

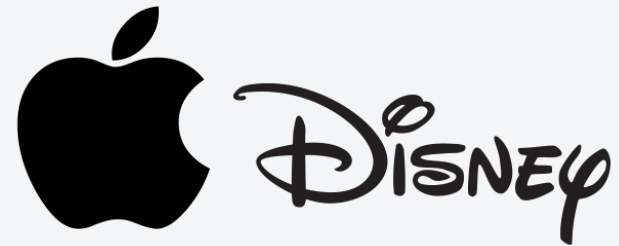


ONLINE
MARKETING
CLASSROOM

THE \$40 MILLION DOLLAR LAUNCH MANUAL

The system that I'm going to layout in this handbook is something that we have personally used to generate over \$40 million in online product sales. It is the very same system that Apple used to build buzz about the iPhone 6s (leading to people camping outside their flagship stores waiting for it to go on sale). It is the same system that Walt Disney Studios used to generate over \$500Million in box office income for the opening weekend of the movie *Star Wars: The Force Awakens*.

And it is the same system that YOU can implement to make a large amount of money in a short period of time no matter what type of business you have and no matter what type of product or service you're selling.



In fact, what I'm going to show *you* actually has a twist that makes this system *even more* powerful. *Here's why:* That \$40million in product sales that I told you about a moment ago was NOT made evenly, spread out over a period of a number of years like you might have expected.

It was actually made in small defined bursts of 7 day periods. In fact, the TOTAL period of time in which this \$40MM was generated was around 10 weeks - and it was made using what I like to call "Flash Launches".

What is a Flash Launch? Well, it's a little like a "flash sale". It follows the same basic formula as a normal product launch like the ones you see every day for cars, films, phones, weight loss products etc - *apart from TWO crucial things...* The launch period lasts for a maximum of ONE

WEEK (rather than being indefinite). And...**Something of true value is removed PERMANENTLY from the market both within the first 24 hours of launch, AND at the end of the launch week.**

Something of value? This could be a low introductory pricing deal, an incredible bonus or content piece, or even the entire product itself. Or it could be a combination. I'll talk more about this in a moment. There are two important elements here which make a *Flash Launch* work exceptionally well. They are:



1. SCARCITY - In human psychology scarcity works in a very simple way: the less available something is, the more valuable people perceive it to be – *and the more they want it*. People especially do not like to miss out on something that other people have, and this forces them into taking action quickly especially if a product or service is only available for a very brief period of time. As a vendor, this can lead to incredible short term sales and profits.



2. PRELAUNCH - If you think about it, Apple, Disney or whoever it may be, don't just put a new product on sale completely out of the blue and expect it to sell well. They spend weeks beforehand, sometimes months, "pre-selling" ...in other words, releasing snippets of information such as trailers, demos, images and interviews to build buzz and anticipation until the targeted audience is whipped into a frenzy desperate to take action and BUY. This is the 'prelaunch' phase.

Another important advantage of the prelaunch phase is this: **Most people generally need to see an offer or product *at least 3 times* before making a decision on whether to take action and buy it.** During the prelaunch phase you present the product at least 3 times and give your audience ALL the required information needed to make a purchase decision without actually having to do any “selling” (as the product is not available for sale yet).

This means your audience are at ease as they are not being sold to, and have time to think without feeling under any pressure to buy (just yet).

Therefore, when you actually launch the product, your audience are already primed, convinced and ready to buy, resulting in a slew of instant sales as soon as you go live. (especially when you mix in a 24-hour limited-time launch day bonus)

This mix of prelaunch and scarcity wrapped into the same package is immensely powerful and can be utilized to produce massive results, not only in the world of online product sales, but in almost any type of business no matter what the market and no matter how big or small.

In fact, it is so powerful that just imagine if one of our earlier examples, Apple, used a *Flash Launch* for the iPhone 6s release and only made the phone available for a single weekend before pulling it from the market permanently. It would be insanity.

Obviously it wouldn't make sense for Apple to do this, but can you visualize the reaction people would have? it would cause rioting and public disorder on a colossal scale at ever Apple store the

world over!

