

# Product Launch Secrets



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## **5. Summary**

## 1. Introduction

Every week, hundreds if not thousands of online business owners launch new products, yet, only a small minority of them make any profit, never mind survive the year.

It's time to hit this problem head on. Listen in while I show you exactly why the above statement is true and how, when you come to launch your products you can have massively improved success potential with just a few little known smart moves.

Understand the value of this. What I'm about to show you isn't something that you can just use once. It isn't something that's going to stop working any time soon either (in fact it's been working since the first online businesses hit the net). This elevates your chance of a successful product launch immensely now, and far into the future of your business' life.

## 2. Promotion Preparation

In this section we're going to be building the full picture for your product launches. We're going to touch on every relevant subject in such a way that will leave you with a clear picture of how to launch any and all of your products, present and future, with a big bang. This is very much a 'what' to do and when report.

### 2.1. Heads Up.

Now if we haven't met before, it's likely that I don't know you, your products and how far down the line you are with your marketing career. This is why we're going to start right at the beginning, and pull all our knowledge and resources together, and put a promotion timetable up at the end that you can follow with quick reference (So that you don't have to read thirty pages of text every time you want to launch a product). Whether it's your first or tenth product, the following will apply to you.

What you'll find here is a lot of references to base marketing knowledge that may require additional research if you haven't got that yet. This is intended for those that do, and are ready to launch their products. With that in mind though, if you've launched products before and had trouble making a profit, you should start to recognize where your gaps were, the gaps through which your money making ability was falling through previously, as things start to click into place and make sense.

Before launching into this, I want you to know that this will not make you rich overnight. That's not my excuse for why this doesn't work (because it does, and real well too, better than most of the other tat floating around) but if you're going to seriously follow this, you'll need to understand beforehand that the nature of this technique, that rests upon the building of your own resources, will take a few product launches to build up. With every product that you launch using this method, the faster, more efficient and the more profitable this will become.

## **2.2. Getting Started.**

Ok, so let's get started. We're starting two weeks before any of your promotion begins, and we'll end two weeks after your main promotion drive goes ahead. This may seem like a long while for a single products launch, but really once you get down to it, it's not. Mainly because the first two weeks consist of planning, checking, planning and checking again and again to make sure everything is perfectly in place. The reason we're doing this is because everything that goes on from your first ever product to your last ever product is a big linked chain of events.

If part of this doesn't work and your chain is broken, you're going to lose out badly, which is definitely not what we want. This is the reason why we see so many people around with gaps in their marketing. Either because they don't have a big list, they don't have any affiliates, they never have pulled off a joint venture or they have no customers and so on. As I'm about to demonstrate it's not just one problem that people have to solve if they want to make cash, it's many. (Feel free to follow this by the way. This is the exact promotion plan that we used to get this very report in yours and hundreds of other pairs of hands).

They say that in war no plan survives first contact with the enemy. A good plan, however, will make things far easier to change and adapt as times change and provide solutions to any new problems that may arise. For that reason we're going to spend a whole two weeks in the planning stages before any of your promotion goes out at all. I'm going to give you a checklist of things that you must have up and running ready to go before anyone at all hears about your new product or service.

## **2.3. The Checklist Begins.**

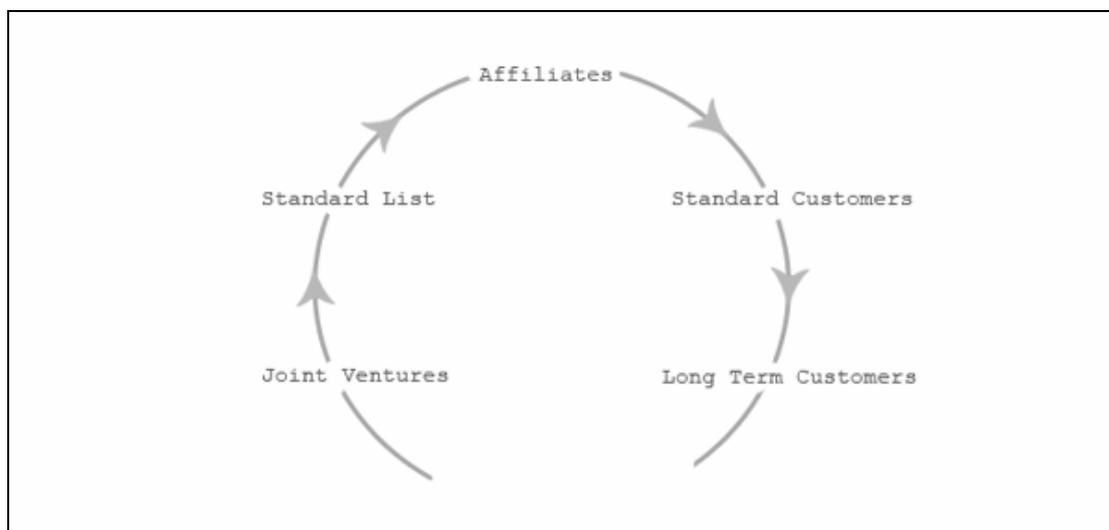
In the following checklist, there is only one single thing that I suggest you to purchase that will cost you anything, and that's an affiliate system, as this forms a large part of your promotion. After you own one, you'll never have to buy any other one anymore, and can modify it to suit your own needs. That's it

(Unless of course your hosting package has already provided one for your use, or you have already owned one). I won't tell you to spend any money on promotion, or spend your hard earned cash on e-zine ads or anything like that. Instead we're going to use your resources to build each other and make the future of your business a bright one.

Even though you don't have one of the resources we mentioned when you start out, you, no matter how, will have to launch your first product. If you're severely limited of resources, you don't need to worry. Read it all because you'll find that by the time you start promoting your large product, you'll have everything you need anyway through the promotion. That's the beauty of this system. It works no matter how many products you have or haven't launched in the past.

