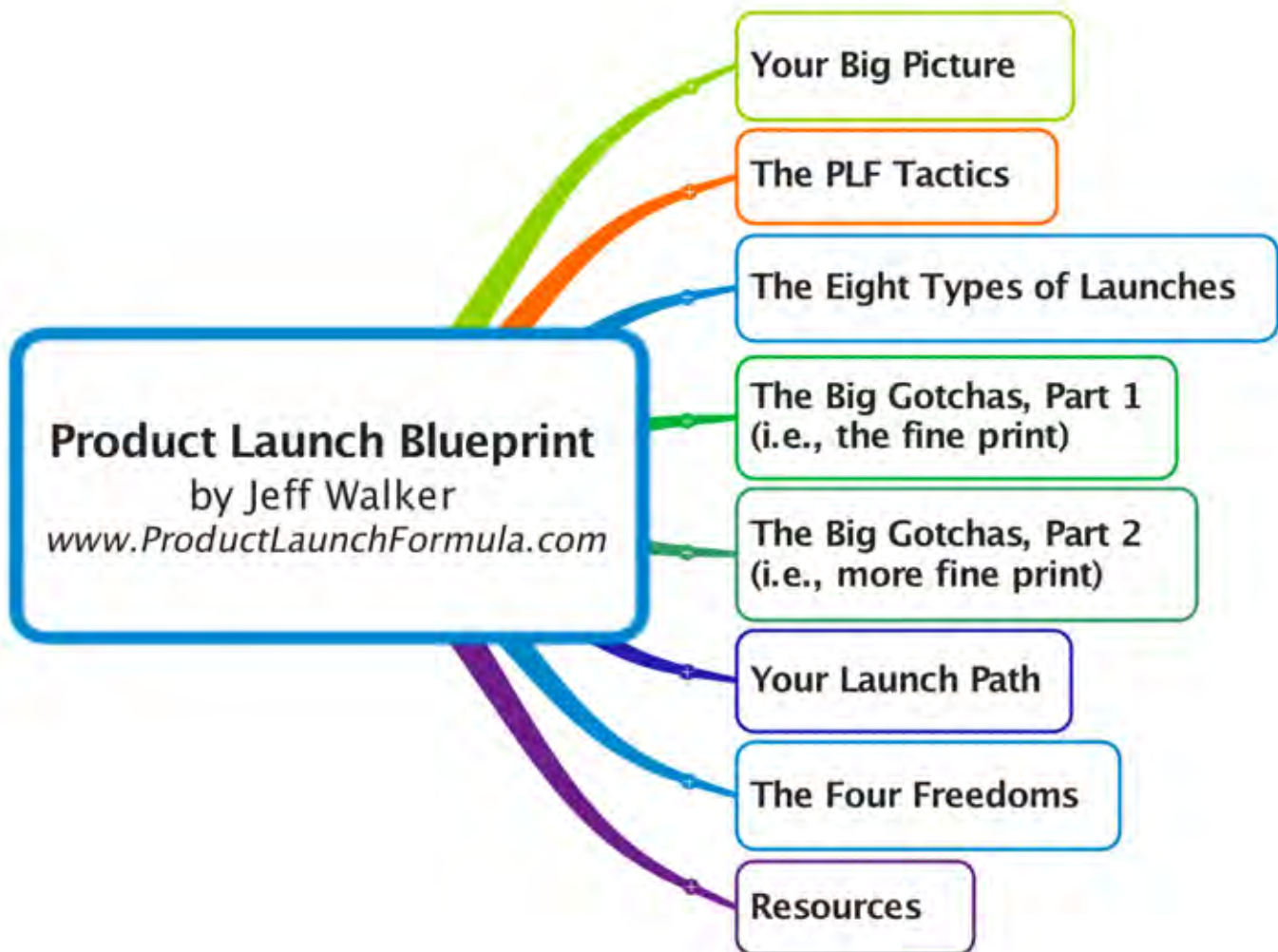




# THE PRODUCT LAUNCH BLUEPRINT



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**CREATED BY JEFF WALKER**

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### IMPORTANT:

I know you just want to get going and blast right through this Blueprint immediately. But you will get WAY more out of it if you watch the Product Launch Blueprint VIDEO that goes along with it. There's a TON of details in the video that I couldn't fit in this document. Go check out the video now:

[www.productlaunchformula.com/bp](http://www.productlaunchformula.com/bp)

## WELCOME TO MY PRODUCT LAUNCH FORMULA BLUEPRINT...

What I've done in this Blueprint PDF is boil down the essence of the Product Launch Formula so you can see it in just a few pages. This is my working "mind map" of the entire process.

It's pretty crazy - when I first created these techniques I never could have dreamed that **one day I would be teaching it to thousands of entrepreneurs** in all kinds of different businesses.

I was just working away in my little one-person home-based business in a tiny little niche market. Since I had no marketing or sales experience, I just started doing things my way - **and I figured that everyone else must be doing the same things I was doing...**

Little did I know that the results I was getting were WAY beyond normal... and the stuff I was doing would one day become known as the "Product Launch Formula"... and one day it would literally change the way stuff was sold on the Internet.

Fast forward to today... and it's shocking, but since I started teaching Product Launch Formula way back in 2005 my students and clients have done more than \$500 million in product launches.

***That's 500 freaking MILLION dollars!***

I still can't believe this all started from my homemade desk that was jammed into a corner of the basement!

And it's been really cool watching my students do those launches **in almost every market you can think of** ... including a bunch of markets that I had never even heard of ...

I'm talking about everything from "handwriting analysis" to "tax preparation" to "pet first aid" to "how to write a novel" to "horse ballet" to "Holstein cow embryos" to "marching band accessories" to "coaching youth soccer" to "business coaching in Poland" ... and on and on and on.

And I never would have imagined that people would be using my stuff all over the world... from Europe and the UK to Asia to Africa to South and Central America... and of course in Australia and New Zealand. And obviously... in the U.S., Canada, and Mexico.

The funny thing is that when I started out, I knew it worked for online subscriptions and information products... because that's what I used it for in my tiny little niche business.

But soon after I started teaching Product Launch Formula I realized that my students were using PLF for all kinds of products... information products, physical information products, books, online and offline coaching, ecommerce, membership sites, online services, offline services... and physical widgets. It's even been used by a youth minister who was trying to get more people to attend her classes! And one PLF Owner actually used it to sell high-end CRM systems to Fortune 500 companies.

### **Who could have imagined?**

It's been a wild ride, and I've been very blessed to be able to share my work with so many amazing entrepreneurs. I love teaching this stuff and I love helping entrepreneurs start and grow their businesses.

**(And I especially love it when people are able to start a business and quit their jobs – those are the all-time favorite emails that I receive!)**

In any case... let's get rolling. But first, a warning...

