurring Method**

Elite Group Revolution

- Front End Product - List Building Software & Training - \$1 Trial - \$47.00 / Month
- Upsell - Lifetime Access - \$297.00
- High Ticket - Coaching Application Form - \$1997.00 - \$4997.00

Lots to learn here about pricing recurring membership sites and I'm going to share all the facts about projects this size.

Elite Group is massive program which includes automated sales funnels, over 200 products for sales, autoresponder integration, Facebook ID Scraper software, rebrandable PDF's and much more.. Point is.. It's massive, If you are thinking about developing a project of this scale you need to allow at least 3-6 months for development and \$10,000 spare to cover the costs.

Here's what cost me over \$20,000 is wasted programming costs and maybe an extra

\$30,000 a year in revenue.

#### BAD PRICING!

We officially launched the membership site at \$97.00 / month and offered a \$1 trial. What we noticed here that 80% of the people who signed up for \$1.00 could not afford the \$97 / month fee.

We changed the pricing to \$19.97 for one month's trial and stuck with \$97.00 / month.

Around the same time I noticed many \$97.00 / month programs pop up and many disappear quick including SEO launches. Others I recall were Dot Com Secrets, Global Success Club and the VIP members for Pure Leverage. Each product I was a member of and promoted but found the stick rate extremely low. As soon as the affiliate commission was less than the membership fee I dropped out.

If you're still doing good in any of these programs, great for you. I just wish the stick rate was higher and I put it down to bad pricing.

So all round me was \$97.00 / month programs failing in my eyes so I needed to do something.

I talked with my business partner in Elite Group, Jesse Regan and decided to hold onto the \$97.00 / month and see our members size increase at a slower rate than we aimed for.

We decided to build something similar to Elite but more features, more training and a community forum and charge only \$19.95 / month. We wanted this to be the Ultimate List Building Community and we wanted all the bells and whistles. We wanted too much.

To make a long story short after 6 months and over \$20,000 invested in programmers it just never launched due to ongoing conflicts with different features.

Lesson here is "Just keep it real!"

And this because we originally priced the product wrong.

We've returned to the drawing board and 2 years after launching the project we changed the price to \$47.00 and seeing a much higher retention rate which of course is more profits at the end of the year.

Get your pricing right from day one of it can be costly lesson! :)

As you can see here there is many types of products, budgets and timeframes. All work but all are suited to different people with different timeframes, budgets, ideas skills and experience.

After looking at all the examples above look at your current situation and weigh up the options and the costs and timeframe you have. Stay focused!

## Completing The Design & Sales Copy

### Core Elements

- Product Idea
- Copywriter - (Joshua Hayes, Warrior Forum, Elance, Odesk, Freelancer)
- Graphics Designer - (Global Web Solutions, Warrior Forum, Elance, Odesk, Freelancer)

Note : If you've the product created, you can write good sales copy and create professional graphics you can take away all these costs. If not, it's best outsource to a professional.

The first you need to worry about is completing your product. I've come across people getting too wrapped on on the next part which delays the product creation. The product is the most important part.

Here's why.

The first thing the copywriter will ask for is review access to the product. If it's not complete he's cannot write good copy.

The first thing the graphics designers will ask for is the copy for the sales page.  
Step by Step Action Plan

So it's always :

1. Complete Product
2. Get Sales Copy Written
3. Design Sales Page Using Copy

In general the copywriter will give you a small questionnaire asking more information about the product.

All good copywriter and graphics design team should know the core elements of designing a professional high converting sales page but you might want to include a list of what you expect.

I always follow these rules for design and for copy I would request that he notes all points.

- Header Image
- Headline
- Subheadline
- Video
- Opening Paragraph
- Proof
- Product Details
- Image or Module Box
- Selling Points
- Modules Outlined
- Testimonials
- Bonuses
- Closing
- Gaurantee
- Buy Now
- FAQ
- Buy Now
- Footer Links

This looks after the sales page but you need to remember the JV page.

A JV Page should include everything the affiliate partner needs to sell the product. It should look professional and include many elements which will convince the affiliate to promote including :

- JV Page Header Image
- A Video Made For JV Partners Talking About The Product, Price & Commission
- An Optin For JV's To Sign Up
- Affiliate Link Details
- Product Details
- Commission Details
- Contact Details
- Link To Sales Page Preview (Optional)
- Affiliate Contest Details (Optional)
- Affiliate Tools Including Banners & Swipes (Highly Recommended)

I will always ask my designers to include a banners package, a membership site header and a JV header.

## Notes For Design

### Banners Sizes For JV Partners

- 728 x 90
- 468 x 60
- 120 x 600
- 400 x 500
- 250 x 250
- 125 x 125

### Facebook Banners For JV Partners

(Facebook's recommended size for all devices)

- 1200 x 627

### Membership site header

- 960px x (150px - 220px)
- 150px x 2px (full width)

## Launching Your Product

You've the product created, sales page is ready, JV page is complete, membership site is looking good. What's next?