## 2.4. The Structure.

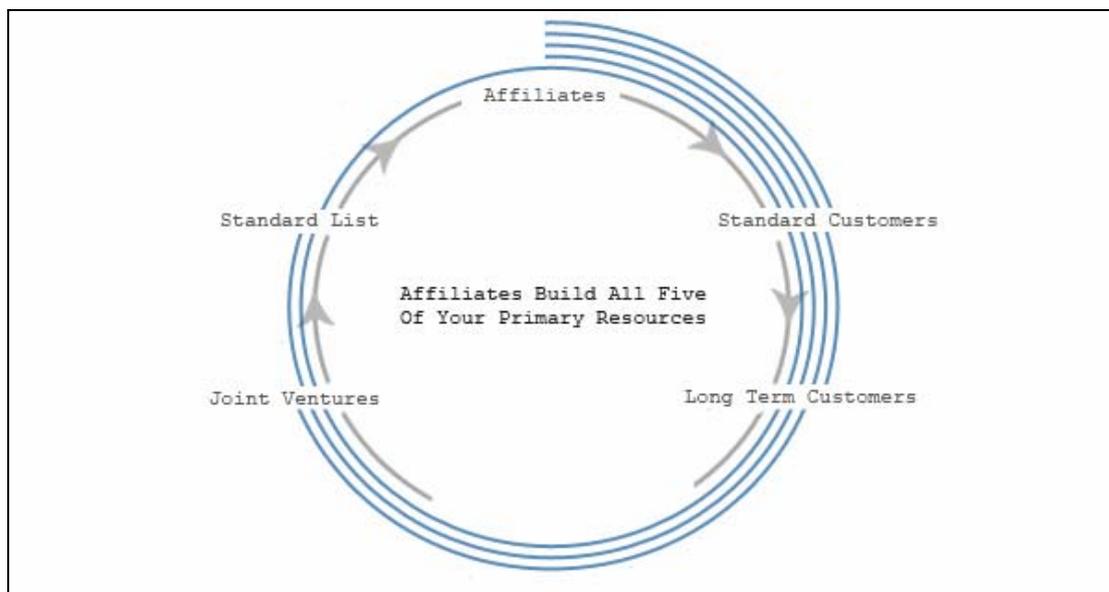
The first thing I want to do is touching on the structure. Remember your goals and keep them solidly in mind when designing your own product launch promotion drive. **Your overall aim isn't to make millions through one product. It's to use these products to build your resources so that you can make your money with future products.** The bigger you build, the more you'll make. For a reference, here's the chart I use in all my marketing courses that clearly shows the 5 big resources you should be building to ensure your online success.

