

Mega Launch Overview

What You'll Learn

- ☐ Market research and product creation
- ☐ Sales letter secrets
- ☐ How to create marketing materials
- ☐ How to optimize your sales funnel
- ☐ Making your joint ventures profitable
- ☐ Boosting your launch and sales

How to Launch Your Product

- ☐ Create or find your product
- ☐ Plan and create a sales funnel
- ☐ Create your sales letter and sales page
- ☐ Find affiliates to promote your launch
- ☐ Send out promotional emails

Research on Marketplaces

- ☐ ClickBank
- ☐ JVZoo
- ☐ Warrior+Plus

Irresistible Offer-Creation Secrets

- ☐ Finding Your Niche
 - Health and Fitness
 - Online Business and Internet Marketing
 - Personal Development

Monitoring Activity

- ☐ Ensure the niche is active
- ☐ Find out if your niche has active buyers
- ☐ Search groups on Facebook

Product Research

- ☐ Look for most talked-about products in your niche
- ☐ Common questions, dilemmas, problems, etc.
- ☐ Search for products that are already being sold well in marketplaces
- ☐ Look at the sales page for best-selling products
- ☐ Read through free and paid content

Select the Types of Digital Products

- ☐ E-books
- ☐ Video Tutorials
- ☐ Slides
- ☐ Software
- ☐ Others

Creating Content

- ☐ Be specific
- ☐ Ensure the content is timely and practical

- ☐ How-to guides
- ☐ Do's and Don'ts
- ☐ Get Technical

Sales Letter Formula

3 Types of Sales Letter

- ☐ Pure Copy Sales Letter
 - ☐ Minimal visuals or graphics
 - ☐ Cannot be too lengthy
- ☐ Pure Video Sales Letter
 - ☐ Only video
 - ☐ Presenter script must be detailed
 - ☐ Presenter must be charismatic, with good speaking skills
 - ☐ Page looks clean and credible
- ☐ Hybrid Sales Letter
 - ☐ Combination of copy and video
 - ☐ Highlights can be reviewed via copy
- ☐ The Essential Formula
 - ☐ Know the angle of your story
 - ☐ Include the 4Ws and H
 - ☐ Have bold headline
 - ☐ Solve problems
 - ☐ List features and benefits
 - ☐ Selling the dream
 - ☐ Emphasize on bonus offers
 - ☐ Include visual elements in copy
 - ☐ Testimonials and endorsements

☐ Call-to-action

How To Create Marketing Materials

Promotional Emails

- ☐ Send out during pre-launch
- ☐ 2-8 emails

Choose the Types of Promotional Emails

- ☐ Teaser
- ☐ Product Introduction
- ☐ Benefits
- ☐ Additional Bonuses

Bypassing Spam Filters

- ☐ Plain text
- ☐ Balance between graphics, links and text
- ☐ Pick attachments wisely

Subject Line

- ☐ Stay away from overused sales jargon
- ☐ Less than 10 words or 50 characters
- ☐ Use Verbs

Banner Elements & Design

- ☐ Product Name – bolded or large font
- ☐ Product Image or Logo – unobstructed
- ☐ Benefits
- ☐ Call-to-Action Button – linked to sales page
- ☐ Color Scheme – similar to sales page

Recommended Banner Sizes

- ☐ 250 x 250 pixels: Square Pop-Up
- ☐ 728 x 90 pixels: Leaderboards
- ☐ 160 x 600 pixels: Wide Skyscrapers
- ☐ 336 x 280 pixels: Large Rectangles
- ☐ 300 x 600 pixels: Half Page

Epic Sales Funnel Secrets for Epic EPCs

Check On the Sales Funnel Formula

- ☐ Front-End
- ☐ Upsell 1
- ☐ Down Sell
- ☐ Upsell 2
- ☐ Upsell 3
- ☐ Backend

EPCs Formula

- ☐ Sales/No. of Clicks

How to Win the Joint Venture Building Game

- ☐ Set up your JVs commission scheme
- ☐ Find your JVs
 - ☐ Social Media platforms
 - ☐ JV broker
 - ☐ Go to live events, seminars, etc.
 - ☐ Subscribing to their mailing list
- ☐ Set Up the JVs Invitation
 - ☐ Offer high commissions
 - ☐ Hold an affiliate contest
 - ☐ Promote their launch first
 - ☐ Give complimentary access to your product
- ☐ Set Up the JVs Page
 - ☐ Registration page
 - ☐ Set up the affiliate promotional tools

Launch Time

Product Launch Plan

- ☐ Set your date and time ahead
- ☐ Pre-launch campaign
 - ☐ Sales page – Call-to-action, split test.
 - ☐ Create your ad campaign in social media platforms
 - ☐ Contacting JVs
 - ☐ Mail out to your list
- ☐ Decide on your launch Strategy

Product Launch Techniques

- ☐ Bonuses
 - ☐ In your first upsell offer
 - ☐ Ensure the bonuses offer is congruent to your product
- ☐ Discount
 - ☐ Set a period of time
 - ☐ Create a countdown timer in the page
- ☐ Scarcity
 - ☐ Limit the number of your items
- ☐ Dime Sale
 - ☐ Set a starting and finishing price
 - ☐ Set the price increment per sale