The Poor Man’s Evergreen Product Launch

*How To Create Your Own Evergreen Product Launch On A Shoe String Budget*

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Introduction

If you want to earn more, with less work using products you already have, then you will want to read every word of this report. I think you’ll agree that a 3x or 4x increases in sales is worth a few minutes of your time.

The internet is constantly changing. Marketing strategies that used to work either no longer work or grow more ineffective each and every day. However, despite the changes in the marketplace, the name of the game remains the same.

It’s all about converting visitors into customers, or to be blunt… putting other people’s money in your pocket.

The problem is, that the tried and true Internet marketing strategies that we all use to sell info products are becoming extinct...

- The good old days of driving traffic straight to a sales page are dead.

- The days of building a niche list and hitting prospects with a traditional 7 part autoresponder sequence are dying.

- Pre-sell and review pages are rapidly losing their effectiveness as internet users become more savvy.

There is only one marketing method that is still going strong and is actually increasing in its effectiveness as the Internet continues to evolve.

And that method would be... The Product Launch
Being an Internet marketer you are obviously aware of the power and benefits of doing a product launch, but I’m sure you are also aware of the enormous resources and work required to pull off a big launch.

My question to you is this...

“Who said it has to be a big launch and why does it have to be complicated?”

I’ll let you in on a little secret.

Outside of the internet marketing and make money niches, info product launches are practically unheard of, much less put into practice.

And because of that fact, niche product launches can be incredibly simple and boring by traditional internet marketing standards and yet still be hugely successful.

Also, despite what you hear on the internet marketing forums, you don’t need affiliates or a ton of Joint Venture partners in order to have a successful and profitable launch.

Although that sounds great, there is still one problem...

**Product Launches Are A One Shot Deal!**

Meaning that a product launch is all focused around a single point in time and is designed to create a huge influx of sales in a very short time frame.

While this is great for adding a big cash infusion to your bank account, but once the launch momentum has petered out, your sales have dropped to almost zero and you are back to square one.
You now have to either have to start promoting your product using traditional methods or start from scratch, create a new product and do the whole launch process over again.

This is where the idea of an “evergreen” product launch comes into play.

**What Is An Evergreen Product Launch?**

With Jeff Walker’s launch of “Product Launch Formula 3.1 EVERGREEN” it’s a pretty good bet that you are now at least passingly familiar with the evergreen launch concept, however just to make sure we are on the same page, I’ll briefly explain the concept and function.

First of all, prior to Jeff Walker sensationalizing the term ‘evergreen’ with his $2k product, this type of launch was known as a ‘perpetual’ or ‘rolling’ product launch and variations of the format have been in use behind the scenes for a number of years.

Now, basically an ‘evergreen’ product launch is an ongoing internal product launch that takes each new subscriber that joins your email list through their own unique product launch completely on autopilot.

And with the automation, it doesn’t matter when the subscriber joins your list; they will always start out at the very beginning of your launch process even if all your other subscribers have already gone through the entire launch.

**For example:**

When a visitor – let’s call him Joe - comes to your site for the first time, he gets
taken to your squeeze page.

Once Joe has subscribed to your list he gets access to the first piece of pre-launch content. This may be a simple video or a short report, carefully designed to whet Joe’s appetite for the product.

A few days later, Joe will get an email, inviting him back to your site with the incentive that he will gain access to a second piece of pre-launch content.

And when he returns to your site, he will see a fresh post about your upcoming product plus links to both content piece #1 and content piece #2.

And a few days later, Joe is back, reading post #3 and collecting content piece #3.

Meanwhile Mary-Beth has just subscribed to your list via your squeeze page. But she only sees a link to pre-launch content piece #1. She will only see the other links revealed in sequence in the days ahead.

And - at the same time - Mark, who has been fired up to fever pitch by the four pre-launch content pieces he’s received over several days, has arrived on what (to him) is Launch Day and has been given access to the sales letter or video so that he can purchase your product.

As you can see, your evergreen launch website is serving a multiplicity of functions, all at the same time – and all on autopilot...

1. You’ve subscribed Mary-Beth to your list.
2. You’ve sold your product to Mark.

3. You are generating pre-launch excitement in Joe who will be keyed up and ready to buy in a few day’s time!

And this system works on autopilot day in day out for as long as you keep sending traffic to your website.

And of course you can also recruit JV Partners and affiliates to help you promote your evergreen launch, and the best part is that since the launch is automated you don’t have to try and find a bunch of JV partners and get them to all promote at the same time.

You can instead relax and find them one at a time whenever you feel like sending a surge of fresh prospects into your evergreen launch funnel.

And that my friend, is the power of the evergreen launch model.

The rest of this report will teach you how to set up your own Evergreen Product Launch on a shoe string budget.

**Components Of An Evergreen Product Launch**

Before you rush out to start setting up your own launch, you first need to make sure you have all your ducks in a row. There are 10 different components you will need to have, in order to create your own evergreen product launch and they are
explained in detail below.

1. **Product**
   This should be fairly self-explanatory as without a product to sell there is no point trying to create any type of launch. An Evergreen product launch is compatible with practically any type of product you can think of, but it especially thrives with info-products.