The Action Steps

Now you have an overview of the system and theory, let's break it down into a basic process:

- Create a product or service ...or use an *existing* product or service to launch.
- Build a targeted audience (leads) who would be interested in this product or service by offering them an incentive (like a free digital book) to sign up to your email list.
- Build trust with these leads by delivering value in the form of content and information during your prelaunch period.
- Give your leads advanced warning of your product launch and that it will only be available for a very limited period of time. (or whatever your scarcity will be – we'll discuss options later)
- Keep building up excitement and buzz via email communications until your product goes live. Give your leads the date and time of launch and tell them that fast movers who act in the first 24 hours will get a very special bonus (more on bonus creation later)
- Get your product live then remove the launch-day bonus after 24 hours.
- Deliver more value, information and content to your list throughout the launch week.

- Create a final 48-hour bonus as an incentive to act before the deadline and push the scarcity hard to your leads in the final hours until your launch officially finishes.

Here is a flow chart that lays out the 3 phases of the launch process...



Next, let's run through the steps you need to take to get started...

STEP 1: Product Selection

First of all, you will need to decide what product, service or offering you are going to launch, and if you don't already have something viable, what product you are going to create.

However, in this particular manual we are going to focus on the product *launch* process rather than the product *creation* process.

But essentially, this system can be used to launch almost any product or service, new or old, no matter whether it be based online or offline and no matter how and where you are selling it - on your website, an eCommerce store, on a Crowdfunding platform, on Amazon - wherever.

In fact, it does not matter what the product is. You could be selling client services, digital books, physical products, art, wellness products, sports, theatre or music events, vacation real estate and more.

Obviously some optimization would need to be made to the following steps based on factors such as the market, the price point, exact what you are selling and how, but the basic strategy and principles remain constant. Just tweak them to your needs.

STEP 2: Determine Your Launch Type & Traffic Strategy

No matter what type of product you are launching, it is critical to build an email list of people who will be interested in your offer during your prelaunch phase. In order to do that, you will need targeted traffic and in order to know where the traffic will come from you will first need to decide on whether you will do an **Internal Launch** or a **JV Launch**.

1. An **Internal Launch** is where YOU are the sole generator of traffic.
2. A **JV launch** is where your JV (Joint Venture) partners will generate the majority of the traffic.

Let's look a little closer at these...

The Internal Launch

If you are doing an internal launch, there are two main options for generating traffic:

1. Use Existing Traffic and/or Email Lists. If you already have an email list and/or a good volume of existing website traffic, then you can use these audiences to promote your launch to. However, you should also consider building an additional base of fresh leads (using #2, below) during your prelaunch phase. The more targeted leads you have, the more revenue you will generate.

2. Leverage Facebook Traffic. If you don't have an email list, you will need to build one using Facebook Ads. Facebook advertising is very effective as you can target people based on interests, age, location and other criteria, and send them directly to your prelaunch lead capture page (the creation of which we'll discuss later). Obviously there are other methods of generating traffic but currently Facebook is by far the most effective.

(We have further information in the main member's area which shows you how to set up your Facebook Ad campaigns.)

The JV Launch

A JV launch is only viable for some types of products. For instance, JV launches are especially effective for mid to high-priced digital products (and some physical products) but not so suitable if you are launching a product that will sell only on Amazon or on a Crowdfunding website as you will need control of your sales platform.

The process? In short, the JV partners who you recruit send their traffic (ie. the subscribers on their email lists) into your prelaunch pages, as well as to your sales/offer page when your product is live. They receive a commission (set by you) if someone they send buys your product, and that is what incentivizes them to send traffic.

Both of these methods can be used independently of each other, or **they can be used**

simultaneously. If you already have an email list or plan on building your own email list, then you can absolutely do well without having JV partners. But obviously the more targeted traffic you can generate, the more revenue you will make and even getting 2 or 3 top JV partners on board for your launch can make a big impact.

STEP 3: Product Positioning

There are a number of positioning elements that you will need to decide on before moving ahead. The benefits of the product, the pricing, the guarantee and the sales hook.

