

Book Notes -- Launch

Thought: A launch is a Gossage-style event.

At the heart of every product, every offer, there is some opportunity for transformation or change.

External need and internal need. Like with stories.

Keep learning.

PLF Overview

The essence of PLF is giving first and asking for the sale later. You build a relationship as a trusted advisor before the transaction. You deliver great value, and you do it in a way that makes the sale before you've even asked for the order. In many ways, this isn't much different from what the very best sales people have always done.

Big picture: The Product Launch Formula is a system to get your target market so engaged with your product (or business) that they almost beg you to sell it to them.

Your market is a conversation. Engage them. Ask questions. Respond. Be human.

You can't rely on one single marketing message; instead you need to think in "sequences":

1. Pre-prelaunch. Start building anticipation.
2. Prelaunch. Activate triggers like authority, social proof, community, anticipation, and reciprocity. Answer market objections. Release content over 5-12 days. Format can vary -- video, PDF reports, blog posts, seminars, etc.
3. Launch.
4. Post-launch.

Tell a story. Think of a three-act play.

Lists

Your list is everything.

Not spam -- always email that people have asked to receive.

Remember: it's a relationship. It's personal.

Thoughts:

1. Responsiveness is more important than size of list.
2. PLF is a good way to build a list.
3. A list of people who've bought from you is way more important than a list of prospects. Honor both, but spend more time on the former.
4. Send bonuses from time to time.

One way to build: Squeeze page with an offer. Have 2 versions then split test them.

Ways to drive traffic:

1. Organic search
2. Paid search
3. Social media.
4. Affiliates, JV partners
5. Paid advertising, word of mouth, forums, etc.

Sideways Sales Letter

Instead of a 10-page sales letter, I used a 10-day sequence. Pre-launch content.

I used great sequential content and the power of story to pull the prospect into my sales message.

At its core, the Sideways Sales Letter is a sequence of pre-launch content followed by a sales message. The typical sequence will have three pieces of prelaunch content, which you share with your prospects over a period of up to 12 days. These days, the content is often online video, but it can take any number of forms, such as email or blog posts or PDF reports. The prelaunch content is structured so that it's compelling, valuable content ... and it naturally leads into the sale of your product. At the end of the pre-launch sequence, you "open cart" by sending your prospects to a sales page to close the sale.

The sideways sales letter gives you time to communicate the value of your offer.

Barry Friedman example

1. Barry's first piece of prelaunch content showed his prospects that he really understood them.
2. In his second video, he revisited the potential pain of failing, then he really focused on teaching. (No hint of a sale yet.)
3. He reviewed his story, stepped up the teaching, reviewed websites from famous entertainers, and only then did he pivot to the sale.

These videos were delivered over 6 days.

The Mental Triggers

Hitting these will make the launch more effective:

1. Authority. Can be a small thing.
2. Reciprocity. Give something. People will want to give back. During a PLF-style launch, you spend the entire prelaunch giving to people. That's what the whole prelaunch is about. ... giving out great, free content.
3. Trust.
4. Anticipation.
5. Likability.
6. Events and ritual.
7. Community.
8. Scarcity. Scarcity forces people to make a decision. To create a well-executed launch, you absolutely need to build scarcity into that launch. There has to be some negative consequence if people don't take action and buy before the end of the launch (e.g.: the price will go up).
9. Social proof.

Generally at the beginning of the prelaunch, you start with a powerful piece of content that sets up the overall promise and opportunity of the launch.

This helps you develop authority, reciprocity, social proof (as you move through the prelaunch), community, anticipation, etc.

Pre-prelaunch

Goal: Activate your tribe.

Also: test the market's level of interest in your product or idea, find any potential objections, and gather info.

It doesn't have to be elaborate.

Goals:

1. Let people know something is coming without giving them a hard sell.
2. Tease curiosity.
3. Get their help.
4. Find objections.
5. Engage in conversation.
6. Make it fun.
7. Stand out.
8. Tap into their hopes, dreams, desires, and fears.
9. Create a great, crushing offer.
10. Lead naturally into the prelaunch sequence.

Deliverables: Just a couple emails.

1. "Quick announcement and a favor." Links to a landing page that has a survey (p. 76 in book).

Jeff Walker here. We'll be sending your Trading Update in just a little bit. But first I need to ask you a favor ...

We're really close to wrapping up our long-awaited trading manual. We will be releasing it in early January. But before we do, I have to ask you a couple questions. Can you help us out?

You can answer the questions here (and get a little more detail on the trading manual) at this link:

<http://www.example.com>

Thanks,

Jeff

2. A few days later, send a thank-you email.

Thanks for the response. We're excited to be so close to launch.

Prelaunch

Instead of screaming for attention, you attract attention by giving value before there's any hint of asking for a sale.