On the next page, you'll see the **BIG PICTURE** of the Product Launch Blueprint. We actually had to collapse the branches of the map all the way down to fit it all on one page.

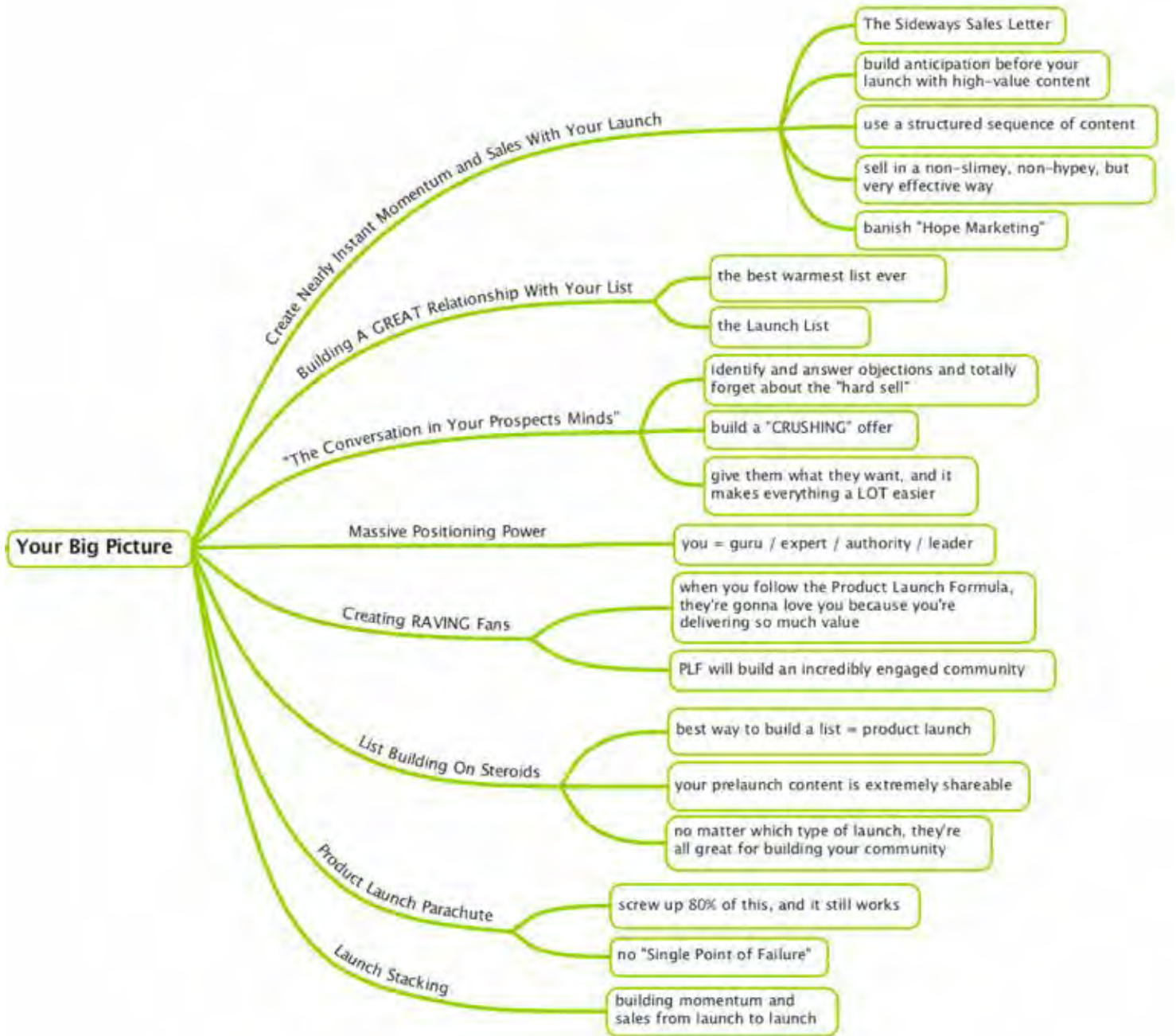
We just did that so you could truly get the “big picture”... but don't worry – as you go through the rest of the Blueprint you'll be able to see **ALL** the details...

So let's get started...