1. Determine and focus on BENEFITS rather than ‘features’.

Your prospects are not going to buy your product for its features. They will buy based on what benefits your product or service can bring them. So determine what the benefits of your product or service are and make sure you focus on them. Take a look at the examples below and it should be clear why communicating the benefits of your product, rather than the features, is considerably more effective.

FEATURE

12 video lessons are included

BENEFIT

Get more traffic, conversions and revenue following our proven 12-part step-by-step video training

The iPhone 6 holds 128GB of data

More music, more videos, more memories

This weight loss pill contains spinach, Acia and green powder

This proprietary blend of superfoods will help you burn fat faster

2. Guarantees.

Strong guarantees are proven to boost conversions as they lower the perceived risk when making a purchase. They play a huge part in your offer and positioning. The stronger the guarantee, the higher your conversions and sales numbers should be. Think about what guarantee would make a purchase a no-brainer for a potential buyer in your market. Here are some examples of strong guarantees...

- If you are not satisfied with the product, we'll give you your money back, and you **STILL** get to keep all the bonuses.
- If we don't deliver what we promise, we'll give you **DOUBLE** your money back.
- We're taking all the risk by giving you a 60-day iron clad money back guarantee on our new dieting system. If you do not lose weight, we'll refund every penny of your small investment.



Obviously make sure you can actually deliver on any guarantee you offer!

3. Sales Hooks

No matter what you are selling, you need create a message that will help you stand out from the competition. A great way to determine your hook is to answer these questions:

- What makes you different from all the other options available to your prospects?
- And why should they choose you over all other options available to them?

Another way to create an effective hook is via a compelling story. Stories can really engage people. People become more emotionally connected with stories and if the story is transformative in some way (ie. I started with nothing, struggled for years and then became a millionaire) then they will keep reading or watching to see how it unfolds.

So if there is opportunity to tell a story in either your prelaunch or launch phases (or both), do so.

4. Pricing

Your price positioning is very dependent on your market, product type and competition and as a result it is difficult to give specific advice on this area. It is very important, however, because your

pricing very much determines how you position and present your product.

One thing I will say is that pricing cheaply does not necessarily mean you will make more sales and generate more income.

A good way to demonstrate this is with the jewelry market. Take two identical 3mm wide wedding rings made in Platinum. One from 'Tiffany' and one from 'Blue Nile'. The actual product is (and really is) identical in EVERY way. (I know for a fact)

However, look at the prices:

The image shows two side-by-side product listings for identical 3mm wide platinum wedding rings. On the left, the Tiffany listing features a 'Lucida® wedding band ring in platinum, 3mm wide.' with a price of \$1,300 circled in red. Below the image is an arrow pointing to the word 'Tiffany'. On the right, the Blue Nile listing features a 'Comfort Fit Wedding Ring in Platinum (3mm)' with a price of \$680 circled in red. Below the image is an arrow pointing to the words 'Blue Nile'. Both listings include 'ADD TO SHOPPING BAG' and '+ SAVE THIS ITEM / VIEW DETAILS' buttons.

Tiffany can charge double for the same product and still outsell Blue Nile because there is a perception that because ***it's Tiffany*** and because the product is more expensive, it must be superior, even though in reality, it isn't.

Of course, it's not just a price thing. A lot of it has to do with the power of the brand as well as with the presentation of the product. So branding and presentation is something you need to think carefully about as well.

STEP 4: Defining Your Scarcity Plan

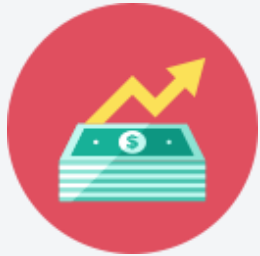
Once you are set with your product and positioning (*these have to be decided first as they may affect your planning in this step*), you can move onto the next stage which is defining your scarcity plan.

Like I mentioned a moment ago, the less available something is, the more valuable people perceive it to be – and the more likely they are to take action and buy it.

