

# Launch Time

**S1:** If you make it through the process before the launch, congratulations! You are just a step away from your launch. Launch day is the day where you will reap what you've sowed from the beginning; it is the day you've been building towards.

However, you must make sure that everything is good to go. In this module, I am going to lead you through the tasks you must take note of before the launch. Without further ado, let's get into it.

# Product Launch Plan

- Set your date and time ahead
- Pre-launch campaign
- Launch strategy

**S2:** Here's a three-step launch plan for you. All you need to do is to double check everything and make sure everything is fine and good to go.

First, you need to set your launch date and time. You can, of course, prepare the launch without a date and time. However, if you have a goal to achieve, you will be motivated to finish the job on time. And this way, you can prepare your promotional emails in advance as well.

There is a myth about the best days to launch a product are Tuesday and Wednesday. In fact, I believe that whether you launch it on Wednesday or Thursday, as long as you have mail out the launch date and time ahead to your list, any day is a good day to launch. Do not let this myth limit your plan.

Next, you will definitely need to make sure the pre-launch campaign runs smoothly. The pre-launch is essential. Pre-launch is the process where you announce your launch date and time to your subscribers. This is to stir up the excitement in your subscribers. Let them know there will be something special and new for them coming soon.

And then, plan your launch strategy on your launch day. Different kinds of strategy brings you different kinds of results. Be sure what kind of technique you want to use in your launch to enhance your call-to-action.

# Pre-Launch Campaign

- Get ready your sales page
- Create your ad campaign in Social Media platforms
- Contacting JVs and mail out to your list

**S3:** In your pre-launch campaign, the first thing to do is get your sales page ready.

Next thing you need to do is to create your ad campaign in social media platforms, such as Facebook and Twitter. Social media platforms will be the best place to promote your launch, as most of the people are more active in the social media than checking their emails.

This is followed by contacting the JVs and mailing out to your own list. The nearer the launch date is, the more you need to contact your JVs to mail out your offer.

# Get Ready Your Sales Page

- While your promotional emails serve as a pre-sell, sales page is the Call-to-Action
- Double or even triple check your sales page
- Conduct a split-test for your sales page

**S4:** While promotional emails serve as a pre-sell to the subscribers, a sales page is the main page and a call-to-action page. Most of Internet marketers put more effort into the sales page than other things, because whether the product sells like a hot cake or not depends mostly on the sales page.

However, do not turn your sales page into a 'Buy my stuff! Buy my stuff!' page. People do not like to be sold, but they like to buy. There are better ways to persuade them

And not to be paranoid, but double or even triple check your sales page. Make sure everything is good to go.

And then, you can conduct a split-test for your sales page. Sometimes, a simple tweak will make a huge difference. However, you will change only one or two elements each time you conduct a split test. And choose the best conversion page as your sales page.

# Ad Campaign in Social Media

- Fastest way to promote your product launch
- Join the groups in your niche (targeted market)

**S5:** As mentioned, conducting an ad campaign in social media would be the fastest way to promote your product launch. It is especially good if you have your own fan page as an Internet marketer. You can post a status on your launch date and time and your followers will love to see that there is another new product from you.

Other than the fan page, you can join the groups in your niche. When you post an ad in such groups, you are reaching out to a targeted market. You do not need to worry about getting people that you don't want into your list.

# Ad Campaign in Social Media

- Fastest way to promote your product launch
- Join the groups in your niche (targeted market)

**S6:** Contact your JVs to follow up on the progress in promoting your launch, or send a reminder to send the promotional emails ahead to announce the product launch date. This is not a compulsory move, but it is good to contact your JVs before the launch, to build up relationship with them as well as to keep track on the details of your launch.

It is very important that I would like to mention about this one more time, the promotional emails are really crucial as it is going to be the final call to build up excitement. So, do not hesitate to contact the JVs to make sure everything runs smoothly according to your plan.

And, of course, do not forget about your own list. Here's a small tip for you, you can set your promotional emails ahead with your AutoResponder. This way, you will not need to worry about mailing out your emails to your list and focus on other part of the marketing.

# Launch Strategy

- Set a period of time for the offer
  - Price goes up
  - Remove bonuses
- Mail out your promotional emails during the launch

**S7:** Moving on. It is important to decide on the launch strategy that you are going to use for your launch. This can be an enhancement to build up a stronger call-to-action. First, you can set a period of time for the offer. For instance, the price can go up after certain period of time or bonuses will be removed after a certain period of time.

When there is a time limit for something, people have lesser time to make decision. It somehow acts as a catalyst to speed up the time need to they make decision. It is either buy now or never.

During the launch, you can still mail out to your list. First email can be a social proof email, to further convince them to take action. Second email can be a short Q and A email, to tell them what your product is about. Third email can be a reminder that you are going to close your promotion offer to them, to stir up the sense of urgency. If the offer is going to last for a week, send them one email every two days.