



LAUNCH WORKSHOP

PRODUCT LAUNCH BLUEPRINT



BEFORE YOU DIVE IN...

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

Once you're done, come on back...

WELCOME TO THE PRODUCT LAUNCH BLUEPRINT...

When I first created these techniques, I never could've 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. Little did I know that the **results I was getting were WAY beyond normal...** and the stuff I was doing would literally change the way stuff was sold on the Internet.

Fast forward many years to today... my students and clients have done **hundreds of millions** of dollars **in almost every market you can think of**. My students have used my Product Launch Formula to launch **all kinds of products**... information products, physical information products, books, online and offline coaching, ecommerce, membership sites, online services, offline services, all kinds of art... 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.

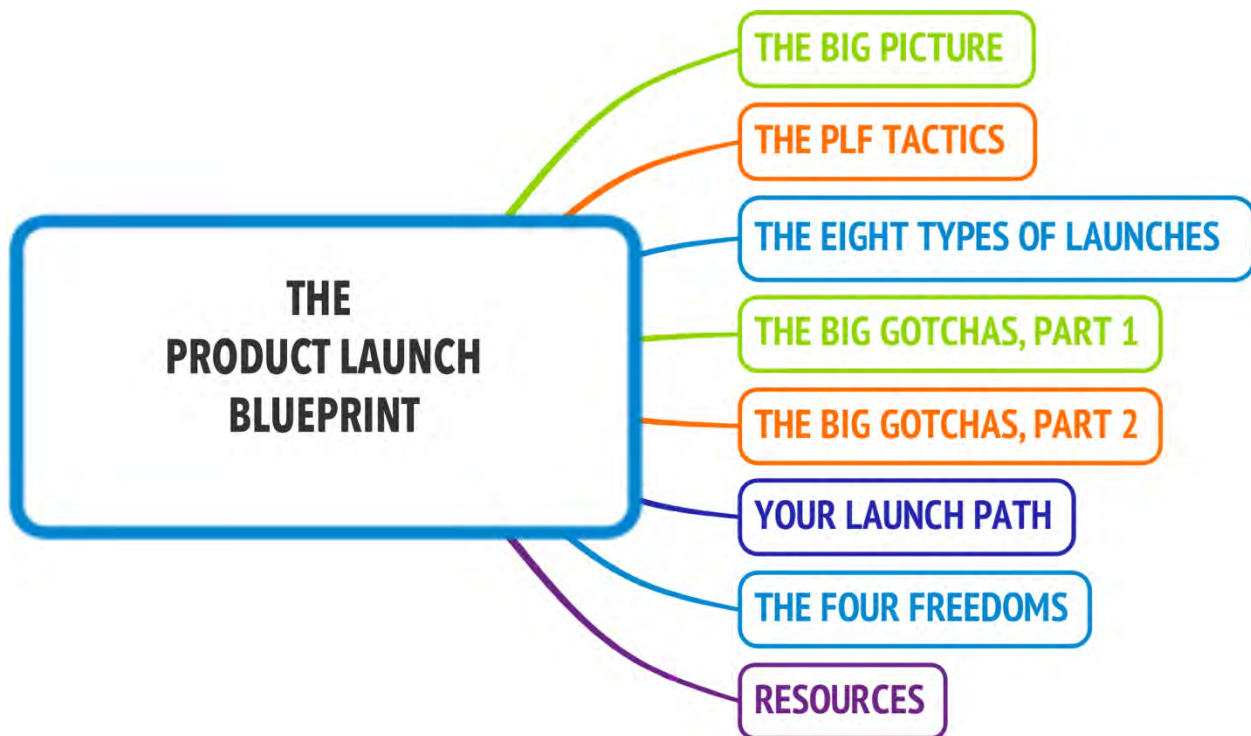
Who could have imagined?

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.**

In any case... I'm really excited that you're here.

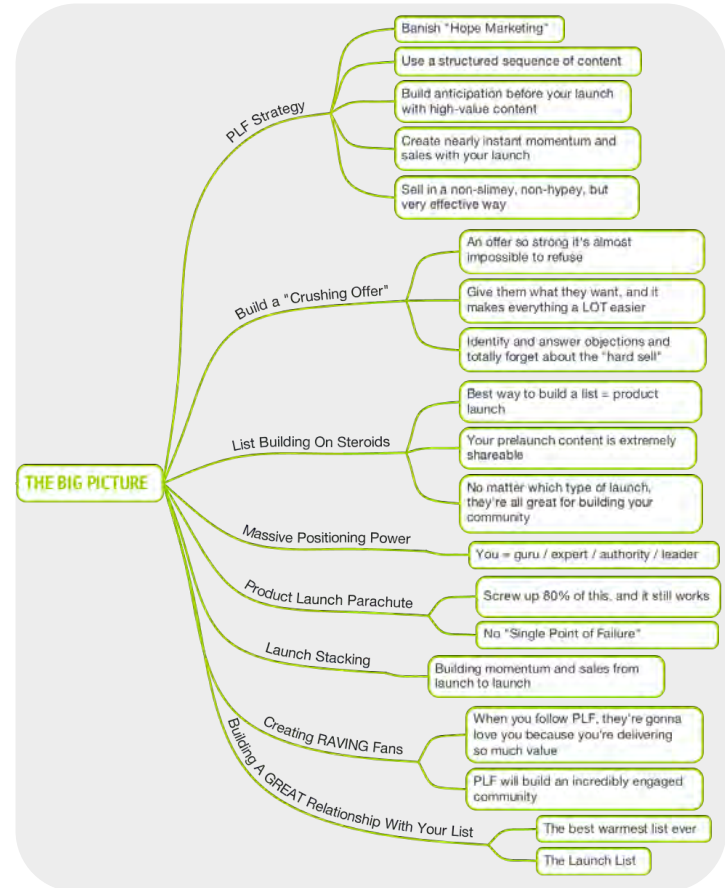
Let's get rolling.