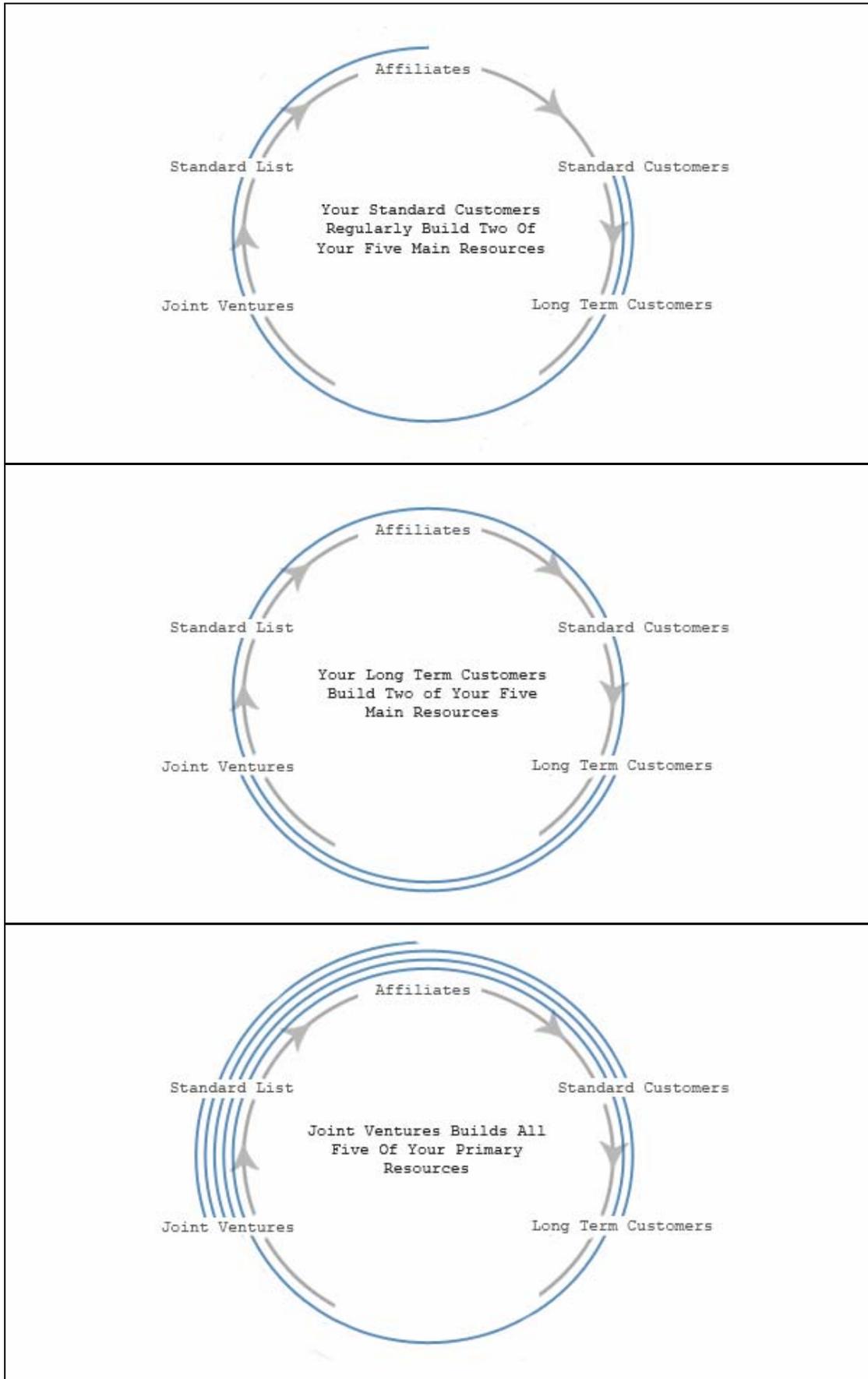


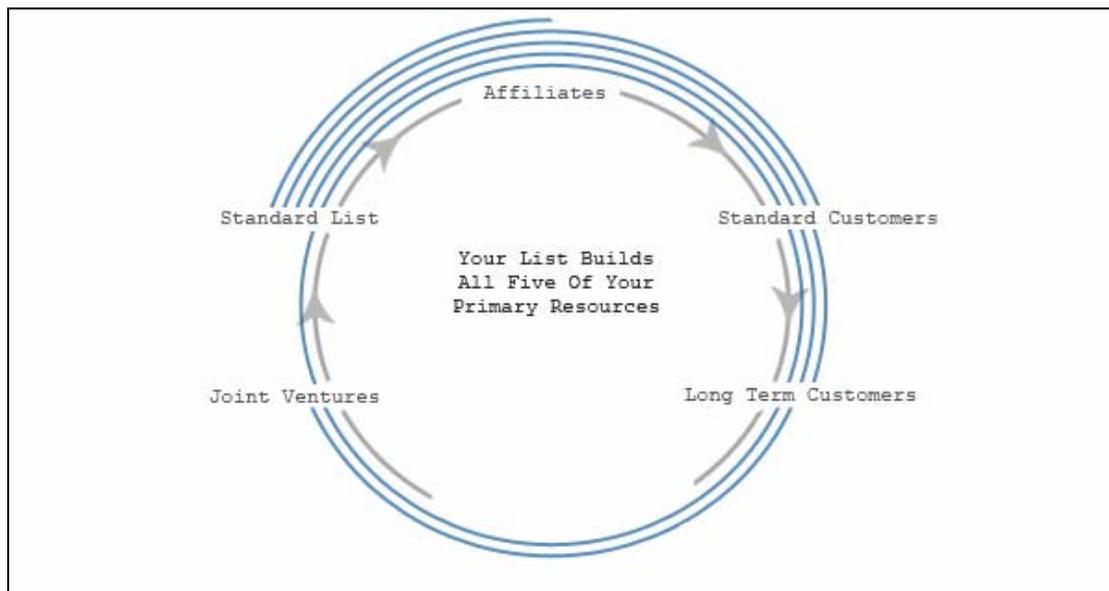
## 2.5. The All Powerful Resource Snowball

No matter how odd or unrelated one of them may seem, I guarantee you it can be tied into another resources and build two at a time. Never ever start again, and if you're not sure how to do something, or it's been a long day and you're not in the mood, take a break and make sure you do this properly. It's imperative that you don't miss any out. Each one you miss will limit your money making capability by 20% in the present, and as that snowballs in the future, we're going to be looking at an incalculable amount, and that's not the kind of money we want to lose. We'll take a final look at these diagrams once your promotions start to go out and you have the space to begin managing your resources in such a way that they build each other.

Note: This isn't a cheap excuse for me to make things seem complicated or revolutionary. Nothing's like that. These diagrams simply represent each resource building the others, which in effect leaves you with an almost never ending crowd to promote for you, to strike deals with, to promote to and to make a hefty profit from.







## 2.6. Pre-Launch Checklists.

So here comes the goal checklist. This is the list that I use every single time I launch a product and something you should use, too. This is when we pool everything that we've learned so far and put them together to become a complete marketing system that builds itself. The business ends if you will. Now aside from the affiliate systems that you'll need to set up, nothing else costs. If you're reading the following list and find yourself saying to yourself that you can't afford it or don't have the time to do it, we've got our wires crossed somewhere, because nothing else should cost you anything, ever.

You should have everything here set up and ready to go before even thinking about promotion. In order, we'll look at each resource in turn to make this crystal clear. Once you can honestly put a tick beside each of these you're ready to get prepping your promotion.

### A) For Sales.

A *low ticket* product priced around \$20-\$60 directly related to your *high ticket* product-- a quality product in itself with the direct intent to sell buyers onto the more expensive product. High ticket item usually sells between \$200 and \$2000 (or more).

**B) For Affiliate Promotion.**

For lead product/low ticket item, set affiliate commission to 50%-90% and provide advertising resource such as solo ad and ready-made banner. You do this on purpose of resource building. High commissions entice people to sign up and promote for you, increasing all your primary resources.

For your high ticket product, set affiliate commission to 40%-60%. Also provide 'copy and paste' advertising material for affiliates in the form of solo ads, banners, classified ads, articles, etc. **This is where the real money comes from.**

**C) For Your List.**

You will build a list that consists of people who buy your lead product. This is what we call 'medium priority' customers, people that already doing business with you and hopefully will buy high ticket items in the future.

List #2 consists of customers who buy your high ticket product. They are 'high priority' customers who are likely to do business in long term period. Will be the least numerous, but the biggest money makers.

List #3 is where we collect information from people who visit but don't sign up for anything on low ticket product site. People who buy nothing but sign up for your special report, we call it 'standard list,' will form the basis of all future promotion.

**D) For Your Research.**

Use ad tracker/split testing script to test which advertising campaigns that work great for your site. The result will be useful for refining your sales system for current and future products.

**E) For JV's.**

You have to setup separate affiliate commission structure for your JV partners. Give them higher commission for both low and high ticket products.

Also keep your JV partner's contact information in the safe place.

## **2.7. Sorted**

That's it. You're all set and ready to go. If you haven't got every single thing set up in the above lists, I'd suggest you to setting it up. It seems a lot, but trust me, not only does it cost you hardly anything to set up (even the affiliate program you can keep going for \$30 a month instead of laying down \$500 right off) but it gets easier every time you create a product. Create the above once, and next time you come up with and create a new product, you simply plug it in and you're away. Don't be put off at this stage. It gets easier, cheaper and more profitable as you go along.

Next up, we'll be looking at the planning of your actual promotion and getting some resources rolling into your system and having them start to build each other whilst making you some cash along the way.