According to multiple studies, people are more motivated by the idea of losing something than by the thought of gaining something of equal value. This is why you want to build scarcity into your

launch by taking elements of your offer away at various times in order to make people take action. **It is the key to your success.**

Here are three examples of how you can implement scarcity into your launch...



1. A Price Hike. Where you set 'introductory prices' during launch week which increase sharply when expired. This makes people take action, and works well for all types of product and service. It also means you can continue to sell the product after your launch period is over.



2. Removing Content. Where you offer, then remove certain valuable content bonuses. For instance, you could be selling a weight loss book and could offer a set of 'limited edition' meal plans for 'early movers' that will help them achieve their weight loss goals. Again, they would only be available during launch week then would be permanently removed from public availability. This method also enables you to continue selling the core product after launch week.



3. Total Shut Down. Completely removing your product from the market at the end of your launch week is the strongest form of scarcity. Nothing works better than people thinking that they will lose out forever (or have to wait another 6 or 12 months for a re-release) unless they take immediate action. Obviously, *Total Shut Down* doesn't work for every product and service. You can't do this if you are, say, selling a physical product which you want to continue to make available.

Here is what you will need to plan out...

24-hour Launch Day Scarcity - some sort of price reduction or content bonus which is only available for the first 24 hours of your launch. This is important as it will make people jump to take action as soon as your launch goes live.

Final 48-hour Scarcity - Most likely a content based bonus, such as a relevant ebook or video series announced during the final 48 hours of your launch. This needs to be different to your "Launch End Scarcity".

Launch End Scarcity – Either the removal of a very value piece of content or item that will never be made available again. Or a price hike. Or the complete removal of the entire product from the market.

To sum up, whichever scarcity methods you decide on, whether it be one or a combination, just

make sure that it fits in with your longer term goals.

Also, remember to never use false-scarcity as it could make you extremely unpopular with the FTC (Federal Trade Commission) and it won't do your reputation much good either.

Once you decide on the best type of scarcity for your particular launch, you can then create your prelaunch plan.

STEP 5: Plan Your Prelaunch

A prelaunch usually lasts between 3 and 14 days (usually 7 days). During the prelaunch phase, you will not be selling anything. Instead, you will be “pre-selling”, in other words, giving away information, creating value and earning trust.

The advantages of a prelaunch are four-fold.

- 1. Buzz building.** It gives you the chance to build buzz, excitement and anticipation and prepares people to take action and buy on launch day. A good way of doing this is to position

your prelaunch as an ‘event’. People love events. People pay special attention to events. Events make people feel like they are a part of something special.

- 2. Eyes on your offer.** Like I mentioned earlier, people generally need to view an offer or product at least 3 times before making a decision on whether to buy it. They will complete these views during prelaunch and will therefore will be primed and ready to buy when you go live.
- 3. Message testing.** You get the opportunity to test your marketing messaging as well as being able to identify any “objections” that your potential customers may have. You can then deal with the objections by answering them during further prelaunch content pieces as well as making adjustments to your sales/offer page to maximize conversions.
- 4. Viral Sharing.** Gearing your leads up to buy on launch day (via the 24 hour bonus) can create a viral effect both socially and practically. For instance, if you are launching a product on Amazon and on the day you go live 500 people buy it, Amazon will notice, and not only may they feature you, you will storm to the top of the best sellers lists which in turn will lead more people (previously unconnected with your launch) to see the product and also buy it. Exactly the same thing happens if you are launching a crowdfunding project. If you make a lot of sales on campaign launch day and quickly reach your funding goal, the platforms

(Kickstarter, Indigogo) will notice and will feature you, leading to massive amounts of additional exposure and sales.