THE PRODUCT LAUNCH BLUEPRINT



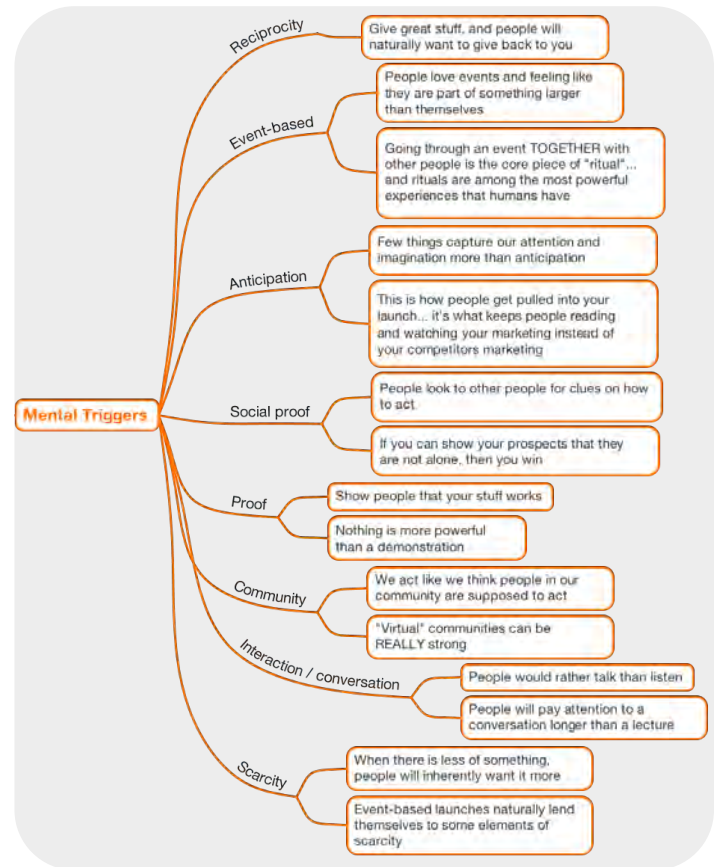
THE BIG PICTURE

- **PLF STRATEGY**
 - Banish "Hope Marketing"
 - Use a structured sequence of content
 - Build anticipation before your launch with high-value content
 - Create nearly instant momentum and sales with your launch
 - Sell in a non-slimy, non-hypey, but very effective way
- **BUILD A "CRUSHING OFFER"**
 - An offer so strong it's almost impossible to refuse
 - Identify and answer objections and totally forget about the "hard sell"
 - Give them what they want, and it makes everything a LOT easier
- **LIST BUILDING ON STEROIDS**
 - Best way to build a list = product launch
 - Your prelaunch content is extremely shareable
 - No matter which type of launch, they're all great for building your community
- **MASSIVE POSITIONING POWER**
 - The launch positions you as a guru / expert / authority / leader
- **PRODUCT LAUNCH PARACHUTE**
 - Screw up 80% of this, and it still works
 - No "Single Point of Failure"
- **LAUNCH STACKING**
 - Building momentum and sales from launch to launch
- **CREATING RAVING FANS**
 - When you follow PLF, they're gonna love you because you're delivering so much value
 - PLF will build an incredibly engaged community
- **BUILDING A GREAT RELATIONSHIP WITH YOUR LIST**
 - The best warmest list ever
 - The Launch List



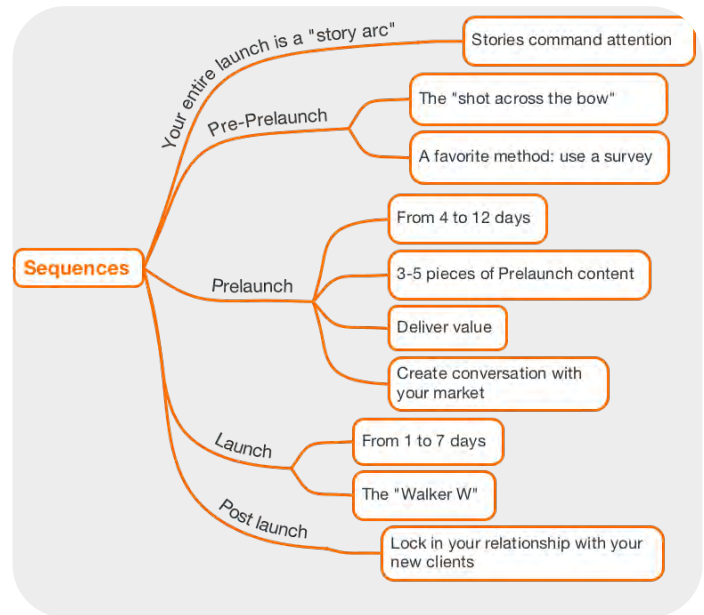
PLF TACTICS, PART 1: MENTAL TRIGGERS

- **RECIPROCITY**
 - Give great stuff and people will naturally want to give back to you
- **EVENT-BASED**
 - People love events and feeling like they are part of something larger than themselves
 - Going through an event TOGETHER with other people is the core piece of "ritual" ... and rituals are among the most powerful experiences that humans have
- **ANTICIPATION**
 - Few things capture our attention and imagination more than anticipation
 - This is how people get pulled into your launch... it's what keeps people reading and watching your marketing instead of your competitors marketing
- **SOCIAL PROOF**
 - People look to other people for clues on how to act
 - If you can show your prospects that they are not alone, then you win
- **PROOF**
 - Show people that your stuff works
 - Nothing is more powerful than a demonstration
- **COMMUNITY**
 - We act like we think people in our community are supposed to act
 - "Virtual" communities can be REALLY strong
- **INTERACTION / CONVERSATION**
 - People would rather talk than listen
 - People will pay attention to a conversation longer than a lecture
- **SCARCITY**
 - When there is less of something, people will inherently want it more
 - Event-based launches naturally lend themselves to some elements of scarcity



