

## A New Kind of Launch

This might be the most important video in this module because after you watch it it's going to change the way you see everything. You're going to start making connections you never dreamed about. You're going to stop being a consumer and start being a creator; at least of this kind of content.

So it's really important that you not only understand the mechanics of a launch but how they're intended to work today versus how they actually work. So everyone knows what a launch looks like today, and more to the point, what to expect; that soon there's going to be something for sale.

It's not all bad. The visitors to that launch who were ready and waiting are thrilled. It's not a problem for them. It's the ones who need to be educated. They're the ones staying away in droves.

So what happens today is that someone does a launch that should have made a hundred thousand dollars and they only make ten thousand. That's a lot of money left on the table and a lot fewer people served.



*Something has gone wrong with the launch process*

It's really hard to make a standard launch work today. Unless you're already well-known with enthusiastic support from a battalion of affiliates and joint venture partners, your launch is not going to do so well.

Also, these big launches tend to suck all the air out of the room. If you subscribe to someone because you like their content, it's a strong possibility that you also subscribe to others who are like them.

And when all these marketers start mailing together, it's an assault on the senses.

Because of this, in 2014 I started teaching a different kind of launch. It was and continues to be effective because it allows you to do a launch without it looking like a launch.

Why do something that's really great for people if it's only going to force them to put up their guard, so they never get to the good stuff?

In this module you're going to learn a new strategy; one that combines the best features of the conventional launch with the strategy that preserves the original intent of the launch. It's simpler and it's more effective, especially for someone who isn't already a monster marketer. You can use as much or as little of it as you like, as long as you understand why things happen, so that you don't leave out any elements that are needed.

So first we'll go over the strategy at a high level. Just a review of the steps. Then we're going to go over the why of everything involved. That way you can make smart decisions about what will be best for your business.

And along the way I'll give you the simple tactics for tying your Education-based marketing content together in the standard launch configuration. That will give you the best chance for success, because you can easily combine a linear launch like this with the content carousel you learned about in module one, and nothing will be lost.

In fact they'll work together to enhance your business.

One more thing, and I can't over-emphasize this. Most of the results you will get will be due to your mindset. You can get all the technical details right and still fail on a massive scale. Or you can get just a few of them right and your sale goes into orbit.

So with every video in this section there will be something designed to remind you that all of this comes from inside you, because for introspective people, not to originate everything from here, from spirit, would be a grave mistake.

Now, if you've been described as a bull in a China shop, that's awesome. I envy you, you don't have to worry about this. But even if you want to plow through this stuff at the speed of light, just know there's an infinite source of creativity right inside you, waiting to be tapped.

So let's get started by looking at the overview of a launch.