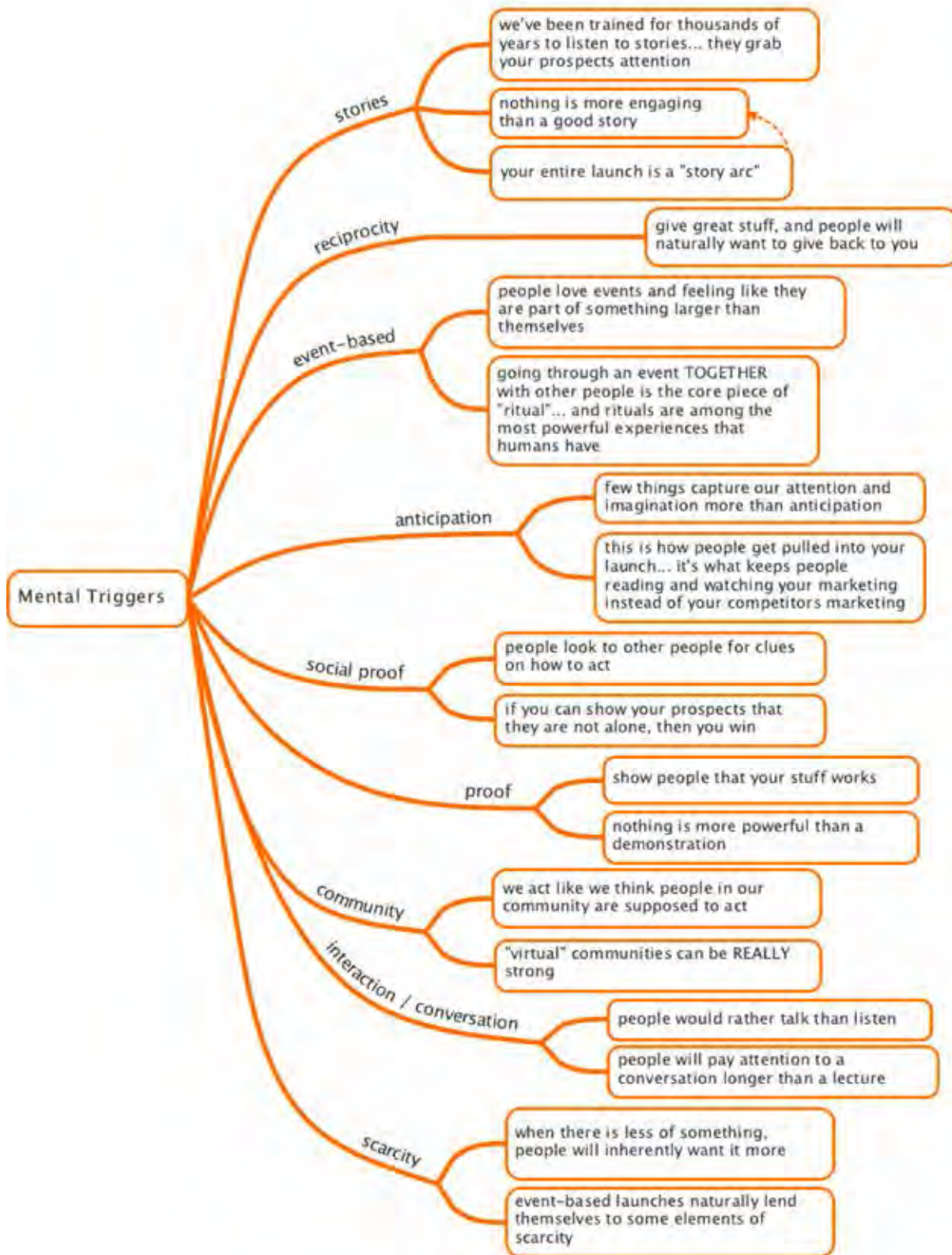
# THE PRODUCT LAUNCH BLUEPRINT



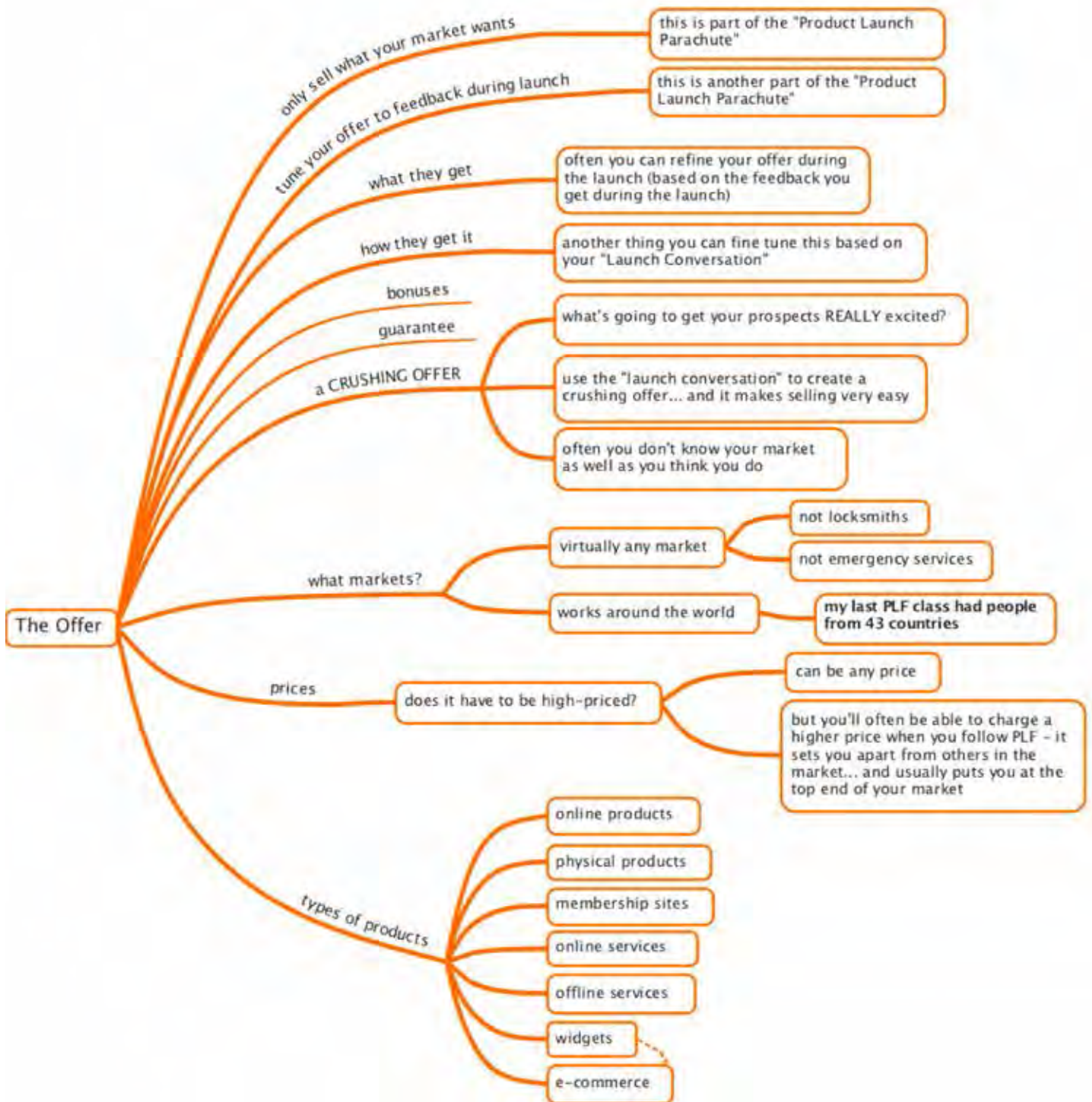
## YOUR BIG PICTURE



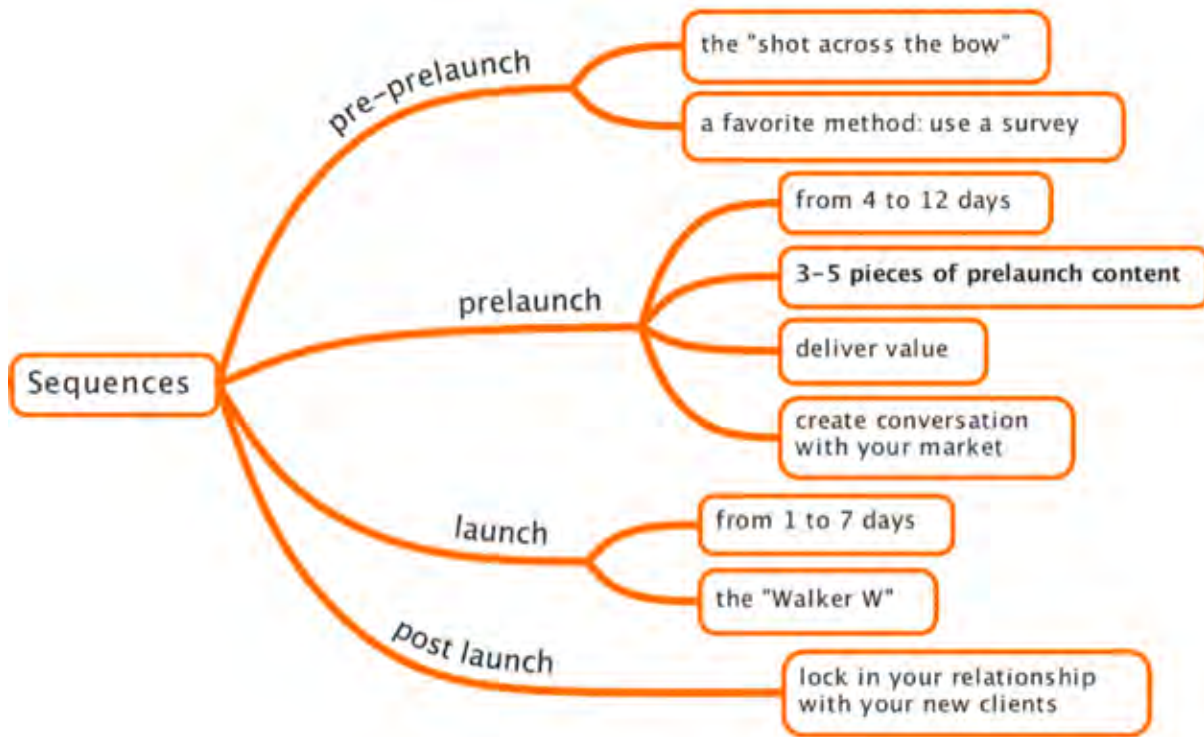