Planning Your Prelaunch Content

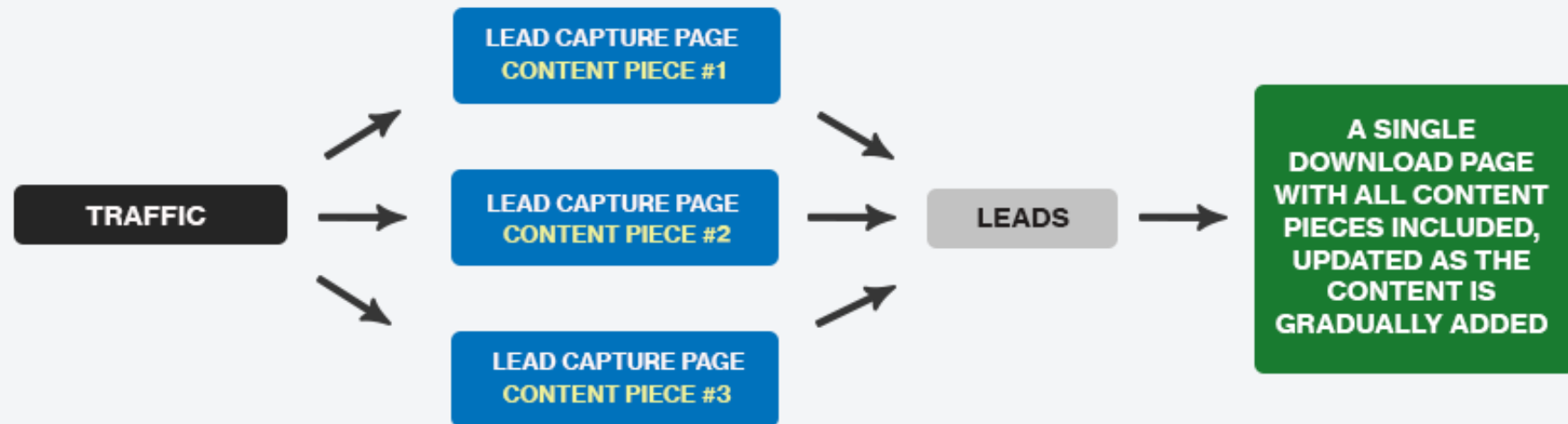
You will need a MINIMUM of one main piece of content or some type of valuable ‘hook’ to give people a good incentive to sign up to your email list and get involved in your launch.

It could be a downloadable book... a video... a mini-video series... an entry to a giveaway of some sort. Or it could simply be an “enter your email to get notified when the product launches” (if, say, you are launching a truly exciting and unique physical product).

What it is depends on your market. *Whatever* it is, it needs to be a powerful enough hook in order for people to enter their email address when they land on your lead capture page. You want to aim for at least a 50% sign up rate.

With some product launches, more than one piece of prelaunch content may be needed. Generally speaking, the higher the price of the product, the more preselling and the more prelaunch content will be required.

In most cases, however, one or two will be sufficient. However, if you do create more than one piece of content, here is how it should be delivered:



Capturing Leads

After you have created a content plan for your prelaunch phase, it's time to create your lead capture page and surrounding processes. You will need to do the following:

1. Sign up for an email marketing service if you do not have one already. We recommend [Aweber](#). You will use Aweber to store the email addresses of your leads and contact them all at the same time via mass email broadcasts during your prelaunch and launch.



2. Write a 'welcome email' that Aweber will deliver to each subscriber automatically as soon as they sign up. This email should thank them for signing up and taking an interest, and remind them of the URL where they can access whatever content or information you incentivized them with.

3. Create your lead capture and 'Thank You' Pages. The 'Thank You' page is where people will be sent to directly after they sign up and where you will be able to deliver or give instructions on how to access whatever your incentive(s) you are using. To build your lead capture page I recommend using [LeadPages](#) as it is very easy to modify one of their existing page templates and sign up forms, even if you have no experience at building websites.



How your lead capture page is formatted depends entirely on what type of product you are selling and what your incentive to sign up is. However, in most cases, I have found that keeping your page short and simple usually translates into higher optin rates.

Consider using one of these two formats:

- 1. Attention-Grabbing Headline + 3-5 bullet point benefits + image + Sign up Box*
- 2. Attention-Grabbing Headline + Video introduction + (optional bullet points) + Sign Up Box*

Here are a couple of example lead capture pages (available on Leadpages):



Free Report Reveals...