### 3. Getting The Word Out

In the previous section we talked about setting up each of your resource harvesters, why we're setting them up, what the goals are relating to setting those up and, of course, the problems, both time wise and financially that may come with doing so. In this section we're moving on from the planning stages assuming that you have everything set up from the previous section. You will need them.

Unfortunately, it's a fact that seventy five percent of the people that buy this guide won't set things up as we've talked about and just disappear into the darkness and buy more guides in the future looking for that magical tip that's going to make them millions of dollars overnight. It won't happen unless they happen to win the cash. Don't let one of these people be you. I don't want anyone who's purchased this report to be in the same position in three or four months' time. It's time to move forward and I want you to do the same, and hey, it wouldn't reflect well on me either if there were a horde of people out there walking around talking about how my report doesn't work.

#### 3.1. Circulating Resources. New Blood.

So planning stages out of the way, let's move on now and start getting some self building resources circulating through your system. The first step two weeks before the launch of your product, planning all said and done, is to get the initial flood of resources through everything you've taken the effort to set up through joint ventures. What I don't want you to do are picking the most famous people, and the biggest names you know about and approach them. Now there's nothing wrong with doing that, but I assure you everyone else out there is doing the same.

You know, it's amazing when I look at some of the sites I've joined, websites I've promoted and had promoted for me, that the biggest and heaviest hitters I've never heard of before. There are plenty of people out there to joint venture with in many fields of expertise. If they have access to the people you're trying to reach, this is the kind of person you want to get in with.

There are a few things I want to tell you if you haven't done this before, and that's, you will be denied. I've met so many people that can't get over that little niggling question, what if it doesn't work?

Don't be afraid of failing whatever you do. I sat here in my chair working on so many products that I couldn't get out there for a couple of years because I was afraid of what people would say and, I have to say, I hate failing with a vengeance. I'm still recovering and as a result have at least four complete products at the time of writing that haven't gone out because I just haven't had the time since I got over that stuff. Products that could have bought me a new house years ago, a new car, holidays, and that juicy 64" plasma panel I've had my eyes on for way too long. So if this bothers you, let's put our cards on the table right now.

### **3.2. JV's, Cards on the Table.**

People will turn you down. People will say no. People may be rude, or shout at you for disturbing them, some will even go so far as to reply to your mails telling you not to spam them or they'll report you (funny story about that, maybe later) .

Ok so now we've got that out the way, you're prepared. Don't let it put you off. If people turn you down fair enough, but if they do things any other way, well, let's just say there are plenty of people out there not fit to be in business, and as a result they will fail. Don't let it put you off, because lets face it, you're not disturbing them, it's not one sided, in fact the idea is equal gain.

Most good business people will be happy to listen to your offer even if they refuse you afterwards. This is good. It's all a learning process and you'll pick up something new every time you mail someone or call them, more than I, or anyone could teach you in a whole encyclopedia of these reports.

So the bottom line is, do it. Don't skip it. Don't put it off, don't stall, don't be offended, put off, upset, frustrated, because in all honesty, ten joint ventures

through people who have modest lists of ten thousand people is not out of anyone's reach if they can speak the English language. So that's the target I'm setting you myself.

For each product, the minimum number of joint ventures you should have set up prior to launch is ten people, creating a circulation of one hundred thousand people minimum. It's time to get on the phone and writing your mails, pulling together deals and promotions for other peoples' customers, fiddling with commissions, payouts, giveaways so on and so forth.

In fact don't let me tell you what you have to do and when you have to do it. After all that's why many people, me included, started our own business, so we didn't have anyone telling us what to do and when to do it. Set your targets higher if you think you can make it. You have two weeks until launch, and you want to create a stir, with everything going out the same day, and even the same time if possible (although it rarely is). So make sure you're arranging a date for the promotion to go out with your joint ventures after your initial test period.

### **3.3. It's All About the Resources**

The more you do now, the more resources you're going to have circulating throughout your system, the more you're going to collect, the faster they're going to be building each other, and the faster you're going to make a whole load of cash. If you don't get this section completed to standard, then you're going to have a mighty hard time pulling anything else out of the bag, now or in the future. And remember, the reason we do this is the quality. A hundred e-zine ads will be unlikely to pull in the quality you get from accessing these all important personal lists owned by people in your field of expertise. So it's your choice. Jump over your hurdles, score ten joint ventures in one week, or head out and buy a hundred one hundred dollar e-zine ads if you have a spare ten or twenty grand lying about.

At this point now we've taken some time to start putting things together, even though we've only been through one step it should immediately start becoming clear to you why exactly so many fail to even get started. The amount of money it can take if you're only taking that 'have to spend money to make any money' view. True you won't get everything for free, but the bottom line is if we paid in cash for all our ads, no one would be making any money at all apart from the list owners.

Remember what you're joint venturing here, too. It's all about building those resources through your first product. It may on the surface seem like it's easier to get joint ventures through your large product, but if we did that we'd miss out on all those juicy resources. It is in fact easier to get joint ventures through your small product, gathering the resources from the visitors as you go, if you can show the joint venture prospects that your small product is there solely to sell onto the larger product, along with follow-up, where they'll be credited also (Your affiliate software should be able to handle this).

This generally means they'll get a more effective response if they're earning commissions on the largest product than just a direct promotion bypassing your resource building systems that you've already set up (high commissions, list builder, etc). Not to mention if your follow-up and intro product are well created, then you won't be losing short term profit through those big sales it seems like you're missing out on by promoting your small intro product.

I suggest you to try and put together some joint ventures of your own before taking into account anything that you read in this report or any other report for that matter, simply because your business may differ totally compared to anything that we're writing here. Each deal is likely to differ too as you may find yourself bartering for quite a few exchanges before striking a deal about anything at all. If you're having trouble scoring any, I have a few suggestions for you.

### **3.4. Trouble with JV's.**

If you've been following this guide you should find that you have a smaller product and larger product. Now as we mentioned above, it's easier to JV your smaller product with a view to granting something for big product sales to the JV prospect. That takes a bit of digging to see however, and may not be the view of your joint venture prospect especially if they haven't created a product for some time.