## PFL TACTICS, PART 1: MENTAL TRIGGERS



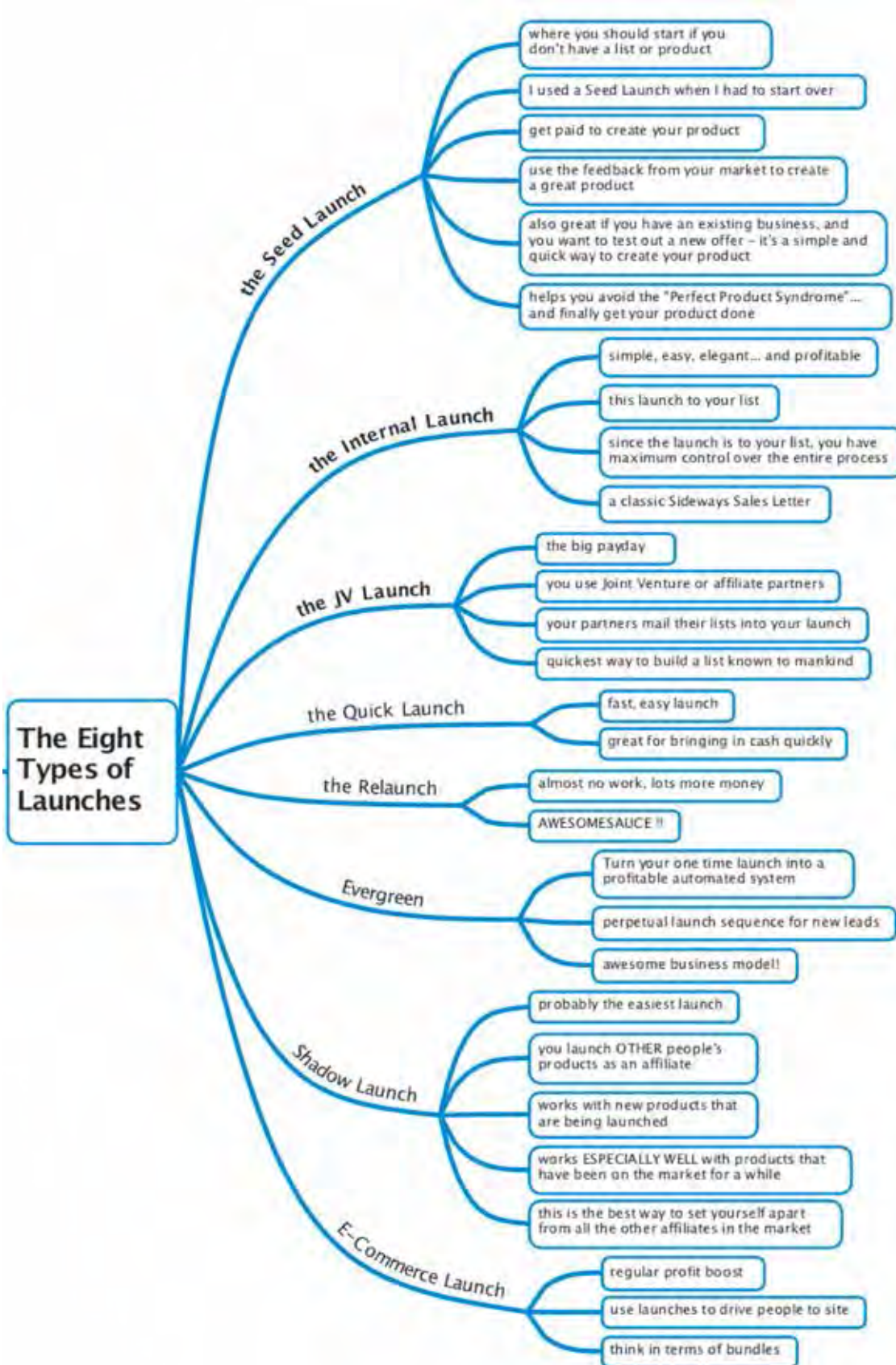
## PFL TACTICS, PART 2: THE OFFER



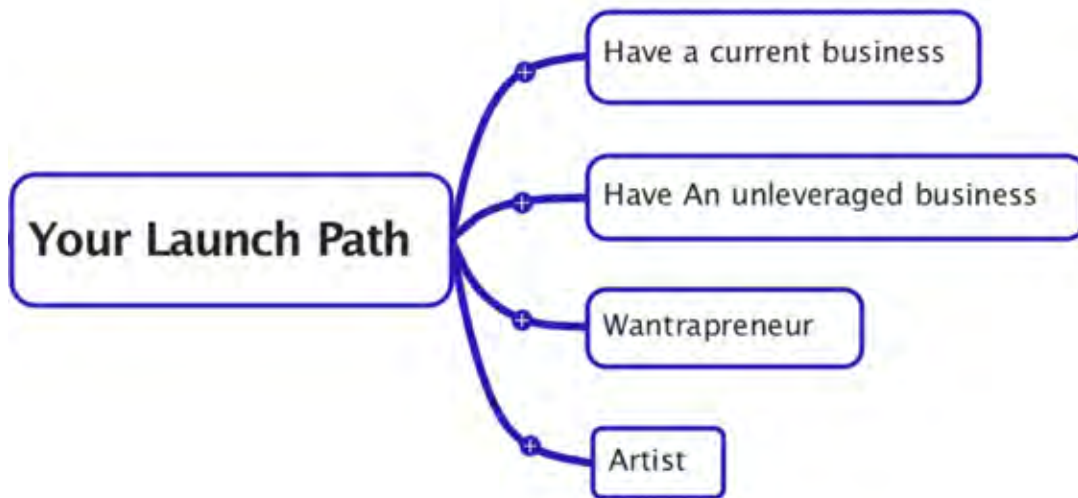