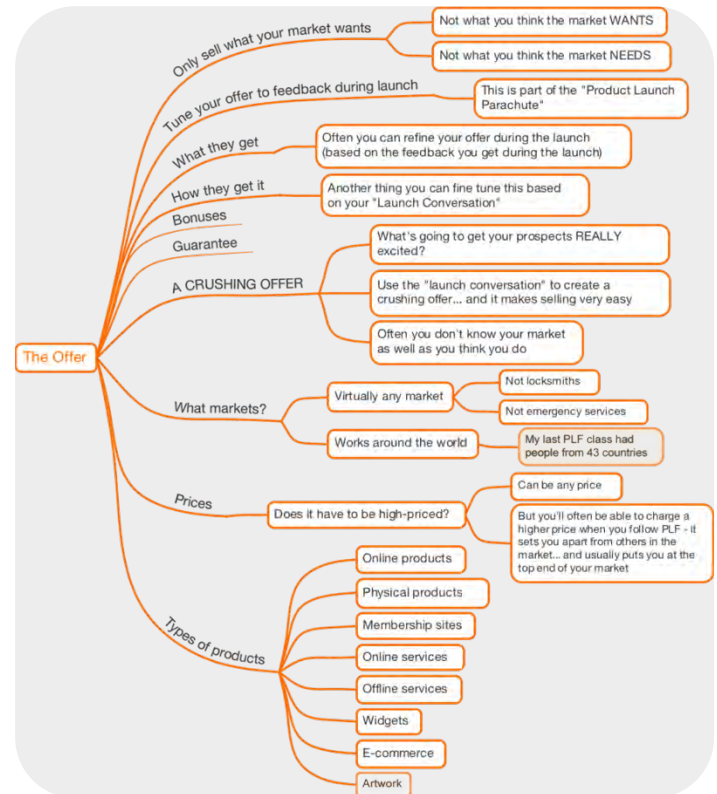
PLF TACTICS, PART 2: SEQUENCES

- YOUR ENTIRE LAUNCH IS A "STORY ARC"
 - Stories command attention
- PRE-PRELAUNCH
 - The "shot across the bow"
 - A favorite method: use a survey
- PRELAUNCH
 - From 4 to 12 days
 - 3-5 pieces of prelaunch content
 - Deliver value
 - Create a conversation with your market
- LAUNCH
 - From 1 to 7 days
 - The "Walker W"
- POST LAUNCH
 - Lock in your relationship with your new clients



PLF TACTICS, PART 3: THE OFFER

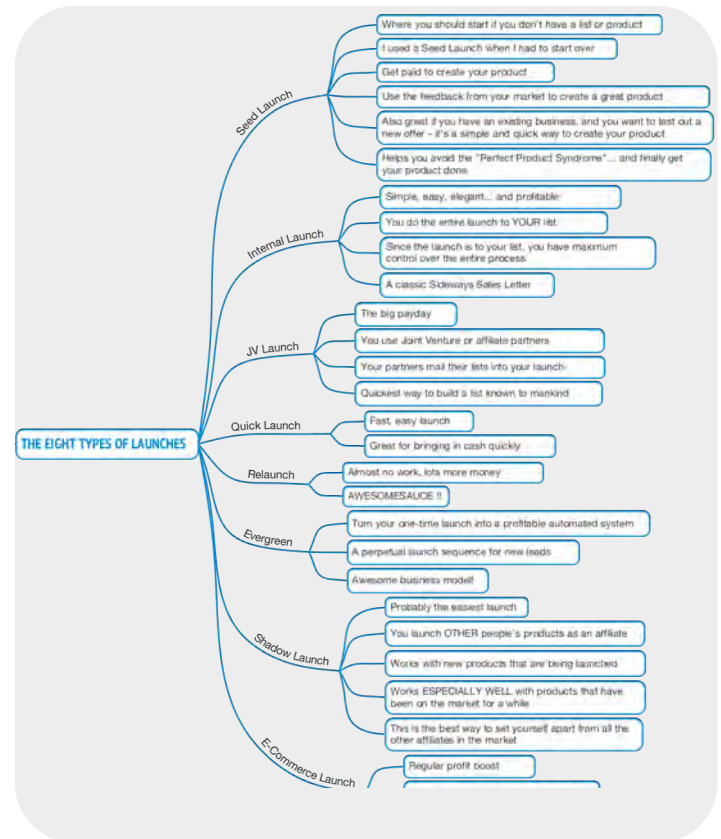
- ONLY SELL WHAT YOUR MARKET WANTS
 - Sell what the market WANTS
 - Not what you think the market NEEDS
- TUNE YOUR OFFER TO FEEDBACK DURING LAUNCH
 - This is part of the "Product Launch Parachute"
- WHAT THEY GET
 - Often you can refine your offer during the launch (based on the feedback you get during the launch)
- HOW THEY GET IT
 - You can fine-tune this based on your "Launch Conversation"
- BONUSES
- GUARANTEE
- A CRUSHING OFFER
 - What's going to get your prospects REALLY excited?
 - Use the "Launch Conversation" to create a crushing offer... and it makes selling very easy
 - Often you don't know your market as well as you think you do – but you'll figure it out as you get feedback during your launch
- WHAT MARKETS?
 - Virtually any market
 - Not emergency services
 - Works around the world
 - My last PLF class had people from 43 countries
- PRICES
 - Doesn't have to be high-priced
 - But you'll often be able to charge a higher price when you follow PLF – it sets you apart from others in the market... and usually puts you at the top-end of your market