2. **Pre-Launch Content**
   Aside from your product, the pre-launch content is the most important aspect to setting up a successful evergreen product launch.

   The pre-launch content are the pieces of free content that you give away during the pre-launch process and can be composed of practically anything you can think of. Most commonly pre-launch content pieces take the form of short videos, reports, audio interviews or software.

   Most evergreen launches are composed of between 3 to 5 pieces of pre-launch content that are distributed one to two days apart. The job of the pre-launch content is to provide value to the prospect and get them excited about both the opportunity you are presenting them and with your product.

3. **Squeeze Page**
   Your squeeze page will be the only publicly available web page of your evergreen product launch. Everything else goes on behind the scenes after the prospect has opted-in to your list via the squeeze page.

   Since this is the case, the squeeze page is the page that you will be driving all your promotion and traffic generating efforts at, therefore it is crucial that you have a well-designed page that converts the highest possible percentage of visitors into prospects.
Typically the squeeze page for your launch will be promoting your first piece of pre-launch content.

4. **Pre-Launch Website**
   The pre-launch website can either be a collection of HTML pages or some kind of blog and it is where you provide your prospects with access to your various pieces of pre-launch content.

   You will need to have one pre-launch page for each of your pieces of pre-launch content, and obviously since you are trying to sell a product, you want to make sure that the design of your web pages is pleasing and is themed to match what you are trying to sell.

   Keep the focus of these pages on your content, and do not provide any other distractions like out-going links or unrelated widgets. It is a good idea to provide links between the various pre-launch pages, however, you’ll want to structure them so that each page only gives access to the current content and the content that was previously given, but not the content that is yet to come.

5. **Email Sequence**
   The email sequence is a collection of targeted emails that actually control and drives the evergreen launch process. Without the email sequence tying everything together all you have are a bunch of marginally related components and web pages that are completely ineffective at making a sale.

   An evergreen product launch email sequence can be as complicated and involved as you want it to be, but at the very minimum you will need one email for each of your pieces of pre-launch content which will be used to
give your prospects access to the content and one email to announce your launch is live and give your prospects access to your salesletter.

These emails also give you a chance to tie your pre-launch content pieces into a cohesive story and allow you to provide some extra information that may not be covered in the pre-launch content. With that being said, you still want to keep your emails fairly short to increase the chances that they’ll be read and the emphasis should stay on getting the prospect to click on the link to see the pre-launch content.

6. Salesletter
Once you have delivered all your pre-launch content to your prospect, the next web page they will get to see will be your salesletter, where they will have their first chance since the launch began to purchase your product.

This can be a written salesletter or a video salesletter or even a combination of the two...only testing will tell you which works best for your market.

The rules for writing the salesletter for your evergreen launch are the same as writing any other type of salesletter with the emphasis on continuing the pre-launch excitement and overcoming objections. You will also want to make sure your salesletter takes on from where your pre-launch content pieces left off, so that your prospect doesn’t experience a ‘disconnect’ in the story you are telling them.

7. Autoresponder
The autoresponder is the motor that drives the whole evergreen launch and is the program that automatically sends out your email sequence emails at the appropriate time.
Any of the reputable autoresponder providers like Aweber, Getresponse and iContact will work fine for your evergreen launch. I recommend you stay away from a self-hosted autoresponder as getting your emails delivered may become an issue and if your emails aren’t getting through, then your whole launch is dead in the water.

8. Payment Processor
Finally you will need some way to accept payment for your product when a prospect makes a purchase. Paypal, ClickBank or your own Merchant account would be your main options.

In choosing your payment processor you also need to consider whether or not you want to allow JV partners and affiliates to promote your product. If so then you need to choose a payment processor/shopping cart that offers affiliate program integration.

You will also need a domain name and webhosting, but I’m assuming you already knew that =)

Do It Yourself Evergreen Product Launch

Now, let’s look at how to set up your own do-it yourself evergreen product launch.

However, in the interest of full disclosure, I want to let you know that the methods I’m about to teach you are not the best or most complete way to create
an evergreen product launch available as there are complete launch systems on the market, but they are the best methods available if you are broke, on a tight budget or don’t want to purchase one of the evergreen launch systems.

Using what I’ll show you below, anybody can set up their own basic evergreen product launch easily and cost effectively. In fact, this method is pretty much how I started when I first began developing my own evergreen launch system.

**Evergreen Product Launch Set Up Instructions:**

*Before proceeding you will need to have all of the evergreen product launch components (detailed above) on hand.

**Step 1 – Pre-Launch Website**

The first thing you need to do is create and set up your pre-launch webpages with your pre-launch content pieces. Remember that you need one web page for each piece of content, so if your pre-launch consists of 4 videos, then you need 4 webpages each with its own video.

When creating your launch webpages it’s a good idea to include some basic navigational links to the other pre-launch content so prospects can access all the content they’ve been given access to from the current pre-launch web page.

Here’s an example of how the navigation might look on each of the 4 webpages:
As you can when each new pre-launch page is released it contains hyperlinks to the previously released content pieces. This keeps your prospects from getting ahead of your launch and accessing content pieces out of order.