Give.

The content could be written material or video or audio or any number of other media.

But structure the content so it leads to a sale.

Sequence

Think of it as a 3-act play with a beginning, middle, and end. Each needs to stand alone, but all three tie together into one big story arc.

Framework:

- teach people about the opportunity for transformation
- follow up with some solid teaching and show that transformation
- give the "ownership experience"

Formats:

- email
- blog posts
- PDF reports
- audio
- video

PLC 1: The Opportunity (or the Journey)

Why should your prospect care? Why should they spend their precious time paying attention to you? What can you do for them?

At the heart of every product, every offer, there is some opportunity for transformation or change.

You need to focus on the end benefit your product will create for your prospect.

People want to buy an end result.

PLC #1 Outline

1. Show the opportunity. How their life is going to change with your product.
2. Position. Show why they should listen to you.
3. Teach. Deliver value.

4. Raise objections, then answer them.
5. Tease PLC #2.
6. Call to action. Ask for comments in blog or social media.

PLC 2: The Transformation

Outline:

1. Thanks and recap (of the subject covered).
2. Recap the opportunity.
3. Recap positioning.
4. Present a case study or do some real teaching.
5. Objection crushing.
6. Foreshadow PLC #3.
7. Call to action. Ask for comments in blog or social media.

PLC 3: The Ownership Experience

1. Express thanks and excitement.
2. Quickly recap the opportunity and positioning.
3. Present a short case study (possibly).
4. Answer the top questions people have been asking.
5. Explain the big view and how to make it happen.
6. Pivot to the offer and create a soft landing. (Do this in the last 25% of PLC3.)
Mention scarcity. "Keep an eye out for the next mail, because this will be a limited offer."
7. Call to action. Ask for comments in the blog or social media.

7-day sequence

- Day 1: Release PLC #1
- Day 3: Release PLC #2
- Day 5: Release PLC #3
- Day 7: Open cart

10-day sequence

- Day 1: Release PLC #1
- Day 5: Release PLC #2
- Day 8: Release PLC #3
- Day 10: Open cart

Deliver massive value.

Launch

Need to have a strong sales/splash page.

Sample launch letter:

Okay, I just opened up registration for Product Launch Formula. We're now live.

Click here for Product Launch Formula:
productlaunchformula.com

(I opened it a bit early to avoid any bottlenecks and spread the load on the server.)

Best regards,
Jeff

P.S. Remember ... you don't need to panic. I don't expect to sell out immediately. However, if you want one of those spots at my PLF Live Workshop, then please don't delay. They're going to go fast.

Here's the link:

Click here for Product Launch Formula:
productlaunchformula.com

Build a checklist. E.g.:

- Thank you page.
- Confirmation email.
- Fulfillment process.
- Etc.

Open Cart Strategy

Typically, it's 4-7 days.

The close. There's got to be some negative consequence for not taking part in the launch. E.g.:

- The price goes up.
- Remove bonuses.
- The offer goes away.

Open cart email sequence.

(For a five-day launch.)

All emails should contain a link to the launch page.

1. Launch day. Send out 2 emails.

- The first when you open the cart.
- The second about four hours later to let people know things are up and running and you're open for business.

2. Social proof. Talk about the great response to the launch.

3. Answer questions. This is a longer mail that answers top questions about the product.

4. Scarcity. 24 hours till close. Remind people what they'll miss.

5. Send 2-3 mails.

- Reminder: We'll be closing today.
- 6-8 hours till close.
- Just about closed ...

Post-Launch

Send out a few extra bonuses once open-cart closes.

Segue into the 100-days plan.

Seed Launch

Launching to a small list to give proof of concept.

Anecdote:

As part of my offer, I promised five teleclasses. But before I did even the first one, I surveyed my 30 students to learn their most burning questions about product launches. I took the responses and split them into five broad categories to correspond with the five calls I would make. For the first call, I took all the questions for that specific topic, which was a broad overview of the product-launch process, and put them in a logical sequence. Then I simply went through and answered each question on the call.

Before the next call, I ran another survey. I asked my students if they had any questions about material I covered in the first call. And then I asked them for their top questions about the second topic -- creating the Prelaunch Sequence. Once again, I arranged those questions in a compelling sequence and went through all the questions on the teleclass.

Using the seed launch removes the worry that you're going to create a lousy product. It gives you an interactive process to build your product, and when you involve your clients by asking for their input you end up with a great product.

Business Launch Formula

6 Keys

1. Always deliver high value pre-launch content.
2. Always be building your list and your relationship with your list.
3. Make more than one offer.

It's okay to do 3-4 launches per year.

4. Think of a progression of launches: Seed > Internal > JV
5. Relaunches and evergreen launches.
6. Take care of your clients and launch to them again.