- TYPES OF PRODUCTS
 - Online products
 - Physical products
 - Membership sites
 - Online services
 - Offline services
 - Widgets
 - E-commerce
 - Artwork

THE EIGHT TYPES OF LAUNCHES

- **SEED LAUNCH**
 - Where you should start if you don't have a list or product
 - I used a Seed Launch when I had to start over
 - Get paid to create your product
 - Use the feedback from your market to create a great product
 - Also great if you have an existing business and you want to test out a new offer – it's a simple and quick way to create your product
 - Helps you avoid the "Perfect Product Syndrome" ... and finally get your product done
- **INTERNAL LAUNCH**
 - Simple, easy, elegant... and profitable
 - You do the entire launch to YOUR list
 - Since the launch is to your list, you have maximum control over the entire process
 - A classic "Sideways Sales Letter"
- **JV LAUNCH**
 - The big payday
 - You use Joint Venture or affiliate partners
 - Your partners mail their lists into your launch
 - Quickest way to build a list known to mankind
- **QUICK LAUNCH**
 - Fast, easy launch
 - Great for bringing in cash quickly
- **RELAUNCH**
 - Almost no work, lots more money
 - AWESOMESAUCE !!
- **EVERGREEN**
 - Turn your one-time launch into a profitable automated system
 - A perpetual launch sequence for new leads
 - Awesome business model!



- **SHADOW LAUNCH**
 - Probably the easiest launch
 - You launch OTHER people's products as an affiliate
 - Works with new products that are being launched
 - Works ESPECIALLY WELL with products that have been on the market for a while
 - This is the best way to set yourself apart from all the other affiliates in the market
- **E-COMMERCE LAUNCH**
 - Regular profit boost
 - Use launches to drive people to site
 - Think in terms of bundles

THE BIG GOTCHAS, PART 1

• NO LIST

- I didn't start with a list - no one does
- You're going to need a list no matter what your business, so start building one
- The best way to build a list is with a launch
- P.S. If you register for the Product Launch Formula Coaching Program, I include a complete list building course as an extra bonus

• NO PRODUCT

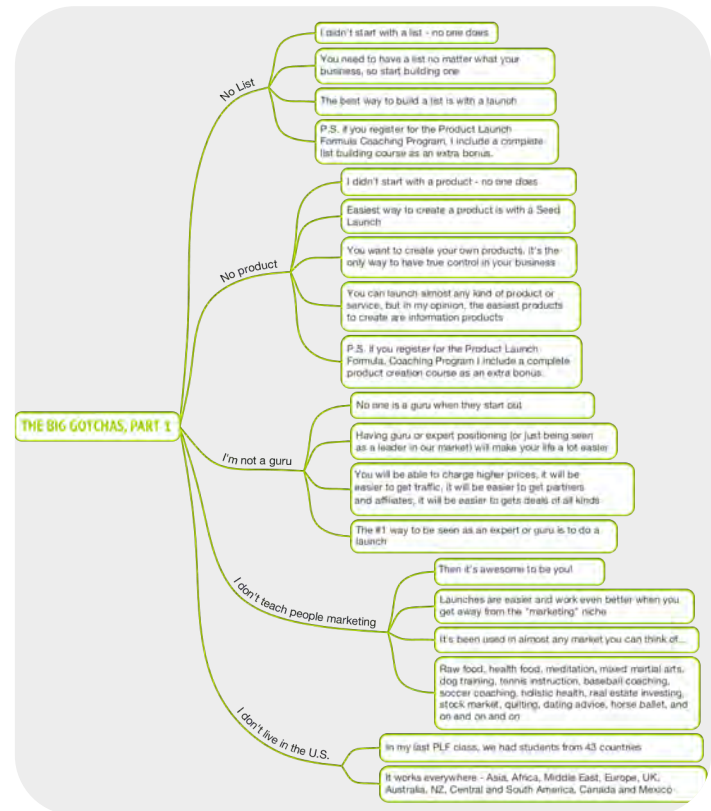
- I didn't start with a product - no one does
- Easiest way to create a product is with a Seed Launch
- You will want to create your own products, it's the only way to have true control in your business
- You can launch almost any kind of product or service, but in my opinion, the easiest products to create are information products
- P.S. If you register for the Product Launch Formula Coaching Program, I include a complete product creation course as an extra bonus

• I'M NOT A GURU

- No one is a guru when they start out
- Having guru or expert positioning (or just being seen as a leader in your market) will make your life a lot easier
- You will be able to charge higher prices; it will be easier to get traffic; it will be easier to get partners and affiliates; it will be easier to get deals of all kinds
- The #1 way to be seen as an expert or guru is to do a launch

• I DON'T TEACH PEOPLE MARKETING

- Then it's awesome to be you!
- Launches are easier and work even better when you get away from the "marketing" niche