The first thing I suggest you to try is putting your commissions up to 100% for the smaller product from whatever they may be in the first place, in addition to the offering of the small product, the large product, and anything else you may have come up with to offer as part of the deal.

Again, as it takes a little experience, it may not be entirely clear to your prospect exactly how much more profitable it is to leave the sales of your large product to the flow through from the small product and your follow-up, either for the reason they don't see things the way we do, they don't create their own products, or they're not happy with your sales system. It's at this point you'd try to score a joint venture by introducing larger commissions amongst any other benefits that you can think of adding in there for them and their customers.

You're still making the cash. It's just that you'll have less successfully gathering resources as not being the main aim of your high ticket item. Not to worry, still go for it and say yes, because after all it's money in your pocket. It may not be exactly what you wanted, but hey, JV's are rarely 100%

I will point out that if you've already created your own products, this should be far easier. If not, don't worry, the more you do this the easier it gets for two reasons. Firstly, you have all your other resources to deal with from affiliates, your customers and your lists. Coupled with your research and testing from the previous products and trends, you're not constrained to doing things in this order, or for quite so long.

Secondly, don't think that you're joint venturing for one product only. This is going to continue throughout your marketing career. A JV you score today, might well be the person that JV's with you in ten years time, or heck, you might even be creating products together before long.

These things can go absolutely anywhere, especially if you invite them to come back and offer JV's to you in the future. Your own marketing circles of contacts where you all cross promote through each others' lists. These are long term contacts that you should make the effort to stay in touch with, powerful stuff and the basis of the successes of many products to come.

Another great thing about this is that if it's your first product, again, once you've done this, couple it with the long term contacts you now have and you'll find yourself meeting other people, like minded people with similar needs and wants (not to mention big juicy lists that you can access).

This is something else that totally snowballs, and before you know it you won't need to go out and get new joint ventures on your own, because you'll have a nice set already. Plus, you'll be meeting new people through your resource building (top affiliates, and through your other contacts) and on top of this, people will start coming to you. Pretty handy when you counter offer with 'Ok I'll get that out to my list if you get this out to yours' and thus, the cycle starts all over again, and even more money lands in your pocket.

### **3.5. Two Weeks & Ten JV's Later**

Ok we'll leave that there and move on. Two weeks, ten joint ventures at the minimum and at least a 100k circulation. Buying e-zine ads and leads doesn't count either, that's cheating, not to mention the results will suffer. Even if you have to be on the phone twelve hours every day just to score your target, go for it. There's no reason to go over why this is so profitable for you again.

If you want to exceed a hundred grand a year, compared to ten or twenty grand, you'll do it. It's in your hands. Once you have the target you set

yourself, go back and check your checklist again from the previous task, then again, and again, and when you're sure everything is perfect, your JV's are set up to go on the launch day, get a good nights rest. Launching days can be hectic to say the least (more often than not turning into launching two days in a row even with the best of plans).

Ok, hit the fast forward button! You should now be fully rested, and raring to go, expecting to wake up in the morning and start to see some resources come through. It is the launching day and this is where the real work starts. Be ready and on the ball! Things can go wrong, sites can go down, systems can fail, payment processors can go offline, software can come up with errors, sites can go pear shaped at the worst of times, but thankfully that's rare. Generally though, there are going to be a few little niggling bits and pieces to deal with. That's nothing strange, not to mention it's nice to see the first sales coming through.

This is also why I like to have everything that's been built and designed looked over and put in place by myself only. I could hire people to do it for me, but hey, you know how it is, if something goes wrong, it's not always easy to find the right person to fix it at short notice. This is also the reason for the 'do everything yourself' approach to this guide, because I do, and I recommend you do the same for the first few products yourself, as much as you possibly can. It's amazing how much you learn, too.

### 3.6. Watching & Listening.

I would suggest that you're there through the launching of the product for at least the whole day to monitor, watch and follow up with your joint ventures (coming to that in a moment). Stay at that screen as long as you can and just watch. Now when your first joint ventures start going out, the first thing that you'll start to see coming through are subscribers and affiliates. **That's if you've done everything as we've talked about so far.** Just monitor, don't do anything for now, look out for problems and loopholes in the initial system.

Now once you've been going for around the third of the day, you'll want to start following up with all joint ventures. This is where that folder in your planning stages comes in handy, because you have all the info there in front of you. The names, locations, e-mail addy's, phone numbers and all the details you need to talk about the joint venture without committing all of them to memory.

Now is the time you get on the phone. E-mail is too slow for this phase due to the delay in reading, in some cases. Call up everyone you joint ventured with and ask them whether the ad has gone out yet. If it has, great! Ask them if they had any problems or questions about what's going on with their promotion and your product. If there's not any, great! If so, do your best to answer and sort it out for them. They are even more profitable than even your best customers, and they should be treated this way if you want to keep long term relationships with them. If they haven't sent out the promotion yet, you'll often find either they forgot or haven't had a chance yet. By calling and following up, you won't miss out on these people who would otherwise forget, and you'll often get yourself an 'Oh! I almost forget, I've been so busy today, I'll do it right now'. Great news for you!

At the same time you can find out if they're having any problems and sort them out if that's the reason of why they haven't sent the ads out yet. On top of that this is your prime opportunity to put together some future plans. Once you've sorted out any problems, the JV'ers may have had, you'll want to say to them "Hey, when you launch a product, feel free to add me to your JV list, too," "I'll be happy to consider an offer if you approach me for your product launches." It won't work all the time. In fact, some of these people you may never talk to again.

Some, however, could become invaluable long term contacts. I'll also note here, as we're not going this far down the line of a product launch, that I like to call them when I send out their commissions to tell them their cash is on the way, thanks, and re-iterate adding me to their joint venture list, pleasure

doing business with them, looking forward to the next time and so on. It really helps for cementing the roots in the ground for the future.

That's all for the first day of the launch! You've probably got a lot done and all your joint ventures, bar a few inevitable late and cancellations, should have gone out by now, and your product should start to cause a stir and get people talking. This is especially true if people start to get two different ads for the same product through two different lists. This is why we try to do everything at the same time. Sure it's more risky, because if something goes wrong, or your site goes down, you'll lose a load of money.

