



PRODUCT LAUNCH PAYDIRT



BOOST YOUR PROFITS WITH A PROVEN
LAUNCH PROCESS

 **CHECKLIST**

Set Up Your JV Page And Get Partners Lined Up To Promote

- You need JV partners to promote your product.
- Set up a joint venture page
- Be sure your product is a quality product.
- Provide early access to potential JV partners.
- Recruit JV partners at least two to three months before the product launch date.

Offer JV Prizes To Encourage More Sales

- Offering JV prizes to the top JV partners to ensure they will continue to promote your product throughout the entire launch period.
- JV prizes you can consider using are:
 - Cash
 - Vacation packages
 - Gift certificates to restaurants
 - Electronic items (iOS and Android mobile devices, laptops, digital assistants, TVs, Blu-Ray players, etc.)
- You should at least award the top 3 JV partners at a minimum, though you could award the top 5, 10, or even 20 partners with the most sales of your product.
- The most valuable prizes should be awarded to those JV partners with the most sales.

Set A Launch Date And Stick To It

- Stick to the launch date.
- If you change the launch date, you will confuse and annoy both subscribers/customers and JV partners.

- ❑ If you change the launch date, you will lose credibility with subscribers/customers and your Internet marketing peers.
- ❑ Make sure your chosen launch date gives you enough time to have both a significant pre-launch period for your product and ensures you can compensate for any issues that arise before the product goes live.

Launch Your Product With JVs At The Ready

- ❑ The appropriate emails indicating the product is now live need to be sent out to those who joined the pre-launch marketing list.
- ❑ Ensure that everything is running smoothly in terms of the website, the ordering process, the download area, etc.
- ❑ Be sure to monitor your email, Skype, Facebook Live, and social media to ensure that there are no problems.
- ❑ If there are any issues, do everything possible to resolve them immediately.
- ❑ As time permits, check to see which JV partners are providing you with the most sales; this will give you an indication of who is effectively marketing your product and who isn't; this will give you a better insight into who you should especially recruit for future product launches.

Create A Daily Sales Frenzy With JV Leaderboard Updates

- ❑ To continue gaining sales momentum throughout the launch period, be sure to update your JV partners with daily JV Leaderboard updates.
- ❑ It's often best to put the JV leaderboard information directly on the Web page where you provided the sales copy; this will motivate JV partners to work harder to promote your product and make it easy for them to do so.
- ❑ Virtually everyone loves to win; no one likes to lose or miss out on something; this is why having quality prizes and updating the leaderboard daily will encourage your JV partners to work harder in promoting your product throughout the launch period.

Keep The Momentum Going With Follow-Ups

- Your product launch period could be anywhere from 3-4 days to 1-2 weeks; things will settle down over time and even slow to a crawl if you don't continue to provide momentum to keep the product promotion strong throughout the period.
- Providing daily updates of the JV leaderboard is one way of keeping the momentum during a product launch period so that sales continue to flow in.
- Another way to keep up the momentum is to continuously stay in contact with your JV partners to ensure they have everything they need to promote your product effectively and successfully, including updated emails in the JV promotional area, responding to JV partners' feedback and suggestions, etc.
- Do everything you can to make it easy for your JV partners to promote your product throughout the launch period; this will make it more likely for them to continue promoting your product throughout the launch period.
- You also need to ensure that everything is going smoothly in regards to your website, download area and links, etc.; anything that is not working properly needs to be fixed immediately.
- As the launch period begins to wind down (the last two days or so), encourage your JV partners to ramp up their marketing efforts for the "final lap" by quoting the JV leaderboard and the top three or five standings, along with the prizes they will win if they are/stay in those positions.
- When the launch period has ended, send out thank-you emails to your JV partners and announce who has won your JV contest

Now It's Time To Focus On Customer Retention

- While you need to focus on your JV partners during the launch, you cannot forget about your new customers and additions to your email list.
- Follow up with new customers via follow-up emails to ensure that they have received everything they should have received, resolve any problems or questions they may have, and to continue to build the relationship with

them so that they will consider purchasing more of your future product offers.

- You need to provide quality information in regards to the topic or problem your product is designed to address, as well as resolve any issues or questions that your customers have.
- Your emails should always provide additional value for the customer; if your emails fail to provide additional value to the customer, chances are high that they will unsubscribe, and you will have lost the chance to build the relationship further and gain additional sales from that customer.
- Future emails should also include any updates to the product, a point you should include in the bottom of all emails to the customer; he/she can leave at any time, but if he/she does, he/she will no longer receive updates to the product.
- As long as you continue to provide value, you will have a good chance to continue building up the relationship and getting future purchases from that customer.