

Mega Launch Overview

- **The Product**
 - Digital products
 - PLR products
- **Why Product Launch**
 - Fast Results & Flexibility
 - Low-cost
 - Immediacy & Ease of Purchase
 - Build Your List
 - Sell Your Other Products & Services
 - Build Credibility & Grow Your Affiliate Network
- **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
- **Launch on ClickBank**
 - Gain more visibility
 - Allows anyone to become affiliates for your product
- **Launch on JVZoo**
 - Allows you complete control over your affiliates
 - Simple interface and hosts
 - JVZoo's Pick Of The Day
- **Launch on Warrior+Plus**
 - Huge affiliate network
 - Pick Of The Day
 - Saturated with marketers from Internet Marketing niche

Irresistible Offer-Creation Secrets

- **Finding Your Niche**
 - Three BIG umbrella niches
 - *Health and Fitness
 - *Online Business and Internet Marketing
 - *Personal Development
- **Monitoring Activity**
 - Make sure it is an active niche
 - Ensure to attract active buyers
- **Product Research**
 - Look for hot products in your niche
 - Search for products that are already being sold well
 - Look at the sales page for best-selling products
 - Read through free and paid content
- **Types of Digital Products**
 - E-books
 - Video Tutorials
 - Slides
- **Creating Content**
 - Be specific with your title and topic
 - Create content that is timely and practical
 - 'How To' guides
 - 'Do's and Don'ts'
 - Technical
- **PLR Content**
 - Can be edited, published and resold as your own
 - Bare products

Sales Letter Formula

- **Pure Copy Sales Letter**
 - Mainly copy
 - Doesn't contain video
 - Minimal visuals or graphics
 - Cannot be too lengthy
- **Hybrid Sales Letter**
 - Sales video and copy
 - Highlights can be reviewed via copy
- **The Essential Formula**
 - Know the angle of your story
 - Include the 4Ws and H
 - Have a bold headline
 - Solve problems
 - List features and benefits
- Selling the dream
- Emphasize on bonus offers
- Include visual elements
- Testimonials and endorsements
- Call-to-Action

Launch Time

- **Product Launch Plan**
 - Set your date and time ahead
 - Pre-launch campaign
 - Launch strategy
- **Pre-Launch Campaign**
 - Get ready your sales page
 - *Drafting strong call-to-action
 - *Split testing your sales page
- Create ad campaign in social media platforms
- *Join the groups in your niche
- Contacting JVs and mail out to your list
- *Final call
- *Mail out to your own list
- **Launch Strategy**
 - Set a period of time for the offer
 - *Price goes up
 - *Remove bonuses
 - Mail out promotional emails during the launch

Epic Sales Funnel Secrets For Epic EPCs

- The Sales Funnel Formula**
- **Front-End**
 - Frontline product
 - Lower price
 - Represent the perceive value of products
- **Upsells**
 - Main source of revenue
 - Provide immediate solution for forecasted problems
- **Down Sell**
 - Lower price for same product
- **Backend**
 - Happens in the follow up emails
 - Higher priced products
- **Earnings Per Click (EPCs)**
 - Average earnings of each click to your website
 - Average of \$2 and above is good
- **How to Calculate EPCs**
 - EPCs Formula
 - No. of Sales/ Clicks

How To Win the Joint Venture Building Game

- **What is Joint Venture**
 - Affiliates who promote your products
 - Easily boost the sales with their help
- **Why JVs**
 - Instant result
 - Grow your leads
 - Zero cost in marketing expenses
 - Massive number of sales
- **JVs Commission Scheme**
 - Front-end: 100%
 - Upsells:
 - *\$297 – 50%
 - *\$497 – 40%
 - *\$997 – 30%
- **Where to Find JVs**
 - Social media platforms
 - JV broker
 - Live events, seminars, etc.
 - Subscribe to their mailing list
- **How to Invite JVs**
 - Offer high commissions
 - Affiliate contest
 - Demonstrate value
 - Give complimentary access to your product
- **Setting Up Your JVs' Page**
 - Prepare registration page
 - Give access to affiliate promotional tools
 - Structure strategic partnership

MEGA LAUNCH BLUEPRINT

How To Create Marketing Materials

- **Promotional Emails**
 - Send out during your pre-launch
 - Send between 2-8 emails
- **Types of Promotional Emails**
 - Teaser
 - Product Introduction
 - Benefits
 - Additional Bonuses
- **Bypassing Spam Filters**
 - Plain text version
 - Strike balance between graphics, links and text
 - Pick attachments wisely
- **Subject Lines**
 - Stay away from overused sales jargon
- Less than 10 words or less than 50 characters
- Use verbs
- **Banner Elements & Design**
 - Product name
 - Product image or logo
 - Benefit
 - Call-to-Action button
 - Color Scheme
- **Recommended Banner Sizes**
 - 250 x 250 pixels
 - 728 x 90 pixels
 - 160 x 600 pixels
 - 336 x 280 pixels
 - 300 x 600 pixels

Product Launch Techniques

- **Why Product Launch Techniques**
 - Create a sense of urgency
 - Easily save 10% more sales
- **#1: Bonuses**
 - Offer bonuses in first upsell
 - Create higher perceive value
 - Ensure bonuses offer is congruent
- **#2: Discount**
 - Give discount offer
 - Set a period of time
 - Tip: Create a countdown timer
- **#3: Scarcity**
 - Put a limitation in your launch
 - Limit the number of your items
- **#4: Dime Sale**
 - Price increased with each purchase made
 - Motivates buyers to make decision right away
 - Set a starting, finishing price and price increment per sale