The next thing you need to do is make each of your pre-launch web pages invisible to the search engines and spiders so they will not index your pages in the search results.

To do this insert the following code just before the closing </head> tag in your pages html code:

```html
<meta name="robots" content="noindex,nofollow">```

The final thing you want to do to these pages is give them each a very unique file name, so that they will be hard to guess. So instead of “video1.html”, name it something like “video1-34kdcz3.html. This is just an added bit of security to keep your pre-launch pages hidden.

Once you have completed these steps, upload them to your webhosting.

**Step 2 – Squeeze Page**

Now you need to set up your squeeze page with your offer and integrate your autoresponder opt-in web form.
Remember that you need to make a compelling offer on your squeeze page in order to get your website visitor to enter their email address into your web form. This case the squeeze page offer is promoting your first piece of pre-launch content.

Every autoresponder is a little different, but they all have a way for you to create a unique web form that you can paste into your web page. The key here is that if you are using a single opt in autoresponder, when you are creating your web form you want to set the form to redirect your prospect to your first pre-launch web page.

So if your first pre-launch page is at http://your/site/content1.html then that is the page you want to have your web form send your prospect to automatically after they filled out your web form and clicked ‘submit’.

This redirect, starts the pre-launch process.

If you are using a double opt in autoresponder, then you will want to redirect your prospect to a confirmation page that tells them to check their email.

Once you’ve got your squeeze page created, upload it to your web hosting and make it the “index” or “home” page of your website, so that when visitors come to your website, all they see is your squeeze page.

**Step 3 – Salesletter And Payment Processor**

In this step you need to integrate your payment processor with your salesletter and make sure your payment links are working so you can accept payment from customers.

The next thing you need to do is make your salesletter web page invisible to the
search engines and spiders so they will not index your pages in the search results.

To do this insert the following code just before the closing </head> tag in your pages html code:

```
<meta name="robots" content="noindex,nofollow">
```

Finally you need to give your salesletter web page a unique file name that people will not be able to guess. (Just like you did with the pre-launch pages)

When your salesletter is ready to go, upload it to your website.

**Step 4 – Email Sequence And Autoresponder**

The next step is to finalize your email sequence and match up each email to its corresponding pre-launch website url.

- Your first email should contain the URL to your pre-launch webpage #1.
- Your second email should contain the URL to your pre-launch webpage #2.
- Your third email should contain the URL to your pre-launch webpage #3.
- Your fourth email should contain the URL to your pre-launch webpage #4.
- Your fifth email should contain the URL to your salesletter.

Once you have added the correct URLs to the appropriate emails, you are now ready to add those emails to your autoresponder.

Log into your autoresponder and add each email to your autoresponder follow up in the following order:
Email #1 set to be sent out immediately.
Email #2 set to be sent out one to two days after email #1.
Email #3 set to be sent out one to two days after email #2.
Email #4 set to be sent out one to two days after email #3.
Email #5 set to be sent out one to two days after email #4.

Once you’ve completed this step your evergreen product launch is 99% ready to go.

**Step 5 – Test Launch Process**

Before you go live with your new evergreen product launch you need to test it out for yourself and make sure it works the way it’s supposed to. It’s much better to find the mistakes yourself than to let your customers find them.

The best way to test your launch out is to simply opt-in through your own squeeze page and follow along with the launch process as your autoresponder sends you out new emails.

Once you’ve gone through the whole sequence and confirmed that everything is as it should be, you are ready to go live.

**Step 6 – Drive Traffic**

The final step of this process is to start sending traffic to your squeeze page and start making some money with your very own evergreen product launch funnel.
Final Thoughts

As I said above, this isn’t the fanciest or best way to create an evergreen product launch, but if you’re broke or on a budget, then there is nothing wrong with using this basic launch format to help you start making some money.

Then once you’ve got some money coming in, you can invest in a better solution like one of the turn key evergreen product launch systems that are available.

Despite its simplicity and crudeness, I used this same exact format to rake in tens of thousands of dollars before I developed my more advanced systems.

So, give it a shot, it works!

Products By Tanner Larsson:

- **Always Be Launching**
  Create Never Ending Perpetual Product Launches that rake in cash on autopilot month after month. Includes over 115 pages of complete launch training, videos, and an advanced product launch smart theme to run your launches.
  Click Here for more details.

- **Profit Funnel Formula**
  This is the missing link to earning well over 6-figures a year. Profit Funnel Formula it teaches internet marketers how to build a real and sustainable business by structuring their business as a profit funnel...basically what all
the top IM and direct response marketers do, but never truly teach. Click Here for more details.

- **Enter The Sales Funnel**
  Discover advanced set and forget traffic generation methods that actually work and provide your business with a steady flow of PAYING customers. These are the tried and true methods I use to grow my business every day. Click Here for more details.

- **Residual Income Formula**
  The ultimate home study course for building membership sites without having to pay the home study course price! This is Hands Down Easiest Way To earn $9,995 Or More Every Month... From Just One Site! Click Here for more details.

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