What's Really Sabotaging Your Success in Business?

- ✓ Take our 3-minute test and discover your hidden fears that may be holding you back.
- ✓ Learn how to overcome internal blockages immediately keeping you from wealth and career success.
- ✓ How to eliminate the 7 types of hidden subconscious fears that may be stopping you from being great.

YES! SEND ME THE FREE REPORT! »

John Smith has coached thousands of entrepreneurs since 1999... 100% Secure. We Never Share Your Email.

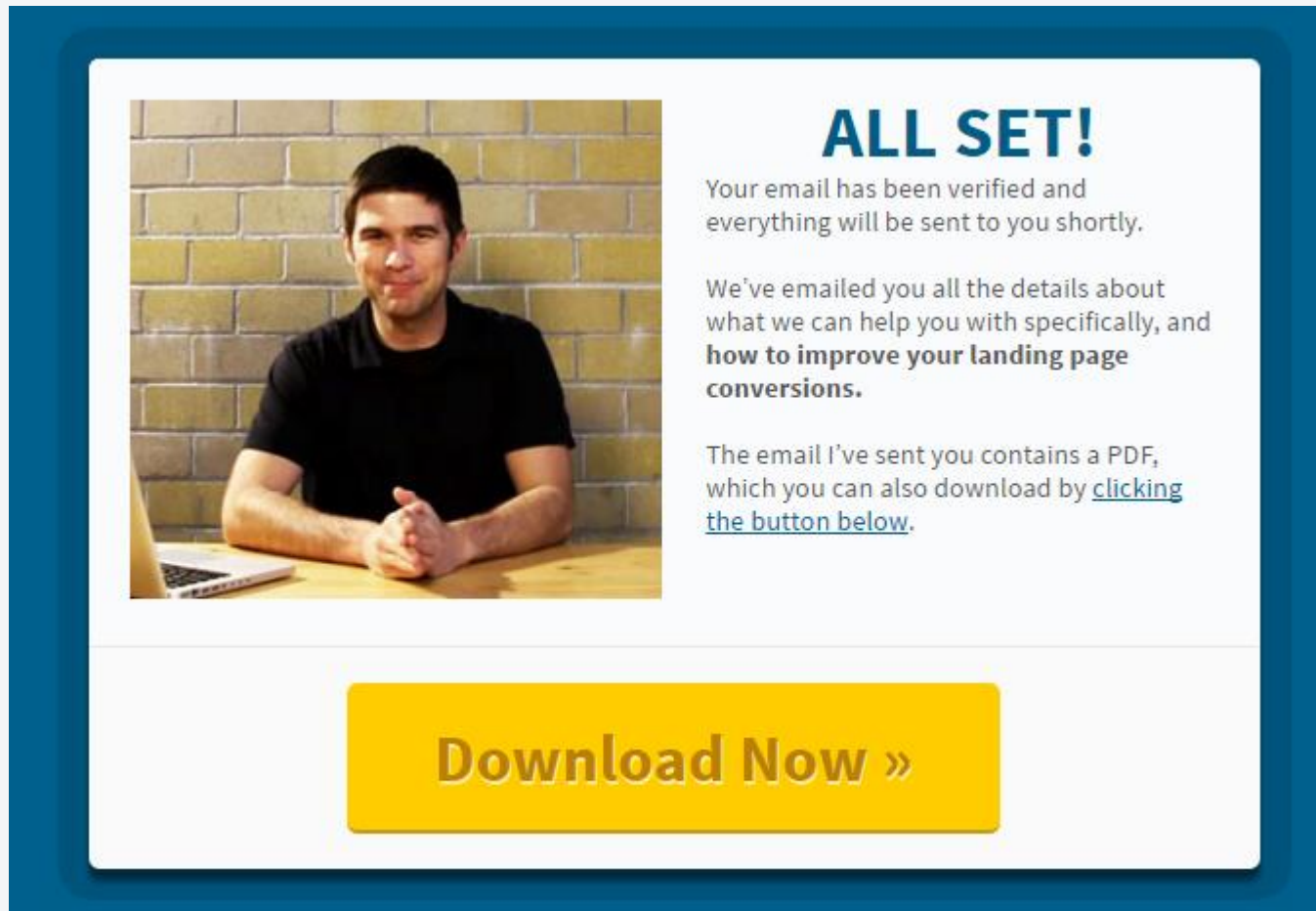


GET INSTANT ACCESS

[or click here and do the exact same thing but via link.](#)