Yet the fact is **this impact will get people talking**. Even if it's just five or ten people who get double ads in their inbox like this, they'll start talking, and we've already known about the exponential power of word of mouth. Time to get some more rest, ready to wake up to a bunch of shiny new resources, then the real promotion on your part can start. Oh yes, that was just the intro. There's more to come.

## 4. Getting the Word Out (Part 2)

We've already been through the planning phases in stage one, and talked about the very start of your joint venturing and how to get some resources into your system. They were probably the quickest and shortest parts, depending on how your joint venturing went, of course. In this third and final section, we're going to start pulling everything together. So far we've seen a lot of planning and joint ventures. That, however, is about to change. Yet best of all, if your JV's did their job, this won't dent your pocket, and you'll have all of the following resources at your disposal.

### 4.1. The Day After

So here we are, the day after you followed up with your joint ventures, and this is where things get real exciting. You should have woken up to a nice pile of list subscriptions, affiliate signups and small product sales (possibly some large ones if you joint ventured for large sales directly, as we talked about in the previous report). What you're witnessing here is a great big funnel of money making goodness coming into your possession. This is the most exciting part because you can start to see those all important resources for future promotion starting to form on your doorstep.

This however is only the start, because you've got a lot of follow-up, further joint ventures and some direct large product promotion to go, as well as introducing your affiliates to your larger product for direct promotion. But all that comes later. For now, let's look at what you've achieved and why exactly it's important to you.

## 4.2. What We've Achieved So Far

**Affiliates.** At a commission rate like we set for your smaller product, it's very likely that yesterdays joint ventures started to pull in some affiliates for you. What great about this is the people lists that you've got often contain people just as successful as your existing affiliates for the simple reason as keeping track of what's going on and seeing all the new products first, getting in there early for promotion purposes, and so on. Understand that you don't need a massive number of affiliates to promote for you to start pulling in some real numbers and some real resources for yourself.

Think about this. Every affiliate that effectively promotes for you increases your promotion power by one hundred percent. Just twenty five good affiliates pulled in over a few products totally excluding your joint ventures, increases your promotion power by 2500%. When you look at things this way, you can start to see how even people with limited resources, and small numbers of people flowing through their systems make so much money in short periods of time, and why their resources grow at such an incredible rate. You've now formed a new base for your future promotion-**people to make money for both you and themselves.** What could be better?

You now also have the start of a list. Again, this will form the base of any of your future product launches. Depending on how successful your joint ventures were, you may find yourself with a thousand subscribers after a couple of weeks, maybe two, three thousand, maybe five, ten or more. Finally, your own media outlet. It's becoming clear how people get their large lists in short periods of time. Granted, some spend many years building them up, but a short sharp burst per product launch is always nice. Keep doing this every launch and your numbers will never go down.

Not only that. Yet you should now have some customers coming through your smaller product, again, depending on the quality and number of your joint ventures- the numbers will vary greatly from business to business. At this point, I highly doubt that you'll come back with no sales at all. If you have, you

should first check to make sure your ordering process is working correctly, then check your ad copy, and then question the quality of your joint ventures. With a 100k circulation to quality personal lists, if you get no sales, I'll be shocked to say the least.

These people buying your smaller intro product are going to take some time to read through and head over to your larger product, and of course not all of them will buy your larger product anyway, but still, you have the start of a list of people ready to buy your products and ready to pull their wallets out for a quality piece of work. These will eventually go on to form the basis of your long term customers.

So you see how your resources are starting to build themselves up. Through a few simple joint ventures (or not so simple, I've seen some rather strange deals go down in my time), you've started to build your future business, the affiliates have started to build your future business, so has your list, and so have your customers. You've got a lot going for you at this stage, and we haven't even mentioned joint ventures as long term deals that will inevitably come from those, so let's get back to the business days and finish sorting things out.

### **4.3. Back To Business.**

Now through product launches it's not unusual for me to be awake for 36-48 hours then take the next week off to recover and relax, simply because when you get to this stage there's a lot you've done, but still a heck of a lot more to do. (One word of advice, **don't do this unless it's absolutely necessary**. It can have all sorts of health implications and isn't recommended). The first thing you should be doing at this stage, between two days and a week after your initial joint ventures go out, is looking for more. It's likely that those joint ventures that you scored for your smaller product have been doing their job, and the resource building is going strong. Now it's time to make some money through the joint ventures that will be set up solely for promotion of your larger product.

Remember back to our planning stages. When we were talking about setting up an affiliate system for the larger product but not letting anyone into it aside from joint venturers who wouldn't accept your sales system and the way it flowed from the small product through to the large product. This is where things change and we start to look at using affiliates to make you a big profit. If we'd done this in the first place, we would have lost out on all those resources, the effect of the super high commissions and the chance for your intro product to do its job. Even now, when we're looking at granting affiliate commissions for the sale of your large product, we're not just letting anyone in there, oh no!

Your affiliate software should have the ability to monitor your top affiliates, and you're going to use them. Even though you may pull a hundred, a thousand or even more affiliates throughout the life of your products, it's unlikely that more than around ten percent of them will make a sale. And then, of course, you'll have your heavy hitters, with their own lists and media outlets that do really well. These will be your top affiliates. I suggest you to take your top five or ten percent of the money makers in your affiliate system and turn them into joint ventures.

Your main aim here is to get another ad- but it's for your big product this time- to their media outlets, most likely their lists, and put money directly into your pocket. Again, we're forming longer term partnerships and joint venture prospects. You should start to see a nice circle of people around you who are ready to promote your stuff as far as Jv's go, of course, don't deny them the same privilege and you'll start to find yourself at the top of some really popular programs. Bonus!

Of course I can't give you exact stats here. Some relationships will develop into full blown partnerships and into full product creations. Some will just be long term ad swappers where you both assist each other through the promotion, and some you may never hear from again. Approach them in exactly the same way you approached your original joint ventures in the previous report with a

view to turning this into more sales.