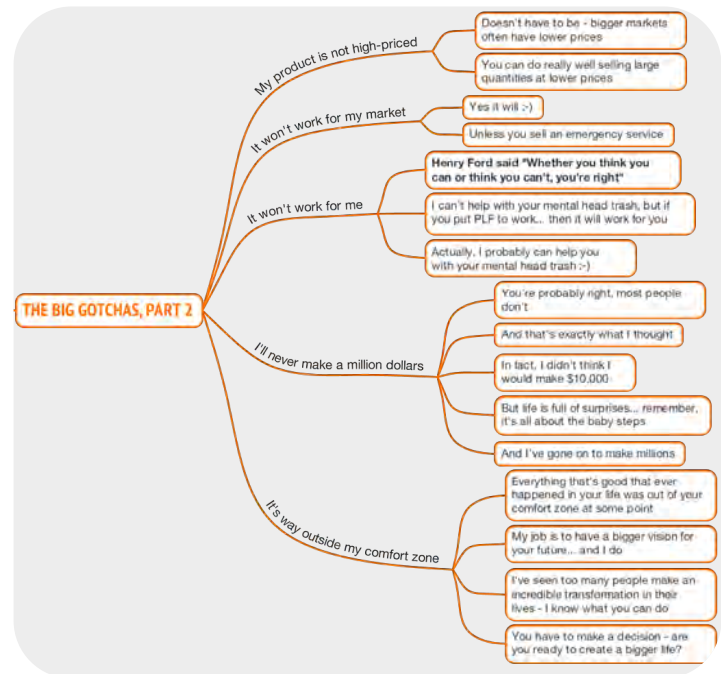
- It's been used in almost any market you can think of...
- Raw food, health food, meditation, mixed martial arts, dog training, tennis instruction, baseball coaching, couples therapy, holistic health, real estate investing, stock market, quilting, dating advice, horse ballet, and on and on and on...

• I DON'T LIVE IN THE U.S.

- In my last PLF class, we had students from 43 countries
- It works everywhere - Asia, Africa, Middle East, Europe, UK, Australia, NZ, Central and South America, Canada and Mexico

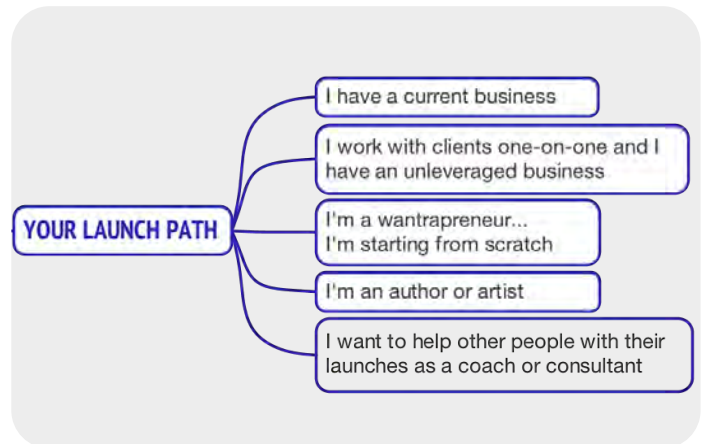
THE BIG GOTCHAS, PART 2

- MY PRODUCT IS NOT HIGH-PRICED
 - Doesn't have to be - bigger markets often have lower prices
 - You can do really well selling large quantities at lower prices
- IT WON'T WORK FOR MY MARKET
 - Yes it will :-)
 - Unless you sell an emergency service
- IT WON'T WORK FOR ME
 - Henry Ford said "Whether you think you can or think you can't, you're right"
 - I can't help with your mental "head trash," but if you put PLF to work... then it will work for you
 - Actually, I probably can help you with your mental head trash :-)
- I'LL NEVER MAKE A MILLION DOLLARS
 - You're probably right, most people don't
 - And that's exactly what I thought
 - In fact, I didn't think I would make \$10,000
 - But life is full of surprises... remember, it's all about the baby steps
 - And I've gone on to make millions
- IT'S WAY OUTSIDE MY COMFORT ZONE
 - Everything that's good that ever happened in your life was out of your comfort zone at some point
 - My job is to have a bigger vision for your future... and I do
 - I've seen too many people make an incredible transformation in their lives - I know what you can do
 - You have to make a decision - are you ready to create a bigger life?



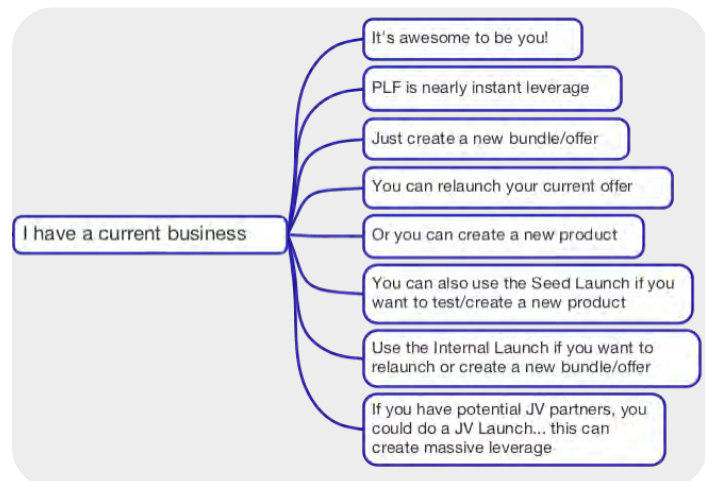
YOUR LAUNCH PATH (OVERVIEW)

- I HAVE A CURRENT BUSINESS
- I WORK WITH CLIENTS ONE-ON-ONE AND I HAVE AN UNLEVERAGED BUSINESS
- I'M A WANTRAPRENEUR
- I'M STARTING FROM SCRATCH
- I'M AN AUTHOR OR ARTIST
- I WANT TO HELP OTHER PEOPLE WITH THEIR LAUNCHES AS A COACH OR CONSULTANT



