

Insider Product Launch System

PRE-LAUNCH

Pre-Pre Launch Promo

- Set Launch Date
- Create “Hit list” of Affiliates
- Contact top #50 Affiliates
- Notify Affiliates of Upcoming Launch (In House List, Facebook, Skype) → First Buzz!

Product Creation

- Pick Niche
- Product Idea (e.g. One Problem – One Solution)
- What’s the Hook?
- Product Name
- Domain Name
- Price: FE =
 OTO1 =
 OTO2 =
- Create Product (Mind Map, Ebook, Video, Templates, Checklist, Software)
- Stacking Up Value (Bonuses):

Create Thank You Page/Members Area

- Welcome Video (optional)
- Product Graphics
- Main Training/Content + Breakdown Modules
- Bonus Material (must)
- Bonus page from Affiliates
- Support Email
- OTO link below
- Collect Testimonials (Facebook, JV List)

Create JV Page

- Main domainname.com → put Countdown Timer + Product Name + Optin
- JV Page Graphics
- Add JV Video
- Add Date & Time of Launch
- Create Affiliate Optin For Launch Updates
- Tell them: “Why Should You Promote Us?”
- “Affiliate link request” link
- Create Review pages folder for JVs: Sales Letter & Download Page
- Sales letter preview link
- OTO sales page preview link
- Insert Funnel Breakdown & Commissions
- Add Email Swipes
- Add Affiliate Promo Banners
- Add Affiliate Promo Graphics
- Contact Details
- Prize Breakdown

Create Sales Page

- **Headline:**
 - What's the Main Hook?
 - Connect the dot: Hook to Modules / Products
- **Story**
- **Testimonials : 15-20 pcs**
- **The Offer (What They Get)**
- **Bullets + Values in Modules**
- **Call To Action**
- **Add Buy Buttons**
- **Add Disclaimers**
- **Add Google Analytics (optional)**
- **Add Retargeting Code**
- **Add Exit Pop-Up (optional) → Downsell**
- **Create Split Tests on JVZoo**
- **Sales Letter Images (Optional: on Amazon S3)**
- **FE Downsell Page (Optional: on Amazon S3)**
- **Create OTO 1 Page (Optional: Images on Amazon S3)**
- **Create Downsell 1 Page (Optional: Images on Amazon S3)**
- **Create OTO 2 Page (Optional: Images on Amazon S3)**
- **Create Downsell 2 Page (Optional: Images on Amazon S3)**
- **Change Module names on the thank you page when Sales letter is done!**

Funnel Set Up (JVZoo + Auroresponder)

- **Create Buyers Lists - Single Optin for buyer leads in autoresponder. (getresponse)**
- **Set Affiliate Contest on JVZoo (FE Only) → Activate it!**
- **Create Welcome Emails for JVs & Put on Autoresponder**
- **Create Welcome Emails for Buyers & Put on Autoresponder**
- **Add Products on JVZoo (Main + OTOs)**
- **Set Funnel on JVZoo**
- **Link Funnel Pages Inside of Sales Pages:**
 - **Buy Button Main**
 - **Buy Button OTO + "No Thanks" Link**
- **Upload All Pages**
- **TEST FUNNEL:**
 - **Test Purchase Test on FE: see if buyer lead is added in A.R.**
 - **Test Purchase Test on OTO & Downsell: see if buyer lead is added in A.R.**

Pre-Launch Promo

- Announce Launch In Marketplace (See XLS sheet):
 - Groups: Muncheye.com, Warriorjv.com, JVspy.com, Launchsuite.net
 - FB Launch Groups (See Excel sheet)
 - Paid Ads:
 - FB Ads
 - JVNotifypro.com
 - Pinned post & Banner in FB Launch Groups
- Send Out JV Broadcasts About Launch: See XLS sheet
- Send Out Review Copies (JV List, Top #10 Affiliates)
- Get Product Reviews
- Create Bonuses For JVs
- Closing JV to promote
- Contact paypal for launch
- Put Pre-Dispute on Paypal Acc.
- Contact top #50 Affiliates individually:
 - Review copies
 - Offer Bonus Spot on thank you page
- Contact More Affiliates:
 - Review Copies
 - Offer Bonus spot on thank you page
- Constantly Approve Affiliates (Only Approve Affiliates with 25+ sales)
- Ask Them, Do they need to be reminded to "Mail Out"?
- Remind them before LIVE: 24 hours, 12 hours, 6 hours, 4 hours... via PM or facebook tags

LAUNCH

- 15-20 minutes before LIVE, copy real sales letter file to be index.html
- Go LIVE!
- “Launch” Product on JVZoo Seller Dashboard
- Send “Notification” to previous Buyers on JVZoo (Seller Dashboard)
- Check Conversions
- Activate Split Tests (Run with Best Copy After at least 800-1,000 visitors on each headline)
- Email Affiliate ListDaily (Leader Board Updates, EPCs, Contests & News)
- Approve Affiliates Constantly (With Correct Criteria)
- Create Daily FB Posts & Tag Affiliates
- Personally Speak to Top Affiliates (20%) Regularly Updating Them On Sales Stats
- Recruit MORE Affiliates
- Look After Customers
- Last Day Launch: Change Price?
- Launch Price Bump

POST-LAUNCH

- Pay Affiliates
- Send Out Personal Thank You Messages
- Final Leaderboard Email
- Facebook Thank You Post + Stats

Post-Post Launch

- Recruit More Affiliates
- Set Up Value Funnel with Email Marketing:
 - High Ticket Offer (\$1,000 - \$10,000)
 - More products
 - Affiliated Products (Focus on Reciprocation)
- Relaunch