Another great thing about doing things this way is that you can offer something valuable to the affiliate promoters, and that allows them to get in the top of promotion of a product that doesn't allow standard affiliates to promote. That's a big plus for them, and should do a good job of making many of them feel special and having them agree to promote your larger product to their lists. Bear in mind that this doesn't mean you necessarily have to keep this from the affiliates' eyes, but right now it makes a good bargaining tool if you do, and also helps with the conversion from affiliates through to the more powerful joint ventures.

At this point you see everything's been going smoothly and have been monitored for a while. Your planning has done the trick, snags have been ironed out, and you have a bunch of more joint venture contacts for future promotions, too. Some you contacted yourself, and some have come from your top affiliates. You've also got the start of a growing list in your hands, some customers and by now you should start to see some of the people who purchased the smaller product come through to your larger product, and it's likely you're going to be seeing some big money flow right into your pocket. Hey, you won't get rich on your first, second or even third product that you release. Yet look at all those resources that are building themselves. Think of the power you're going to have behind you-the coming future promotions!

For now though, it's likely been a long day. Make sure that you've contacted as many affiliates as you possibly can that would make good joint venture prospects, and follow-up with them as we've discussed previously. This is now your priority and it will form your second promotion drive. For now though, head to bed, get some rest ready for a fresh new start. The launching isn't over yet. We're only two days in and there's still some works to do to get the most amount out of your products.

### **4.4. Research: Numbers Don't Lie.**

Next, comes up your research. I hope you don't forget about your research. It's mighty important and will form the basis of your answers to every single question you'll ask yourself through every product idea being developed from a blank sheet of white paper to something people are buying. Start looking at your numbers and tracking! Who bought what? How many came through your smaller product? What percentage of visitors to what site signed up your list, to become affiliates, to buy your products? What percentage of your joint ventures and affiliate to joint venture developments went well? Heck I could list things to test and track and end up with an encyclopedia.

Don't be afraid to change things, either. Remember, you're tracking two things, and will always end up with one result. One is better than the other at doing its desired job. Great! Change the not so good one to the good one, and then start checking something else in the same manner.

Now you're starting to gather data that you cannot only use to make more cash directly, but also to ask the 'why' questions that possibly form the next product you're going to release. With the sole intention of making a responsive, watertight and faultless sales system in every way you possibly can, take what you've learned, and apply it to future products and services. Knowledge here really is a power, or in this case, money in your pocket.

### **4.5. Promotion Drive Re-visited.**

So what's next? Well, now that your tracking and testing is going, you can get right back to promotion. If you haven't got those affiliates to joint ventures sorted out, mailed out and followed up with yet, now will be a good time to do that. If you have done so, great! One thing I do want to say at this stage is to watch your inbox for joint ventures coming to you. If it's your first product here you may not see any, and that's fine. Yet throughout this process you should be looking out for this, especially as your list gets bigger, and your range of contacts get wider, and more people start to hear your name.

Many will want you to promote their products for them. Yet some may contact

you, wanting a high commission on your large product if they let an ad go out to their lists. Of course you should agree, after all. Each sale from an affiliate is one you probably wouldn't have made personally, especially when you look at some of the circulation numbers. Don't be afraid of granting high commissions for this reason. If you try to hog it all yourself and flat out refuse these offers, you'll lose out big time, money and resource wise.

Ok, now your first week is over, hence the hardest and most tiring part is over. Sales should still be coming through, mainly from the people just getting around to using your intro product and moving onto the larger one, and some late readers of lists from all the joint venturing you did. So what's next? Well, it's the time to put all that preparation into action, because we've hardly touched on those resources that you've been building, and we surely aren't going to let them go to waste.

#### **4.6. Bringing Your Resources Back Into Play.**

So what do we have left? Your lists. You should now have a standard list, a list of customers from the intro product, not to mention a list of affiliates. It's the time to open this up and put in the last big push. First and foremost your standard affiliates. Open up your large product for standard affiliate promotion, preferably at a lower commission than what you've agreed for your joint ventures and your super affiliates, typically, ten to twenty five percent lower, and get standard affiliates promoting. It's amazing how some spurt into action that haven't made any sales when you suddenly send them an e-mail telling them they can make \$300 or so per sale.

After spurring your standard affiliates into action, you'll want to follow up with your customers, the people who purchased the small product. Get them some further manually written and mass mailed follow-up and get them to buy your larger product. Right to the point now, here's a huge product that costs a bomb- this is what it does, this is how great it is and what people are saying about and what you're missing if you don't have it. Buy it! No beating around the bush. Some may not have even read or used the intro product at

this stage, and may never even do so. It's important that they don't miss hearing about your larger product just because they haven't gone through and read your smaller one. This is what this approach is all about.

Next, with your list, it's time to take the same blunt approach. Just because they haven't purchased your smaller product, doesn't mean they won't be interested to the larger one. Get them in to visit your larger product site and watch some more sales come through in the same manner.

Remember, the longer you've been doing this, the faster it goes, the bigger the result, the more resources you have and gain. Don't despair if you didn't strike it rich on product 1! Step back, and look at how far you've come, and see how far you can still go with the methods have been taught to you throughout this guide. So what have you achieved so far?

#### **4.7. What You've Gained So Far.**

**A) A List of your own.** A media outlet and bargaining tool for future joint ventures as well as your own promotion of future products for absolutely nothing. Even if you didn't pull in as many people as you wanted, keep them, because the more products you carry out, the bigger this will get.

**B) Affiliates.** People to promote for you that don't cost you anything. Totally risk free, but extremely powerful marketing in its purest form. Having an army of people promoting for you is a big key to success here.

**C) Customers** who have purchased small products from you previously. You know they're ready to spend their money and aren't just freebie seekers. That's a valuable thing. Keep them and treat them like gold dust, and before you know it, they'll become.

**D) Long term Customers,** your multiple product purchasers, your big spenders, and the people you need to look after. They are your customers,

after all. This is where your big money comes from.