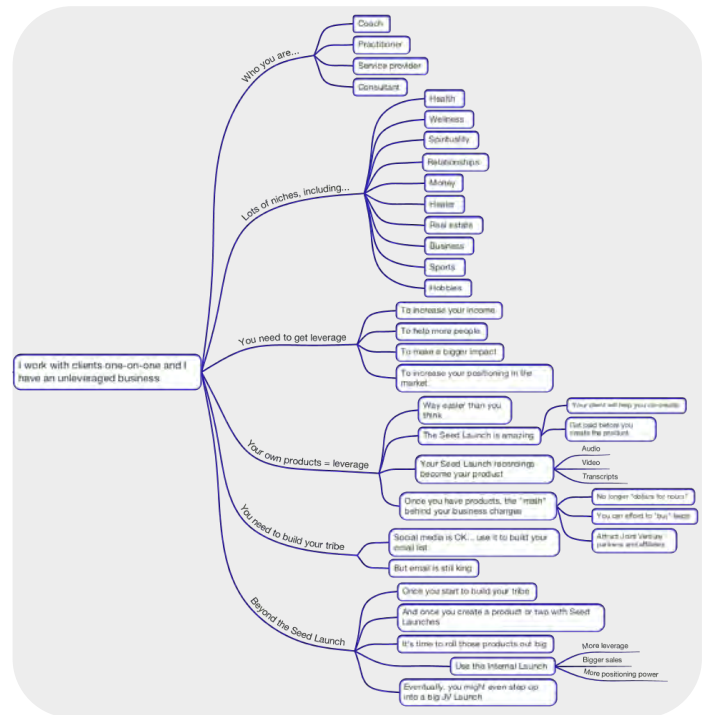
YOUR LAUNCH PATH, PART 1: I HAVE A CURRENT BUSINESS

- It's awesome to be you!
- PLF is nearly-instant leverage
- Just create a new bundle/offer
- Or you can relaunch your current offer
- Or create a new product
- You can also use the Seed Launch if you want to test/create a new product
- Use the Internal Launch if you want to relaunch or create a new bundle/offer
- If you have potential JV partners, you could do a JV Launch... this can create massive leverage



YOUR LAUNCH PATH, PART 2: I WORK WITH CLIENTS ONE-ON-ONE & I HAVE AN UNLEVERAGED BUSINESS

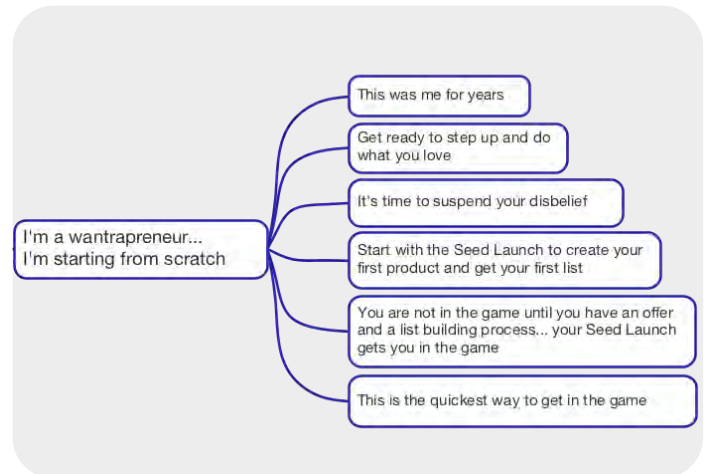
- WHO YOU ARE
 - Coach
 - Practitioner
 - Service provider
 - Consultant
- LOTS OF NICHES, INCLUDING...
 - Health
 - Wellness
 - Spirituality
 - Relationships
 - Money
 - Healer
 - Real estate
 - Business
 - Sports
 - Hobbies
- YOU NEED TO GET LEVERAGE
 - To increase your income
 - To help more people
 - To make a bigger impact
 - To increase your positioning in the market
- YOUR OWN PRODUCTS = LEVERAGE
 - Way easier than you think
 - The Seed Launch is amazing
 - Your clients will help you co-create your product
 - You get paid before you even create the product
 - Your Seed Launch recordings become your product
 - Audio



- Video
- Transcripts
- Once you have products, the “math” behind your business changes
 - You’re no longer “dollars for hours”
 - You can afford to advertise and “buy” leads
 - Attract Joint Venture partners and affiliates
- YOU NEED TO BUILD YOUR TRIBE
 - Social media is OK... use it to build your email list
 - But email is still king
- BEYOND THE SEED LAUNCH
 - Once you start to build your tribe
 - And once you create a product or two with Seed Launches
 - It’s time to roll those products out big
 - Use the Internal Launch
 - More leverage
 - Bigger sales
 - More positioning power
 - Eventually, you might even step up into a big JV launch

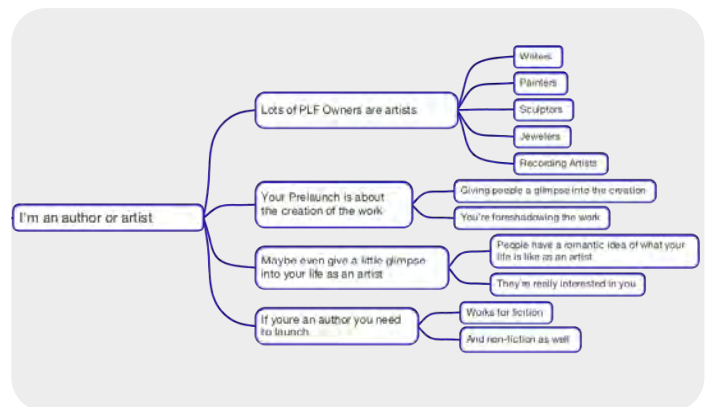
YOUR LAUNCH PATH, PART 3: I'M A WANTRAPRENEUR... I'M STARTING FROM SCRATCH

- This was me for years, it took me too long to get started
- Get ready to step up and do what you love
- It's time to suspend your disbelief in yourself
- Start with the Seed Launch to create your first product and get your first list
- You are not in the game until you have an offer and a list building process... your Seed Launch gets you in the game
- This is the quickest way to get in the game