- ✓ Why we **shut down** our \$1,000,000 advertising campaign but still raked in leads and customers every single day right from our fan page...
- ✓ The 3 **"edge rank"** changes some fan page owners are already experiencing & how they could eliminate your fan page's growth...
- ✓ How we beat out their new **"mandate"** for fan page owners and still attracted **14,281 new fans** without paying for advertising...

And here is an example 'thank you' page that you can use (also available on LeadPages):



ALL SET!

Your email has been verified and everything will be sent to you shortly.

We've emailed you all the details about what we can help you with specifically, and **how to improve your landing page conversions.**

The email I've sent you contains a PDF, which you can also download by [clicking the button below.](#)

Download Now »

You can find out more about this in other content pieces within the members area.

STEP 6: The Prelaunch Phase

You will need to continually contact your prelaunch email list in the run up to launch day to deliver more content, more information as well as additional interesting and relevant benefits of your product. The aim is to get them as excited as possible about the product so they are more likely to take action once it is launched.

How you run your prelaunch and the exact steps you need to take and the timings of your content releases are entirely dependent what you have planned, so I can't be too specific.

However, here is an example timeline based on a 7-day prelaunch with 3 content pieces.

7 Days To Go: Release Prelaunch Content Part 1

- Send an email notification about *prelaunch part 1* to your own email list (if you have one).
- Run Facebook Ad campaigns to *prelaunch part 1* to generate new leads.

6 Days To Go: Prelaunch Content Part 1 - Reminder

- Send an email update to your leads with a reminder to view the *prelaunch part 1* content.

5 Days To Go: Final Preparations

- Prepare the launch day promo emails that'll be sent to your prelaunch leads.
- Complete any remaining sales page and delivery content required for launch day.

4 Days To Go: Release Prelaunch Content Part 2

- Send an email notification to your leads about prelaunch part 2.
- Run Facebook Ad campaigns to *prelaunch part 2* to generate new leads.

3 Days To Go: Prelaunch Content Part 2 Reminder

- Send a reminder email notification to your leads about prelaunch part 2.

2 Days to Go: Final Preparations Day

- Put together a short to-do document with a list of all relevant URLs along with a plan of action. for various emergency scenarios ie. Server 1 goes down, do THIS etc)
- Double check all links, content, back up servers, delivery content, EVERYTHING.

1 Day To Go: Release Prelaunch Part 3 & Announce the 24-hour Fast Action Bonus

- Send an email notification to your leads about prelaunch part 3 and remind them why they need to be ready to take action tomorrow (ie. the 24-hour Fast action bonus).
- Run Facebook Ad campaigns to *prelaunch part 3* to generate new leads.

Move onto Step 7 to learn what to do next.

STEP 7: The Launch Phase

As described in the previous section, in the run up to launch, test absolutely everything.

- Is your offer page loading?
- Is it formatted properly and does it work on mobile screens?
- Does the buy button work?
- Did you try placing a test order?
- Does the confirmation email correctly go out to those who buy?

Obviously, if you are launching a product on Amazon or on one of the Crowdfunding sites like Kickstarter, then you have to put faith in the machine as you have no control. But if you are hosting the offer page, cart and delivery pages yourself, then you will need to test everything thoroughly.