## PFL TACTICS, PART 3: SEQUENCES



## THE EIGHT TYPES OF LAUNCHES



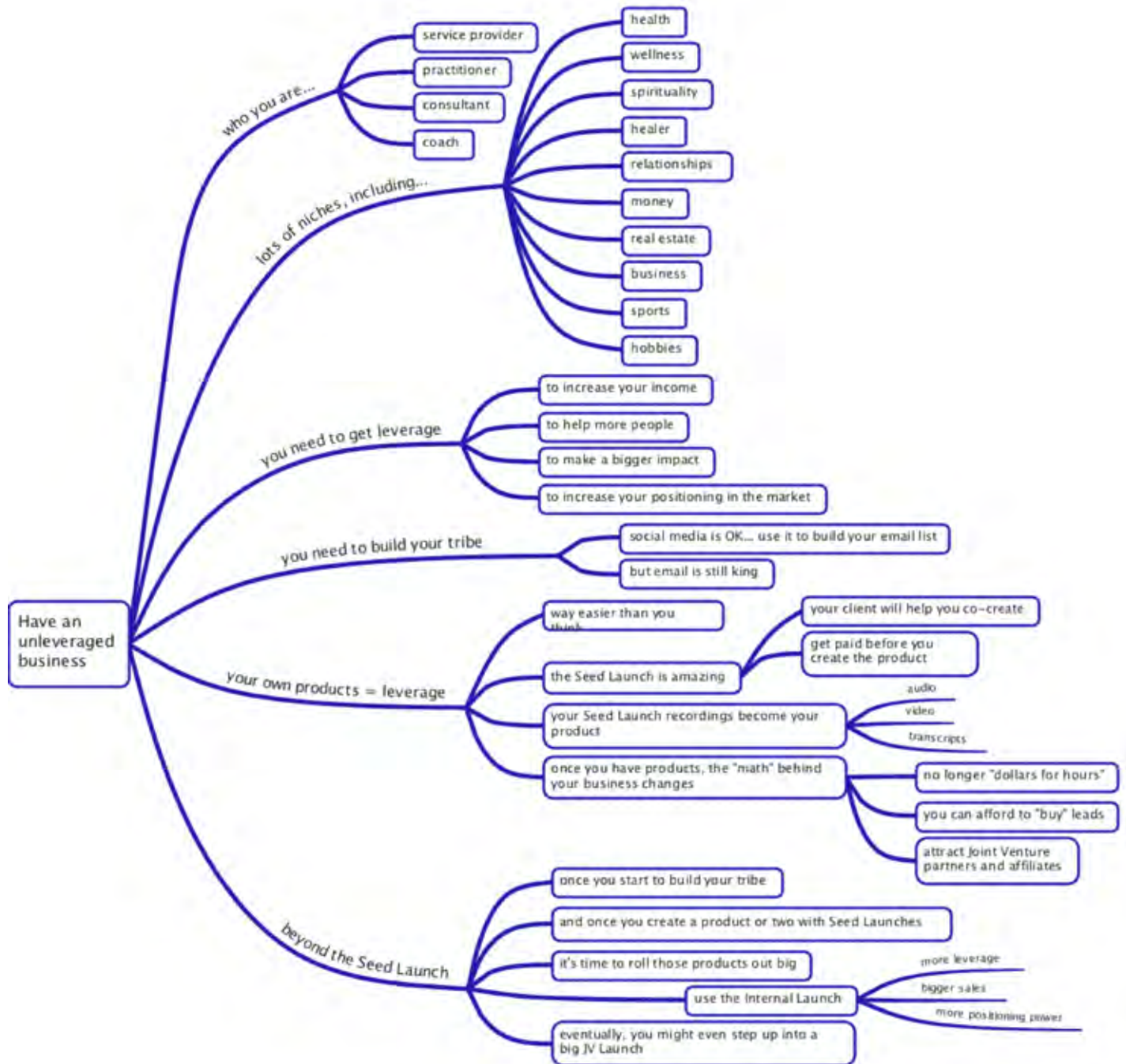
## YOUR LAUNCH PATH (OVERVIEW)