It's time to hammer the launch boards as I like to say.

Your goal is to get the attention of the top affiliate marketers in your niche and give them a solid reason to promote your product.

### What affiliates will look for first :

- Will the product suit my list?
- Is the product priced correct?
- How much commission will I receive?

If the affiliate is happy at this stage they are likely to check out the JV Page.

The next few things the affiliate will take into account is :

- Is this a good enough offer to recommend to my customers?
- Will this product creator promote my products when I launch?
- Has he promote for me in the past?

If you're just starting off and finding it difficult to get affiliate support do not get disheartened. The biggest players in the industry do a lot to keep their affiliates happy and have spent time building relationships. You can do the same by supporting the right people in your niche and using your social skills.

You've still not sold the affiliate so let's continue. You need to remember majority of affiliates and all of the serious ones will have a calendar with commitments to other launches. There will always be conflicts but you can do your best to reduce them by checking all the launch calendar.

The first place I go to is Munch Eye and afterward JV Launch Calendar & IM Launchr. You're looking for available dates where there is not a long of products launching and none which are similar to your product around the same date.

Keep in mind Tuesday & Thursday at 11.00 EST are the most popular days to launch and proven most profitable for many affiliates. Also keep in mind the majority of public holiday is a bad day to launch.

### **The most common ways to promote to affiliates**

- Mailing Your Current JV List If You Have One
- Adding Your Launch On Munch Eye, JV Launch Calendar & IM Launchr.
- Posting Details On Facebook Product Launch Groups
- Posting Details On Skype Product Launch Groups

In general that's all I would do for the majority of my launches but you can go the extra step by :

- Setting Up Facebook Ads To Retarget Affiliates
- Purchasing Solo Ads From JV Lists (Yes They Exist)
- Buying Sponsored Advertising On Muche Eye
- Adding Your Launch to Warrior Forum Joint Venters

## The Email Sequence

You've the product created, sales page is ready, JV page is complete, membership site is looking good. What's next?

Remember that you'll need one set of emails for your affiliates to use and one set to keep your affiliates promoting. Giving affiliates regular launch updates via email and Facebook with stats on conversions, leaderboards updates and new promotional material is guaranteed to increase your launch profits.

### The JV Email Series

Let's say for example your product is ready, your JV page is ready and you want to launch your product. Giving affiliates at least 2 weeks notice is best, one month is better.

For fox example you've decided to launch on 1st of November you start planning one month before. My typical plan of action and email series for JV's would be.

1st October - Email my JV's letting them know about an upcoming launch  
2nd October - Add my launch to the JV launch boards  
10th October - Email my affiliates reminding them about the launch  
22th October - Email my affiliates reminding them about the launch (10 Days To Go)  
25rd October - Email my affiliates reminding them about the launch (7 Days To Go)  
29th October - Email my affiliates reminding them about the launch (2 Days To Go)  
31st October - Email my affiliates reminding them about the launch (24 Hours To Go)  
And don't stop there. On launch day email your affiliates 3 times.  
1st November - 6 hours before launch reminding them to mail  
1st November - Once sales page is live telling them to mail  
1st November - 6 hours after launch provide launch updates

and it continues

2nd November - 24 hours leaderboard and launch update  
5th November - 72 hours leaderboard and launch update  
7th November - Weekend contest to drive more sales  
9th November - Leaderboard update and fresh promo tools  
10th November - Final Day (mail the closing email)

I find it's best to prepare a few email templates so you can quickly fill in the blanks and

post updates.

### **The JV Tools Email Series**

I highly recommend have a nice collection of banners and email swipes for your affiliates to use. Depending on the product you are promoting and the length of time the swipes would change.

Now lets take the same example that I am launching for 10 days on the 1st of November. I would provide my affiliates with at least one pre launch swipe. Pre Selling works and many affiliate know this and use it to top the leaderboards.

You're JV Email could be set up and have notes like

Mail this one day before launch - pre launch swipe

Mail this on launch day - launch swipe

Mail this 24 hours after launch - reminder swipe

Mail this over the weekend - weekend swipe

Mail this on the 9th - closing swipe

If evergreen product you could use a more simple format.

Email Swipe 1

Email Swipe 2

Email Swipe 3

or better again email swipes with different angle.

For example I'm launching a email marketing report and I know some of my affiliates have a list of buyers interested in affiliate marketing, others interested in solo ads and another just website traffic in general. I would provide different emails swipes for each affiliate to use.

General Email Swipe

Affiliate Angle Email Swipe

Solo Ads Angle Email Swipe

Website Traffic Email Swipe

Other than the product, the sales copy, the graphics it's up to the affiliates to keep mail and up to you as the product owner to keep pushing affiliates. Affiliate contests with cash prizes work best.

## Closing High Ticket Sales

From what I see only 20% of marketers follow up on their lunches with a high ticket coaching program or affiliate program.

