

How To Structure Million Dollar Product Launches

Aidan Booth

**SAFETY PIN
REMOVE
BEFORE FLIGHT**







HUGE Announcement... (made at 200 mph, 7500ft above North Carolina)

8/30/13

The 7 P's to a Perfect Product Launch

P #1 = Product Super-Powers

“Even if the customer doesn’t have confidence in THEIR ability, the Product Super-Powers will get them over the line”



P #1 = Product Super-Powers



The Trinity Code (sold for \$2,495)

1. The Code
2. Crowd Force (special software)
3. Direct Access to Aidan, Tim, Steve
4. Image Based Websites
5. Tool Suite

P #1 = Product Super-Powers

3+ SUPER-POWERS

1. Unique System
2. Software & Tools
3. Done For You Components
 - Research
 - Installation
 - Graphics etc
4. Support & Access

P #2 = Positioning

*“Make people believe that your product is worth a lot more than you’re charging for it & make your product **DIFFERENT**.”*



P #2 = Positioning

LOOK THE PART. SOUND THE PART.

“The way you look, speak, and behave, is the way your prospect will think you ARE.”

Look the Part

- Attractive Pages (how “flashy” should they be?)
- Professionally Presented or Second Rate?

Sound the Part

- Your Message (and the way you convey it)
- Your Headline (the words you use!)

P #2 = Positioning

Remember:

- Scarcity vs Availability
 - All our launches close down in one week
- Quadruple the price 'Validation Test'

"Would your product sell if you quadrupled the price?"

IS IT A NO-BRAINER?

P #3 = Pages

"Your pages should have the bare minimum that they need to get the job done, and NOTHING else."

**FLUFF KILLS
CONVERSIONS**

P #3 = Pages

eFormula Evolution (\$1,497 Product)

- Video Sales Page + Cart Page

The layout for the Video Sales Page is as follows:

- 1. eFormula EVOLUTION logo
- 2. Headline: "We're Handing You The Keys To The EXACT *3-Phase* System We Used To Go From ZERO ...To Over \$300,000 Per Month in PROFIT Selling 'Stupid Simple' Products Online!"
- 3. Sub-headline: "Please be patient... The video may take 10 seconds to load."
- 4. Video player area with a play button and a photo of Steve Clayton.
- 5. Text: "The video lasts 20 minutes. It is VERY important to watch the entire presentation. When it finishes, click the yellow button below:"
- 6. Text: "Click Here To Continue"
- 7. Text: "Click here to continue"
- 8. Warning box: "WARNING: eFormula Closes In: 0 : 00 : 00 : 00 June 24, 2014"
- 9. Text: "Disclaimer | Terms Of Service | Privacy Policy | Earnings Disclaimer | Support | Credits"
- 10. Footer: "© 2014 Blueprint Information Products LLC. eFormula is the retailer of products on this site. CLOAKING is a registered trademark of Click Bank, Inc., a Delaware corporation located at 1155 N. 1st Street, Suite 200, Fort Lauderdale, FL 33304, USA and used by permission. ClickBank's use as a retailer does not constitute an endorsement, approval or review of these products or any claim, statement or action made in promotion of these products."

The layout for the Cart Page is as follows:

- 1. Logo Here
- 2. Text: "Secure Your Spot Today" so that you can ...
- 3. Section: "Here Are 7 Key Reasons To Join The Evolution:"
- 4. Text: "7 Key Reasons Here"
- 5. Section: "We KNOW How To Help You..."
- 6. Text: "Testimonial #1 Here"
- 7. Text: "Testimonial #2 Here"
- 8. Text: "Testimonial #3 Here"
- 9. Text: "Explain in 1-2 short paragraphs why anyone can succeed with this method"
- 10. Section: "There Is Absolutely ZERO Risk..."
- 11. Text: "A short segment of text to explain your money back guarantee goes here"
- 12. Text: "Please Choose An Option..."
- 13. Text: "Show 1-2 payment options here with 'Add to Cart' buttons"
- 14. 60 Days Money Back Guarantee badge