## YOUR LAUNCH PATH, PART 1



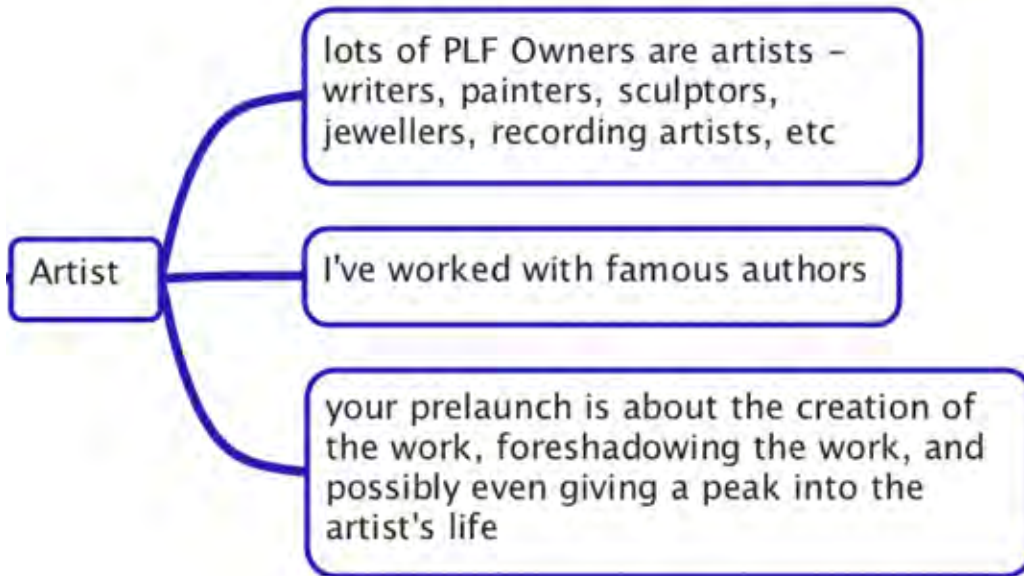
## YOUR LAUNCH PATH, PART 2



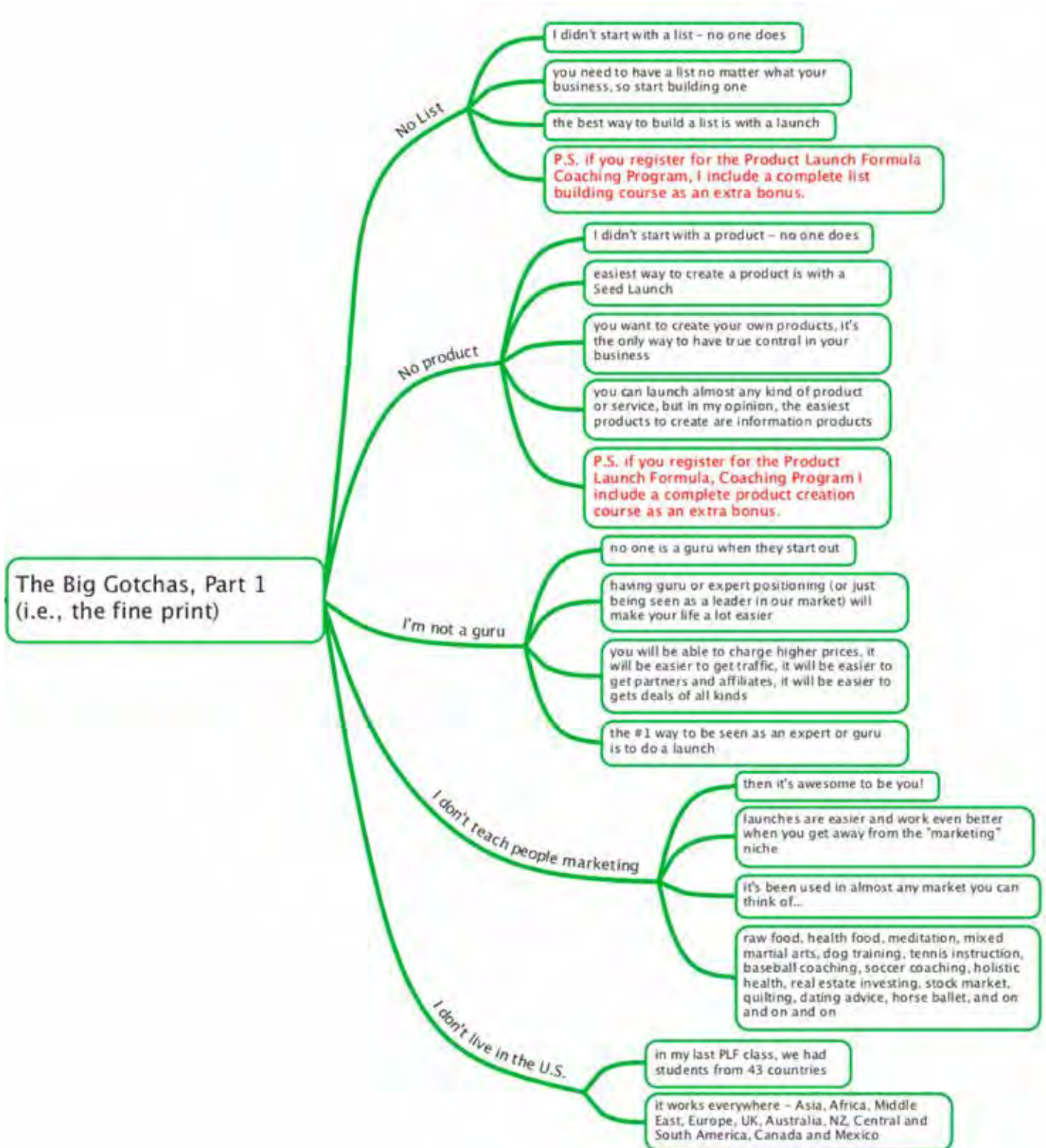
## YOUR LAUNCH PATH, PART 3



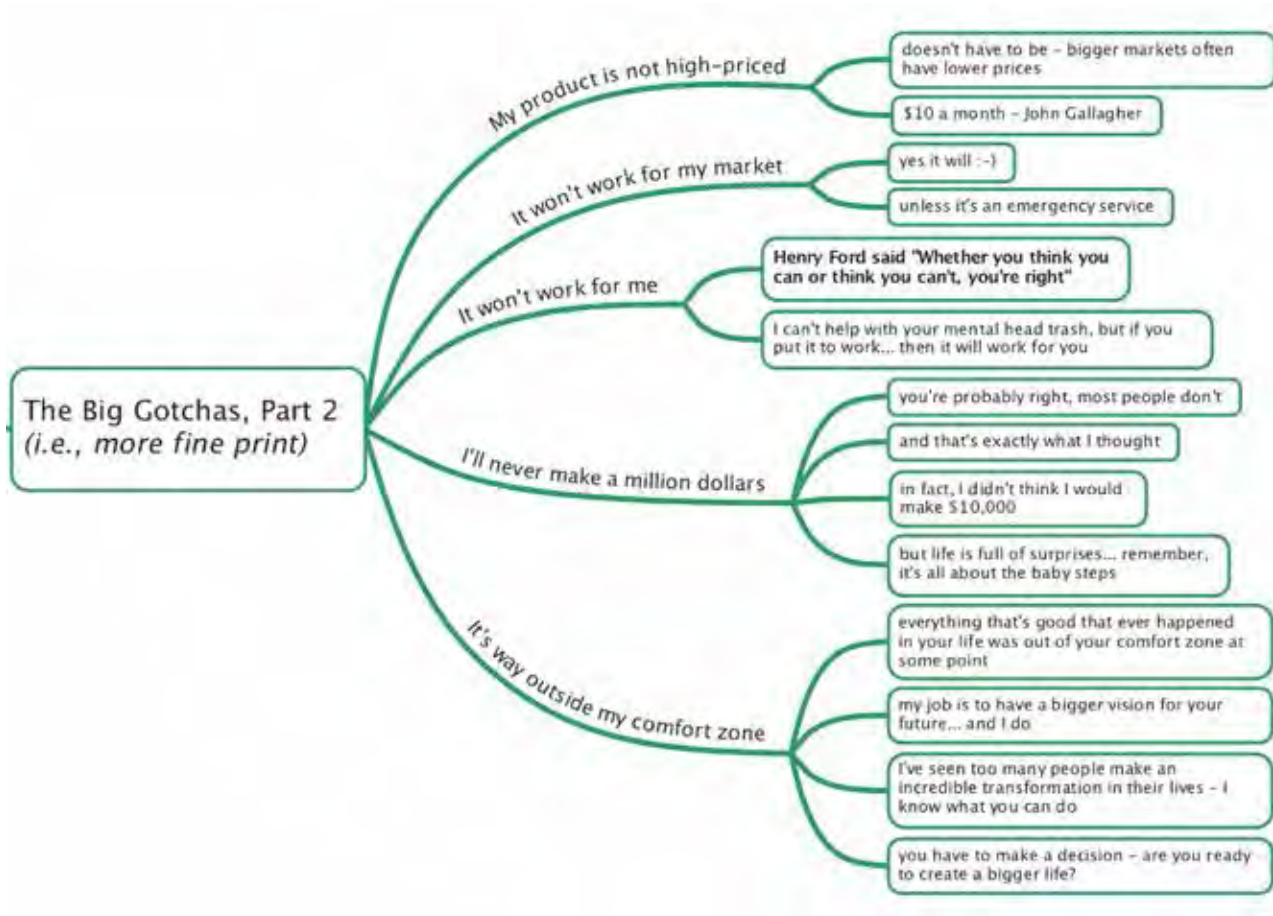
## YOUR LAUNCH PATH, PART 4



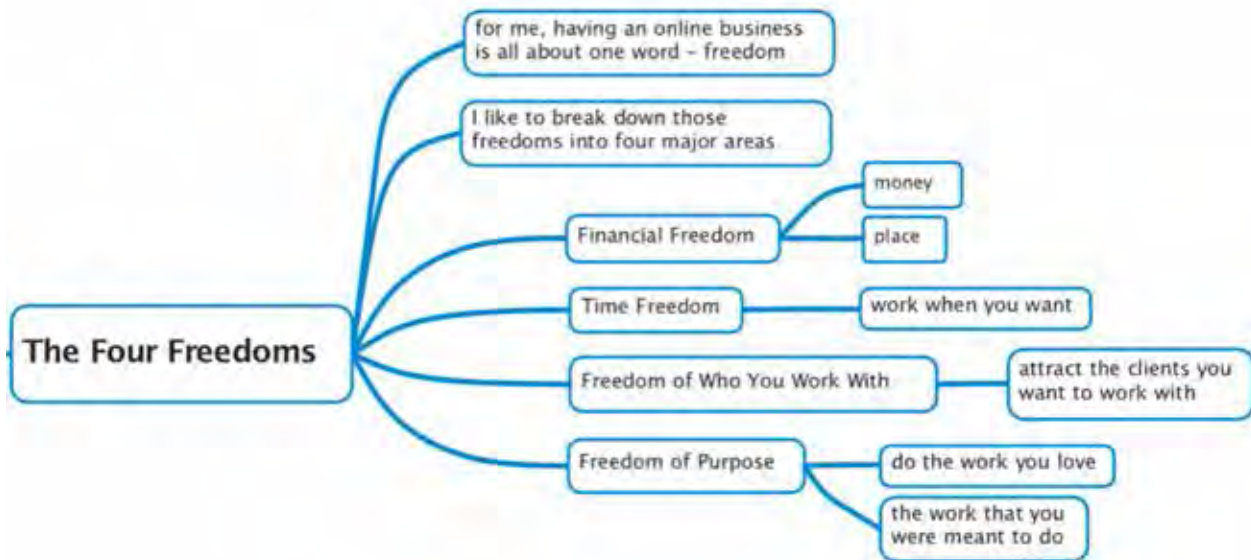
# THE BIG GOTCHAS, PART 1



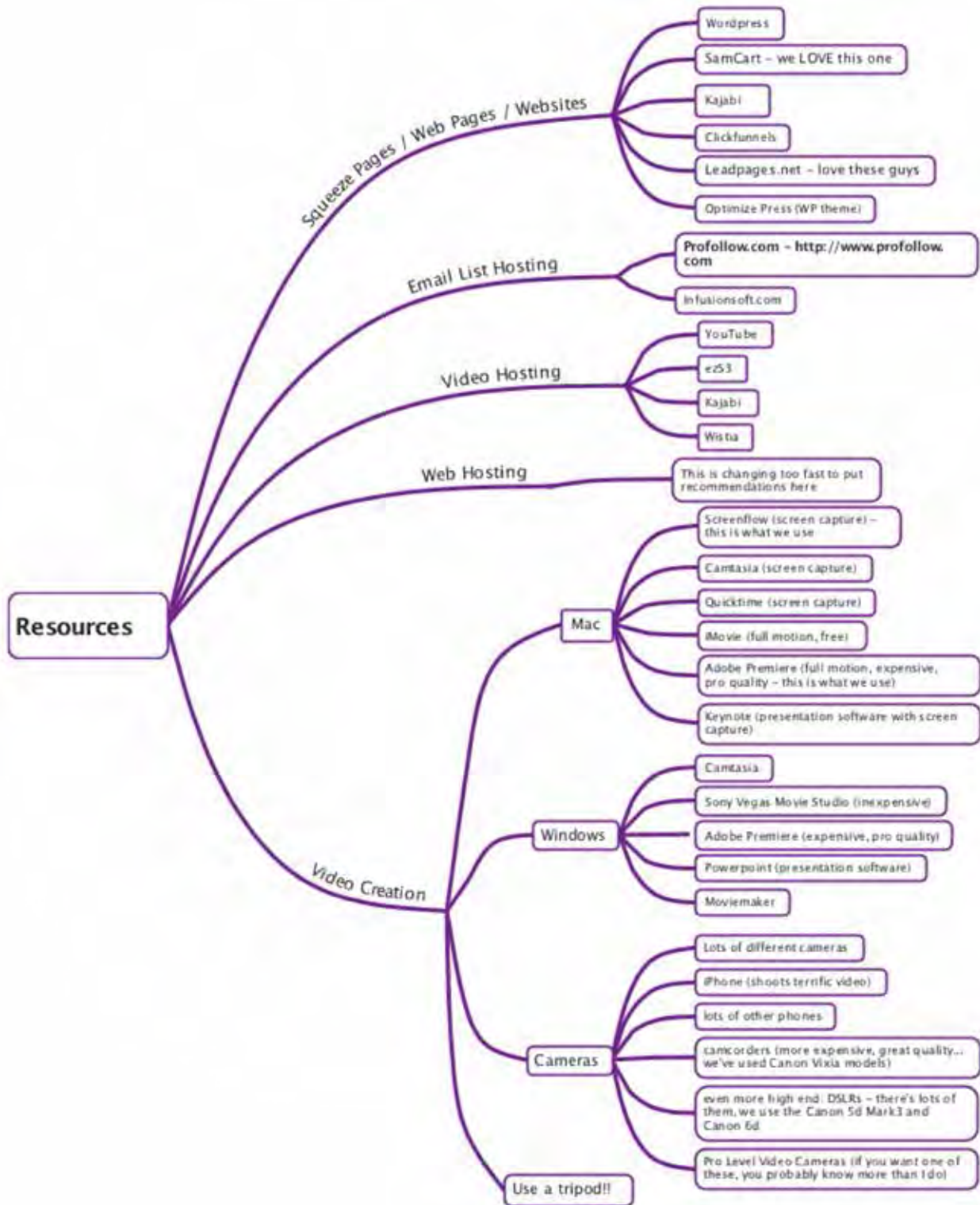
## THE BIG GOTCHAS, PART 2



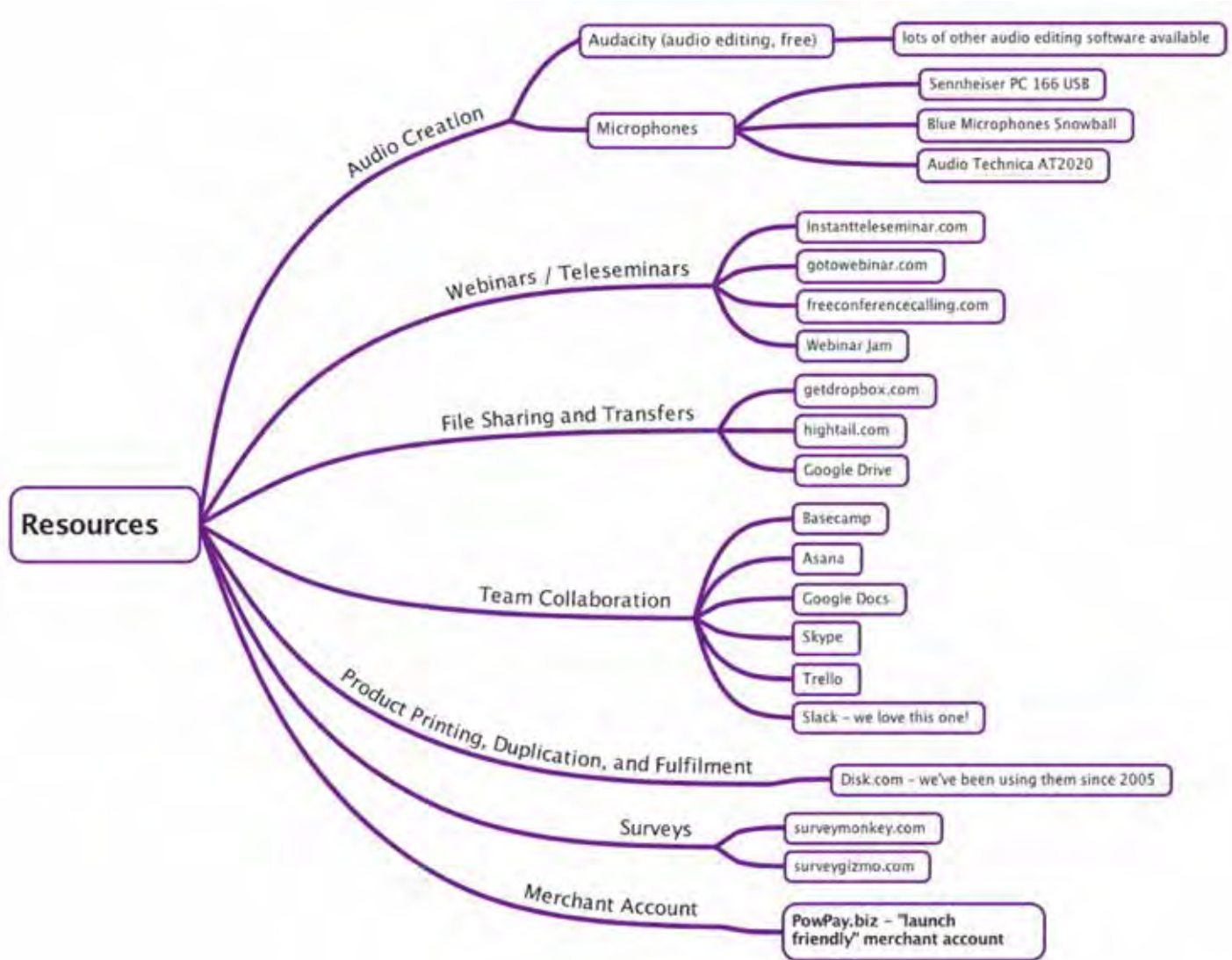
## THE FOUR FREEDOMS



## RESOURCES, PART 1



## RESOURCES, PART 2



*Ok, there you have it – the Product Launch Formula Blueprint...*

That's the \$500 million dollar plan – the formula that's been used by thousands of my PLF Owners.

I truly hope that this Blueprint (and all the free training videos I've given you) have opened your eyes to a whole new way of thinking about your business and your marketing.

*Because once you start to put these strategies and tactics into your business... well, life will never be the same again. Literally.*

It's the end of "hope marketing" – you're no longer at the mercy of your market and your competitors.