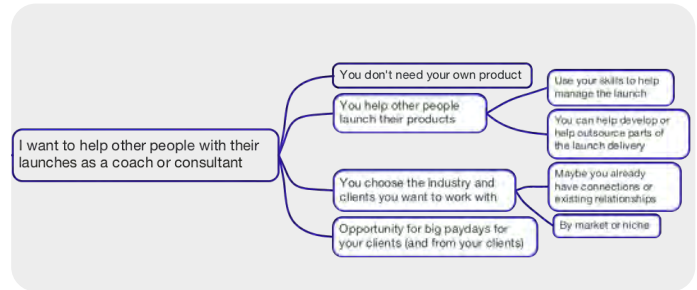
YOUR LAUNCH PATH, PART 4: I'M AN AUTHOR OR ARTIST

- LOTS OF PLF OWNERS ARE ARTISTS
 - Writers
 - Painters
 - Sculptors
 - Jewelers
 - Recording Artists
- YOUR PRELAUNCH IS ABOUT THE CREATION OF THE WORK
 - Give people a glimpse into the creation
 - And you can foreshadow the work
- MAYBE EVEN GIVE A LITTLE GLIMPSE INTO YOUR LIFE AS AN ARTIST
 - People have a romantic idea of what your life is like as an artist
 - They're really interested in you



- IF YOU'RE AN AUTHOR, YOU NEED TO LAUNCH
 - Works great for non-fiction
 - And it can even work for fiction (with fiction, it's all about finding and attracting your tribe)

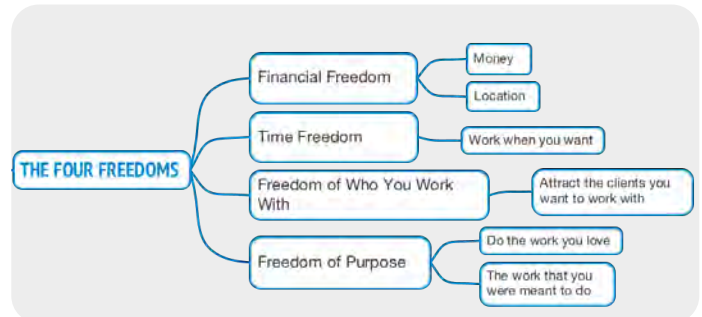
YOUR LAUNCH PATH, PART 5: I WANT TO HELP OTHER PEOPLE WITH THEIR LAUNCHES AS A COACH OR CONSULTANT



- YOU DON'T NEED YOUR OWN PRODUCT
- YOU HELP OTHER PEOPLE LAUNCH THEIR PRODUCTS
 - Use your skills and Product Launch Formula to help others launch their products and services
 - Manage the pieces of the launch that you want, and outsource the other parts
- YOU CHOOSE THE INDUSTRY AND CLIENTS YOU WANT TO WORK WITH
 - Maybe you already have connections or existing relationships
 - By market or niche
- OPPORTUNITY FOR BIG PAYDAYS FOR YOUR CLIENTS (AND FROM YOUR CLIENTS)

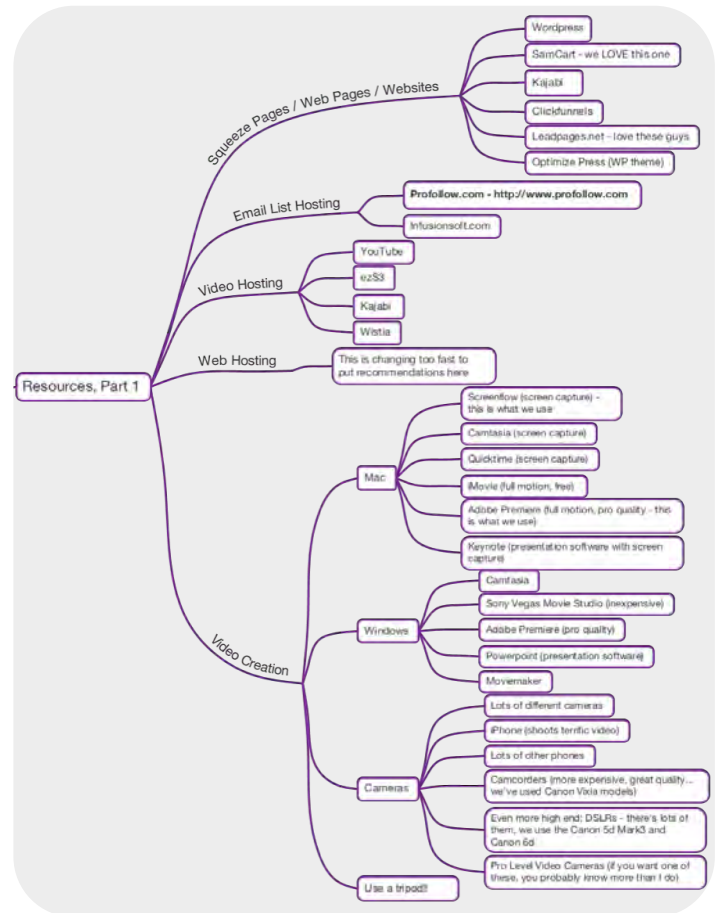
THE FOUR FREEDOMS

- FINANCIAL FREEDOM
 - Money
 - Location
- TIME FREEDOM
 - Work when you want
- FREEDOM OF WHO YOU WORK WITH
 - Attract the clients you want to work with
- FREEDOM OF PURPOSE
 - Do the work you love
 - The work that you were meant to do