<http://www.aidanbooth.com/mayhem>

①

②

③

We're Handing You The Keys To The EXACT *3-Phase* System We
Used To Go From ZERO ...To Over **\$300,000 Per Month in PROFIT**
Selling 'Stupid Simple' Products Online! ②

Please be patient... The video may take 10 seconds to load. ③



The video lasts 20 minutes. It is VERY important to watch the entire presentation. ⑤

⑥ When it finishes, click the yellow button below:

Click Here To Continue ⑦

[Click here to continue](#) ⑧

WARNING: eFormula Closes In:

0 : 00 : 00 : 00
days hours minutes seconds ⑨

June 24, 2014

Logo Here **1**

"Secure Your Spot Today" so that you can **2**

1

Here Are 7 Key Reasons To Join The Evolution:

7 Key Reasons Here

3

We KNOW How To Help You...

Testimonial #1 Here

2

Testimonial #2 Here

4

Testimonial #3 Here

Explain in 1-2 short paragraphs why anyone
can succeed with this method

5

There Is Absolutely ZERO Risk...

A short segment of text to explain your
money back guarantee goes here



6

3

Please Choose An Option...

7

Show 1-2 payment options here with "Add to Cart" buttons

P #3 = Pages

- Background Image from SubtlePatterns.com
- Split Test: VWO.com
- Countdown Timer: OnlineCountdowns.com
- **LEARN COPY!!!**
 - Joe Sugarman
 - John Carlton
 - Perry Belcher

COPY WHAT WORKS

P #4 = Prelaunch

“The higher the price, the longer people need to be in the buying funnel, so the longer the prelaunch or the sales video/webinar should be”

Blueprint Academy (\$12,000)

- 12 Day Prelaunch Sequence
- \$10,000 in giveaways (cash, iPads etc)
- Big announcement on 12th day
- No JV Partners

P #4 = Prelaunch

Trinity Code (\$2,497)

- 4-Part Sequence (first part was for our own list)
- Prizes for people who sign up (1 prize each day)
- Prelaunch Prizes for Partners who mail

**EXCITEMENT,
CURIOSITY & PRIZES**

P #5 = Partners

Partners...useful, but NOT essential.

“Focus on making your JV partners as much money as possible” – Brian G. Johnson, 2009

Four things that decide if a JV partner mails...

- Your JV Partner's calendar (can't control that)
- How much money could they make?
- Does your product compliment or contradict?
- Does the JV Partner like you?

P #5 = Partners

“Give partners multiple reasons to mail in launch week”

FOUR MAILINGS

- 80% of sales will come from 20% of your partners
- Cash contests help!
- It's easy to find partners (blogs, FB, creators, calendars)
 - Attend events like this one!

Find a way to “get close” to whoever you want to work with...

P #6 = Profit Maximizers

USE AT LEAST TWO!

1. Webinars → 30% Revenue Boost

- \$140k from 400 attendees...
- Be an advisor, NOT a salesman.

2. Upsells & Downsells → 300% Revenue Boost

- Especially important on low ticket items
- Upsells should Accelerate and Facilitate

3. Retargeting → 5% Revenue Boost

- Added 4.5% (over \$100k) in sales to eFormula Evolution
- PerfectAudience.com & AdRoll.com

P #7 = Platform

- Custom checkout page
- Reliable
- Funnel integration (upsells/downsells)
- Easy to refund
- Manually approve partners (whitelist)
- Automated delivery etc

REMEMBER...

1. Product Super-Powers
2. Positioning
3. Pages
4. Prelaunch
5. Partners
6. Profit Maximizers
7. Platform

SELLING IS A SCIENCE...
IT'S ABOUT THE
PROCESS

<http://www.aidanbooth.com/mayhem>

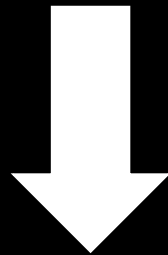
Full Length Presentation

+

More Examples

+

Templates



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