It's like in those Matrix movies... ***you can either choose the Red Pill or the Blue Pill.*** If you want to stick with your OLD WAY of marketing... then take the Blue Pill and you'll go back to your business and your life and nothing will have changed. You can keep plugging along with "hope marketing"... and you can keep believing that one day that marketing will actually start working.

But if you're ready to take control of marketing, your business, your life... ***if you're ready for the Red Pill, then your path is clear – and it's the Product Launch Formula.*** It's time to take control.

Because once you start using Product Launch Formula you're going to banish HOPE marketing forever... and YOU are now in the driver's seat.

You can tap into exactly what your market wants. ***You can create not just a list, but a community... a tribe of people that are hungry for your products. And you can generate momentum and sales whenever you decide it's time to pull the trigger on a launch.***

I've already given you a TON of training materials - in this Blueprint and all the training videos I've given you. I know some people will take my challenge to "take the Red Pill" and they'll get started right away – just by using all the free training materials I've given you.

That's awesome – and they won't be the first to have success using my free training materials alone.

But if you want to take the next step... ***if you REALLY want to step up and banish "hope marketing" forever...*** well in a few days I'm going to open up a new session of the Product Launch Formula Coaching Program.

This is something I generally do once or twice a year. And we always close down registration quickly so we can start the class. Bottom line, you need to act quickly once we open registration.

Here's what you need to do - watch your email over the next few days, and I'll have lots more details about the upcoming class and the registration process.

In the meantime, you can go back and check all the training videos and add your comments to the PLF Community at this link:

**[www.productlaunchformula.com](http://www.productlaunchformula.com)**

best regards,  
Jeff Walker