Preparing for launch day

If everything has gone to plan, you should have an email list of leads who signed up during your prelaunch phase. You will need to focus heavily on contacting these leads on launch day pushing your 24-hour launch day scarcity bonus (as discussed earlier) and by emailing them up to 5 times as follows:

- **EMAIL 1:** 24 hours before the launch
- **EMAIL 2:** 5-6 hours before the launch

- **EMAIL 3:** 1 hour before the launch
- **EMAIL 4:** When you go live
- **EMAIL 5:** Send 3-5 hours after launch - *talk about the “incredible response” that your offer is receiving.*

Don't be afraid of sending this many emails. Remember, your leads chose to sign up specifically to hear more about your offering, so sending 5 emails on launch day is perfectly acceptable.

Obviously, you do not want these launch day emails to be all the same. Mix them up a little with some useful content and updates such as answering the most popular questions and objections that you received during prelaunch and of course mention the 24-hour bonus available to those who “take action today”. Consider adding a countdown timer to your page such as the below which you can find for free at: <https://countingdownto.com>



Mid-Launch “Blues”

Typically, you will get around 40% of your launch week sales on day 1, 40% of the sales on the final day and 20% in between. So if your launch is over a period of 7 days, this means that Days 2 to 6 are going to seem a little slow. This is called the mid-launch “blues” and here are four ways to overcome them:



1. Benefit Driven Content pieces. In order to boost sales during this time, create a number of interesting content pieces to send to your leads. These could be blog posts, articles, videos, info-graphics and so forth which above everything else should focus on further explaining and enhancing the benefits of your product and offer. If you are doing a JV launch, this is especially important as you will have new content for them to mail to.



2. Host a webinar. Conducting a mid-launch webinar to give people an opportunity to ask questions and receive answers about your product can be very effective. How your webinar is presented depends on what your product or service is. But no matter what the style of webinar, make sure you deliver free valuable content before going into your pitch.



3. Offer Surprise Bonuses. Perhaps on day 2 of your launch you could announce a surprise bonus of some sort or perhaps run a 36-hour competition where by anyone who “buys today” will be automatically be entered to a prize draw to win something special.



4. Do Q&A Emails. On day 3, maybe send a longer email answering all the different questions received during the prelaunch to further overcome any objections and concerns that people have about your offer. Obviously link out to your sales/offer page frequently within emails that you send.

STEP 8: The Final Phase

On day 5 (assuming you are running a 7-day launch) you should start shifting your message away from Q&A and content and begin focusing on the scarcity, whether that be a total shut down, price hike or content removal.

At this point, you will also need to add your final 48-hour bonus to your sales/offer page.

No matter what scarcity you have planned, you will need to choose an exact launch end time (midnight PST time on the day of launch is recommended) and add another countdown timer to your sales/offer page (again using the tools at: <https://countingdownto.com>.) Place it near the top of the page with a message crafted towards your scarcity type.

Then, you will need to email your leads a number of times on the final day. I suggest the following:

- **EMAIL 1:** 24 hours before launch end
- **EMAIL 2:** 12 hours before launch end
- **EMAIL 3:** 6 hours before launch end
- **EMAIL 4:** 1 hour before launch end



Once your launch has ended, there are a couple of options for adjusting your sales page depending what type of scarcity you implemented.

- Replace it with a sold out page with an email optin box asking people to join a 'waiting list'
- Redirect your traffic to a new sales page with a higher price or without the content that was removed upon launch end.

Important: If you promised to close your cart, make sure you do.

After your launch is over, the next stages are rather dependant on what you are selling and what type of scarcity you were using. Here are a few of ideas to think about:

- **Do a 24-Hour Reopen.** You may want to consider re-opening over a 24-hour period to your waiting list, three or four days after your official launch has ended. This will mop up any buyers who missed the boat for whatever reason.
- **Create An Evergreen Funnel.** Why not continue to profit? Use the content and lead capture page you created for your prelaunch and continue to send traffic to it, converting the traffic into leads, and leads into customers. In an evergreen launch a lead that comes in experiences everything your prospects went through during your launch. The only difference is that an evergreen launch happens on a different schedule for every lead and the whole thing can be automated using Aweber. The original scarcity can also remain intact too for everyone who goes through the funnel.
- **Start Planning Your Next Launch.** If your launch worked well, then you will absolutely want to repeat the process again either 3, 6 or 12 months into the future.

