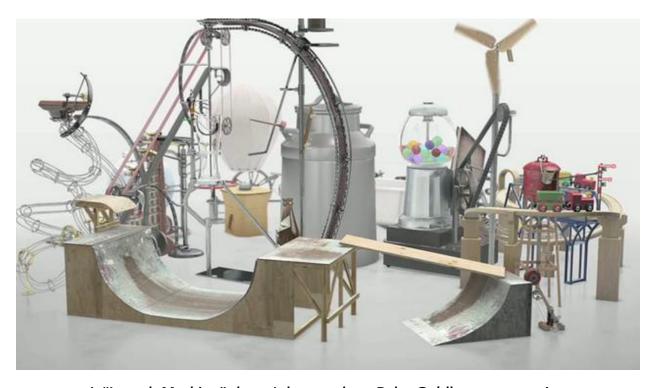# A Perpetual Launch Machine

For many, it's a dream to wake up every morning and find money in your account from something you built 2 years ago. Only it's not a dream. It's doable, but not without all the critical components in place and continually optimized.

A "Launch Machine" doesn't have to be a Rube Goldberg contraption.

Let me give you the good news first. You're here because the platform attracted you with content created from a perspective that you can't get anywhere else. so you already know this is something you can do.

But it can still go off the rails. And because of this I cannot say, categorically, without a doubt, this will work for you. You might get major parts of it wrong. I am saying it worked for me, and that if you have people who like your stuff and if you don't hammer them everyday to buy your stuff, and if you time it well, sending it to the right people, and if the elements I'm about to talk to you about are blended in the right combination, and if the product is something they want, then there's no reason at all that it shouldn't work for you, too.

Unless you don't have the right attitude.

So if I haven't completely discouraged you with the most thorough disclaimer in the history of internet marketing, let's look at how to put all the elements together in the right order and the right mixture to give you the optimum shot at transforming what you have only imagined into reality.

We're going to look at all these elements before we start linking them together with the software. Because if we don't get these right, ain't no software in the universe going to help you. Here are the nine elements we're going look at in-depth:

Platform
Programs
Segmenting
Pace change
Tone
Scarcity
Urgency
Value
Attitude

Platform and Programs
You must be very clear on the relationship your list has with your content and on the value of the programs that will issue forth from that content.

You don't have to have the programs in place before you sell them. In fact, it's usually not a good idea to have them finished.

You can't know how they're going to land, and you may find in selling them that people need something different than what you were planning. It was as true with this course as it is with all of them.

What really needs to be down pat though, is your platform; your series, your content carousel. With only that in place you can sell to your heart's content.

That's why we spend so much time on the platform.

But nothing will happen unless the right people are watching. Let's look at how we do that in the next video.