**E) JV contacts.** Again, like affiliates, your own promotion army, but due to the nature of the lists these people tend to have, very personal, long term customers, very powerful for you and future products, and who knows, one of these people might just become your next business partner.

**Sounds familiar?**

That's one big bundle of promotion power. Things start into vary from here on. If you've done everything right, sales should start coming through a week, a month, sometimes even a year or more later. Once you're happy that everything is sound here, take what you've learned, go back to the drawing board, pick up one of your new ideas that you likely came up with through the process of creating this product, and repeat the above with even bigger, better, faster, stronger results in the future. See, once you have these resources, your options open up a heck of a lot and makes you the one people are approaching for joint ventures with. Not the other way around.

You've just done more in a few weeks than most people do in ten years of a standard nine to five working life. You took an idea, a blank piece of paper and constructed something yourself, from scratch, and created a product or service that people want to pay you for, someone they've never met, maybe never even heard of before. This, my friends, is what I love about this business and the exact reason why we have to be so versatile as online marketers.

## 5. Summary

- Welcome to part three of the two weeks promotion plan. If those JV's that you made went out and you've done your testing, you should at this point see your list getting bigger, affiliates landing in your system and using the resources you've given them to promote, some long term contacts, and some sales through your customers who will ultimately go on to become your long term customers and provide sales and profits well into the future.
- This is where you should get excited because it's the very start of the whole resource building and snowballing that you're physically seeing. It happens with your business right now.
- So here we are, the day after you followed up with your joint ventures. You should have racked up a nice pile of resources including small product sales- and if your sales system has had a chance to follow through up until this point- some higher ticket item sales. This, however, is only the beginning, especially since your Jv's are still pulling in the resources for you.

- Affiliates. Every time an active affiliate joins your affiliate system, you double your promotion power, especially at the high percentage you set for your smaller product. Understand that you don't need a massive number of affiliates to promote for you to start pulling in some real numbers and some real resources for yourself.
- Think about this, every affiliate that promotes for you effectively increases your promotion power by one hundred percent. Just twenty five good affiliates pulled in over a few products totally excluding your joint ventures increases your promotion power by 2500%. When you look at things this way, you can start to see how even people with limited resources, and small numbers of people flowing through their systems make so much money in short periods of time, and why their resources grow at such an incredible rate.
- You now also have the start of a list. Again, this will form the base of any of your future product launches. Depending on how successful your joint ventures were, you may find yourself with a thousand subscribers after a couple of weeks, maybe two, three thousand, maybe five, ten or more. Finally, your own media outlet. It's becoming clear how people get their large lists in short periods of time. Granted, some spend many years building them up, but a short sharp burst per product launch is always nice. Keep doing this every launch and your numbers will never go down.
- Not only that, but you should now have some customers coming through your smaller product, again, depending on the quality and number of your joint ventures- the numbers will vary greatly from business to business. At this point I highly doubt that you'll come back with no sales at all. If you have, you should first check to make sure your ordering process is working correctly, then check your ad copy, and then question the quality of your joint ventures. With a 100k circulation to quality personal lists, if you get no sales, I'll be shocked to say the least.
- These people buying your smaller intro product are going to take some time

to read through and head over to your larger product, and of course not all of them will buy your larger product anyway, but still, you have the start of the list of people who are ready to buy your products and ready to pull their wallets out for a quality piece of work. These will eventually go on to form the basis of your long term customers.

- So you see how your resources are starting to build themselves up. Through a few simple joint ventures you've started to build your future business, the affiliates have started to build your future business, so has your list, so have your customers, not to mention your follow-up. You've got a lot going for you at this stage, and we haven't even mentioned joint ventures as long term deals that will inevitably come from those, so let's get back to the business days and finish sorting
- Through the resources you've already gathered, look out for JV prospects! Monitor your affiliates. The first thing you should be doing at this stage, between two days and a week after your initial joint ventures went out, is looking for more.
- It's likely that those joint ventures you scored for your smaller product have been doing their job, and the resource building is going strong. Now it's time to make some money through the joint ventures that will be set up solely for promotion of your larger product.
- Remember back to our planning stages when we were talking about setting up an affiliate system for the larger product but not letting anyone into it aside from joint venturers who wouldn't accept your sales system and the way it flows from the small product through to the large product. This is where things change and we start to look at using affiliates to make you a big profit. If we'd done this in the first place, we would have lost out on all those resources, the effect of the super high commissions and the chance for your intro product to do it's job.

- At the end of this course of promotion, you should have your heavy hitters, with their own lists and media outlets that do really well. These will be your top affiliates. I suggest you to take your top five or ten percent of the money makers in your affiliate system and use them as we outlined, and that's to turn them into joint ventures.

- Your main aim here is to get another ad to their media outlets, most likely their lists, but for your big product this time and put money directly into your pocket. Again, we're forming more long term partnerships and joint venture prospects.

- At the point you see everything's going smoothly and is being monitored for a while, your planning has done the trick, snags have been ironed out, and you have a bunch of more joint venture contacts for future promotions- some you contacted yourself and some that have come from your top affiliates. You've also got the start of a growing list in your hands, some customers and by now you should start to see some of the people who purchased the smaller product come through to your larger product, and it's likely you're going to see some big money flow right into your pocket. Hey, you won't get rich on your first, second or even third product that you release. Yet look at all those resources that are building themselves. You're going to have some power behind you- the coming future promotions!

- Next, comes up your research. Start looking at your numbers and tracking. Who bought what? How many came through your smaller product? What percentage of visitors to what site signed up your list, to become affiliates, to buy your products? What percentage of your joint ventures and affiliate to joint venture developments went well? Heck I could list things to test and track and end up with an encyclopedia. Change and test the not so great, and make them great again.

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- **B) Affiliates.** People to promote for you that don't cost you anything. Totally risk free, but extremely powerful marketing in its purest form. Having an army of people promoting for you is a big key to succeed here.

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- **E) JV contacts**. Again, like affiliates, your own promotion army, but due to the nature of the lists, these people tend to have very personal, long term customers. They are very powerful for you and future products, and who knows, one of these people might just become your next business partners. Sounds familiar?
  
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## Happy Promoting!!