



Session 5: Launching Your Info Product

In this session, we'll talk about how to launch your first product. However, before you start taking action on the steps I'll detail here, it's important that you **finish your product first**.

If you're discouraged with your progress, don't give up. Just pick up where you left off. And focus on taking baby steps. Remember: you're in this for the long haul, not for a quick buck.

I'm also going to go over another option in the next session. It's called a "seed launch." This is a last-resort approach to get your product out there if you're still having trouble.

Your First Launch, Step by Step

STEP 1: Write your sales page and your email campaign

- See my bonus training on copy (which includes copy for sales pages, squeeze pages, and promo emails and campaigns).
- It's important to start here because until you can figure out how to sell your idea on paper, *nothing else matters*.
- This is also the best time to draft your promotional emails that will drive your subscribers to the sales page.

STEP 2: Decide on your tech

- See my bonus training about technology.
- I recommend using a turnkey solution or a simple combination of product bundles, as opposed to buying and integrating all the individual pieces yourself.
- A more streamlined/turnkey approach will save you time, money and frustration.
- If you decide to piece a variety of products together, I strongly recommend hiring a (virtual assistant) VA to help you do that—unless you're very tech savvy and enjoy this sort of thing (I don't!).
- Crystal and I give you a couple of resources for affordable VAs in the tech session.

STEP 3: Deploy your tech

- Give yourself some time here. It always takes a little longer to deploy this stuff than you'd expect, even when using a VA.
- Take advantage of the tutorials and tech support each of these tech products provides.

STEP 4: Create all your pages inside your system and upload your copy

- Pages you'll need to upload here include:
 - Sales page
 - Order page
 - Thank You page
 - Waiting List page (for after "cart closing")
 - Terms & Conditions page
 - Lead magnet squeeze page
 - Lead magnet download page
 - Opt-in box copy in your blog/website
- All this becomes a TON easier if you use a turnkey solution and/or hire a VA to help you. Avoid complexity and overwhelm as much as possible. They will kill your motivation and cause you to quit

STEP 5: Upload your product

- Actual steps for uploading your product depend on what tech you're using.
- Again, if you're doing this on your own, take advantage of the tutorials and customer support included with these technologies.

STEP 6: Add people to your mailing list.

- Contact for permission and/or add the following people to your list:
 - Friends
 - Colleagues
 - Family
 - Survey respondents
 - Validation call peeps
 - Test your opt-in process; make sure all is working well

STEP 7: Deploy two or three list-building strategies to get your mailing list to 50+ subscribers

- If you can get to 100 – 300, even better.
- See my bonus training on list-building.

STEP 8: Test all your technology

- Price the product at \$1 and test the entire purchasing process

STEP 9: Upload your promotional emails + delivery emails

- If dripped content, set up all your delivery emails (or do this manually on scheduled days).
- Set up your lead magnet delivery email.

STEP 10: Hit the LAUNCH button!

- Make sure your launch has a start and end date. Deadlines create scarcity.
- You can turn this into an evergreen product later, but not until you've put it out there, gotten feedback, and made changes and refinements.
- Legitimize and justify your enrollment/purchase deadline by framing this as a "beta launch."
- Offer a great price in exchange for feedback and a testimonial, if they're thrilled with the material.
- Optional: Consider comping some people if there's an interactive component (or in order to get even more feedback).

The Strategy Behind the Initial Launch

You're trying to capture the low-hanging fruit—the people who already have the pain, the timing is right and who already trust you.

Most of these first buyers will be people who know you. You identified them during the research and validation phase. So you can get away with a straight promo email campaign.

However, from here on out, you'll need to depend more on building a list of strangers, and building trust (a relationship) with them by giving them value in the way of valuable, free content.

That's where your list-building will come in. And that's why you want to start that list-building process early—so you have some good prospects in the queue for the next launch.

The lead magnet will get them to cross that first chasm. But you'll want to nurture them with the free content you're going to publish on a regular basis.

Over time (after your first or second launch), you may want to create your first tripwire product related to your core info product. That will help you generate more customers.

How to Survive the Emotional Rollercoaster of a Launch

- 1) This is your first launch, so set the right expectations.
 - This is a long game. You're not doing this to get rich quick. It could take months or a year or longer before you're profitable.
 - I define "profitable" as revenue that exceeds the value of the time and initial investments you've put into this, less the recurring technology costs you'll incur.
 - So try NOT to depend on this income for at least the first year. And even then, plan to live on 80% or less of what you're averaging. That way you're always ahead.
- 2) You're going to make mistakes. It's OK, just learn from them.
- 3) Try not to compare yourself to others (this is a big flaw of mine). Someone who's doing better than you is not necessarily better than you, and their products may not be anywhere near as good as yours.
- 4) Remind yourself constantly of why you're doing this. You'll need a strong reason beyond money to weather the tough times.