Generally my main focus would be selling my high tickets items first and then recommend any affiliate program which matches the customers interests. A few things you need to think about when charging someone \$1,000 or more for coaching.

You must deliver extreme value

Let's say you've a massive training series covering one topic only and delivered in video format. Unless you're a lot authority in the marketplace you'll find it very difficult to sell this for more than \$97.00.

Some coaches are charging to \$5,000 for this type of training but starting off you'll find it almost impossible.

Note : I would never get on the phone with a client for less than \$1,000. The main reason for this is it digs into my daily life, my productivity and my earnings. End of the day, you must be rewarded for your time, more when it's going to change people's life. Keep in mind that you are not only selling your time but experience.

To give you an idea here's my current price guide which is similar to my current coaching prices.

My Courses Sell From - \$10.00 - \$97.00

My Software's Sell From - \$17.00 - \$497.00

My Complete Training Program's Video Delivered + Software + Done For You Set Up - \$997.

My One on One Coaching (all above included) - \$1997

The most common high ticket coaching is of course one on one consulting. You'll see I am providing a mixture of software and training which provides more value for my clients.

Here's another example :

You sell a PDF course on "Learning CPA" for \$10, upsell a video course on "Learning

CPA” or \$37 , survey your buyers to see who is willing to take you training further and offer them one on one coaching for four figure amount.

That’s just CPA but the exact same works for all niches.

- Facebook Traffic
- Facebook List Building
- Affiliate Marketing
- Media Buying
- Amazon
- Software Creation
- Video Marketing
- Social Media Marketing
- Offline Consulting

and of course.

- Product Creation

(if you’re looking for a coach to work one on one with you click here)

If you clicked the link above and followed through you’ll have noticed a 3 step process. Before I explain the 3 step process I am currently using I would like to talk about some of the other methods I attempted and failed to work.

I’m selling \$1,000 - \$5,000 coaching programs since 2011 and have tested many things.

### **Direct To Sales Page Approach – Failure**

\$497 - \$4997 direct from a sales page failed on so many levels. Yes I’ve made sales but came across some impulse buyers (not ideal clients) and overall stats were dreadful. My overall feeling on this is \$497 is the maximum you can charge from a sales page and works best if you’re selling a “Done For You” product.

### **Live Webinar To Buyers - Can Work Once You’ve The Numbers**

My first live webinar back in 2011 generated over \$16,000 and 3 weeks later we generated over \$26,000 in just one webinar. This comes down to getting 100 Buyers on the webinar.. and of course a good offer to sell. Here you need to keep in mind

that getting 100 live attends on a webinar on a specific date would probably require you getting 400 + buyers during your launch.

### **The 3 Step Process - My Favorite Method**

Step 1 - A simple squeeze page to collect the subscribers information.

From here I can take the customer and move them to another list which is showing interest in the coaching program. If they complete step 3 I move to another list which shows they've submitted the form. Why? Well I can followup with those who did not complete the form with at least one of two emails and links back to the selling page.. (step 2). Also I can remove from the main list so I do not continue to send them back to step 1. Automation is a beautiful thing and your autoresponder will take care of it for you.

Step 2 - Selling the coaching program

Here's the important part to qualify the prospect even more. You describe the program in full detail explaining who the program is for and who it's not for. And of course a clear call to action on what to do next.

Step 3 - Coaching Application Form

At this stage you should have weeded out a lot of the people who were not interested in taking you coaching program. What's important here is not the number of submissions. it's the quality of submissions.

A few obvious but important rules would be

1. Get as much contact information as possible.
2. Ask questions which related directly to the type of training your offering
3. Let the customer speak so provide large enough space for a reply, rather than just checkboxes and drop down menus.
4. Make it clear to the customer that you will not be contacting everyone is you don't plan to. For example : I will only be contacting those will I find a perfect match for this program.
5. Include your contact details or link to support Form is submitted!

## Closing The Sale

By now you should have weeded out most of the unsuitable clients and have a nice database of potential prospects. If you've just launched a new product it should be easy to get applications for coaching programs and as your product range and business grows you have the options of having an ongoing stream of coaching applications coming in like many of 6 - 7 figure businesses.

Looking over the forms you'll quickly see who is a suitable client and who is not. Replies like "I have no money and no time" of course you know it's pointless to take things further. A polite email reply offering you services in the future if their positions change will have them keep you in mind.

For those who you find suitable you need to take action and fast.

The best way guaranteed to close this client is a simple phone call, Skype has been my preferred method. People at the end of the day just want someone to talk to and to see that you are contactable. The reason is pretty simple. Would you have over \$1,000 or more to someone you've never spoken to? In general I think the answer is no.

This PDF was part one of the IM Product Launching course.

Please continue to the members area to review each video training module.

You'll also find a cheat sheet PDF in the members area which I recommend you review this before creating your product and presenting your product to affiliates.

If you are looking for some extra help to create the perfect product, funnel and launch

[Click Here To Apply For My "Done For You" Product Launch Coaching Program](#)