



PRODUCT LAUNCH

PAYDIRT



QUICK START

GUIDE



Quick Start Guide

“Product Launch Paydirt”

Disclaimer

This e-book has been written for information purposes only. Every effort has been made to make this ebook as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this e-book provides information only up to the publishing date. Therefore, this ebook should be used as a guide - not as the ultimate source.

The purpose of this ebook is to educate. The author and the publisher do not warrant that the information contained in this e-book is fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this ebook.



Product Launch Paydirt

Step 1: Set Up Your JV Page And Get Partners Lined Up To Promote

You need JV partners to expand your reach and your sales potential; you will have the chance for far more sales if other people are also promoting your product.

Set up a joint venture page that outlines exactly the schedule of your pre-launch period (i.e. the weeks and even months before your product is released to the public) and then the day of the product launch itself.

- Recruit joint venture partners to join you in promoting your product.
- Be sure your product is a quality product.
- Provide early access to potential JV partners, incorporate any suggestions and feedback they have to make your product better.


Ask Internet marketing friends and those you know and respect if they'd be willing to promote your product- let them know about the benefits their subscribers and customers would receive from your product.

Recruit JV partners at least two to three months before the product launch date.

Step 2: Offer JV Prizes To Encourage More Sales

Offering JV prizes to the top JV partners who refer the most sales during a product launch will help to ensure they continue to promote your product throughout the entire launch period.

JV prizes you can consider using are cash, vacation packages, electronic items (iOS and Android mobile devices, laptops, digital assistants, TVs, Blu-Ray players, etc.), gift certificates to restaurants, retailers, and online retailers, 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.

Step 2: Set A Launch Date And Stick To It

Once you set the launch date, you need to stick to it unless there is a death or serious illness in the family or there is some issue with the product launch that can't be rectified before the 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.


If you are unsure whether you can make a specific product launch date due to possible complications, it's better to make the launch date later and give yourself more time to get everything ready.

Step 4: 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.

Step 5: 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.

Your JV partners also want to show that they are an effective marketer by doing better in your JV contest than their peers, which will not only lead to greater joint venture opportunities for them in the future (and more profits), but also boost their reputation in the field so they have more joint venture opportunities and earn more profits.

Step 6: 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:

- Include the final standings of the JV leaderboard (or include a link to the JV leaderboard final standings).
- Let them know that you will be in contact with them to make arrangements for them to receive their prizes.

Step 7: 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
- 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.