RESOURCES, PART 1

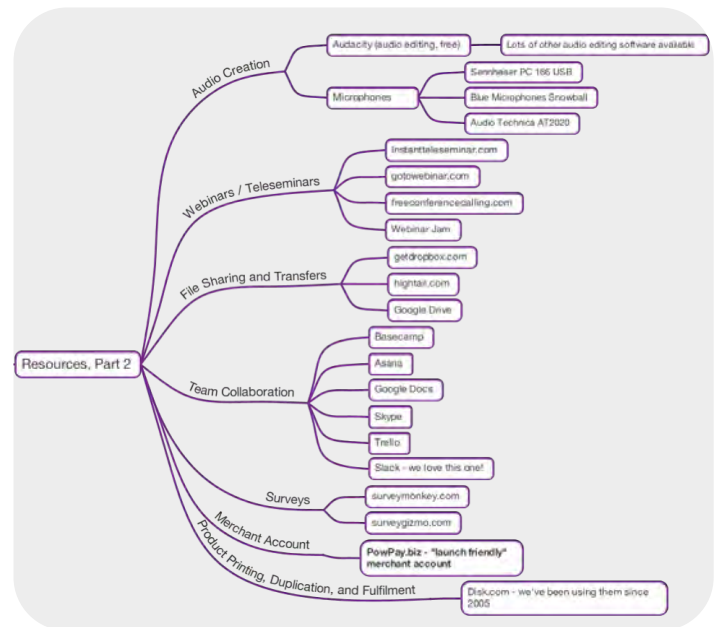
- SQUEEZE PAGES / WEB PAGES / WEBSITES
 - Wordpress
 - SamCart – we LOVE this one
 - Kajabi
 - Clickfunnels
 - Leadpages.net – Love these guys
 - Optimize Press (WP theme)
- EMAIL LIST HOSTING
 - Aweber
 - Infusionsoft
- VIDEO HOSTING
 - YouTube
 - ezS3
 - Kajabi
 - Wistia
 - Vimeo
 - Brightcove
- WEB HOSTING
 - This is changing too fast to put recommendations here
- VIDEO CREATION
 - Mac
 - Screenflow (screen capture) – this is what we use
 - Camtasia (screen capture)
 - Quicktime (screen capture)
 - iMovie (full motion, free)
 - Adobe Premiere (full motion, pro quality – this is what we use)
 - Keynote (presentation software with screen capture)
 - Windows
 - Camtasia
 - Sony Vegas Movie Studio (inexpensive)
 - Adobe Premiere (pro quality)
 - Powerpoint (presentation software)
 - Moviemaker
 - Cameras
 - Lots of different cameras
 - iPhone (shoots terrific video)
 - Lots of other phones
 - Camcorders (more expensive, great quality... we've used Canon Vixia models)
 - Even more high end: DSLRs – there are lots of them, we use the Canon 5d Mark3 and Canon 6d
 - Pro Level Video Cameras (if you want one of these, you probably know more than I do)
 - Use a tripod!



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 - Pro level video cameras (if you want one of these, you probably know more than I do)
- Use a tripod!

RESOURCES, PART 2

- AUDIO CREATION
 - Audacity (audio editing – free)
 - Lots of other audio editing software available
 - Microphones
 - Sennheiser PC 166 USB
 - Blue Microphone Snowball
 - Audio Technica AT2020
- WEBINARS / TELESEMINARS
 - Instanttelesseminar.com
 - Gotowebinar.com
 - Freeconferencecalling.com
 - Webinar Jam
 - Zoom
- FILE SHARING AND TRANSFERS
 - Getdropbox.com
 - Hightail.com
 - Google drive
- TEAM COLLABORATION
 - Basecamp
 - Asana
 - Google docs
 - Skype
 - Trello
 - Slack – we love this one!
- SURVEYS
 - Surveymonkey.com
 - Surveygizmo.com
- MERCHANT ACCOUNT
 - PowPay.biz – “launch friendly” merchant account
- PRODUCT PRINTING, DUPLICATION, AND FULFILLMENT
 - Disk.com – we’ve been using them since 2005



OK, THERE YOU HAVE IT... THE PRODUCT LAUNCH BLUEPRINT

That's the formula that's been used by thousands of PLF Owners to generate **hundreds of millions in sales**.

I 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. Once you start to put these strategies and tactics into your business... well, **life will never be the same again**. It's not only the end of "hope marketing" but it's the beginning of tapping into exactly what your market wants. You will 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 **on your terms**.

If you're ready to take control of marketing, your business, your life... then your path is clear – and it's the Product Launch Formula.

In a few days I'm going to open up a new session of my **Product Launch Formula Coaching Program**... and that will take everything that you've learned in this workshop to a completely different level.

Once I open registration, you'll need to act quickly, because registration will only be open for a short time before the class begins.

Here's what you need to do: Watch your email over the next few days – I'll be sending you more information and the registration link for the coaching program.

In the meantime, go back and check out all the training videos and add your comments to the PLF Community at this link: www.ProductLaunchFormula.com

best regards,



P.S. I hope you've gotten a lot of value from this Launch Workshop so far. My next video will be all about your next steps to move forward. I'll send you an email when it's ready... so watch your inbox. :-)