

# Mega Launch Overview

**S1:** Welcome to Mega Launch Overview, the first module of the Mega Launch Blueprint series.

Nowadays, it is possible for anyone with an internet connection to create profit online by marketing and selling products to eager, targeted buyers. The internet marketing game is low cost, with sky-rocketing profits, which explains why the internet is so saturated with product launches. In this module specifically, we'll take quick look at the basics of product launches, before we jump into the meatier modules that will help you create and refine your own product launch.

# What You'll Learn

- Market research and product creation
- Sales letter secrets
- How to create marketing materials

**S2:** Throughout the Mega Launch Blueprint series, we'll talk you through a number of crucial aspects that will influence your product launch success.

Expect to learn how to conduct thorough market research using nothing more than your internet browser. You will also learn how to create an irresistible product for your launch and how to use PLR products.

Next, we'll give you the best tips on how to write and produce a sales letter that will grip your audience and get sales. And after that, you will discover the essential tactics when it comes to creating successful marketing materials for your product launch campaign.

## What You'll Learn (cont.)

- How to optimize your sales funnel
- Making your joint ventures profitable
- Boosting your launch and sales

**S3:** Later on, you will also learn sales funnel secrets to help boost your earnings per click. From there, you will understand the importance of configuring your upsells and downsells.

You will also find out how to make your Joint Ventures and Partnerships more profitable, so that you're always on top of the game.

In the final 2 modules, we'll share with you how to optimize your product launch – from timing your launch to even your pre-launch marketing strategies. And in the final chapter, you'll learn how to boost your sales and make your product launch a sure-fire hit using specific, tried-and-tested techniques.

Now that you have a clearer idea of what you'll be learning, let's briefly talk about of the most important aspects of your launch – the product.

# The Product

- Digital products - e-books, video tutorials, online courses, software, online membership sites , etc.
- Create your own or resell Private Label Rights (PLR products)

**S4:** In internet marketing, when we talk about product launches, 99% of the time, we're talking digital products. Think products like e-books, video tutorials, online courses, software, and online membership sites – anything that is downloadable or accessible via a computer browser.

You don't even need to create the product if you don't want to – you can purchase Private Label Rights (PLR) material online. These are products which you can purchase and, in most cases, resell and claim authorship to. We'll discuss these further in the next module.

# Fast Results & Flexibility

- Large profits in a short time
- Launch your product from anywhere with internet connection
- Your launch is heavily customizable

**S5:** Now, let's take a look at all the reasons you should create a product launch.

Firstly, you'll get fast results and lots of flexibility. Product launches can bring in crazy profits, within just a few minutes. There are millions of people online at any given time so it is insanely easy for your earnings to snowball within the first couple of hours of your launch.

In terms of flexibility, you can craft and prepare your product launch from home, a café, while you're at your day job or even on holiday! You can launch your product with just your laptop and a stable internet connection from anywhere, whenever it's convenient.

Not only that, you also have flexibility when it comes to configuring your launch – with websites like JVZoo, ClickBank and Warrior+ Plus, you have so many options and customizations which you can use to tailor your product launch effectively.

## Low-cost

- Digital products can be created with NO money at all
- “One Size Fits All” – sell to thousands of people with just one product
- Low risk of losing money

**S6:** Another benefit of your product launch is that creating a digital product can cost absolutely nothing. Sometimes all you need is Microsoft Word or an equivalent – tools which any basic laptop or desk top readily has.

Also, by creating just one digital product, say a PDF-format e-book, you can sell it to thousands of customers – it’s like a one size fits all kind of situation. There’s no extra cost to reproduce your product.

Product launches are also very low risk. A lot of websites will allow you to launch your product for free, in exchange for a small commission fee on each purchase. This means that even if your product doesn’t make a single sale (which is a real rarity in this business), you won’t be charged or penalized in any way.

# Immediacy & Ease of Purchase

- Your product can be delivered to customers fast and efficiently
- You can customize your payment process with PayPal & buy buttons

**S7:** Another awesome thing about product launches is that products can be delivered to your customers with just a few clicks of a mouse or if you have an autoresponder set up, your digital product can be forwarded to your customers instantly! This is a huge deal when compared to physical products, which sometimes take weeks to ship and tend to incur high shipping costs.

And when you launch your product, you will be able to customize the payment process to make it extremely easy for your customers. With the help of buy buttons, PayPal and autoresponders, customers can purchase your product without any hassle.

# Build Your List

- Collect e-mail address of your customers
- Fill your list with qualified leads and active buyer
- You have a market you can tap into for future products and affiliate marketing

**S8:** Product launches are also great when it comes to collecting e-mail addresses and building your list.

Best part is that the e-mail addresses you get from a product launch will be the addresses of qualified leads. These leads are of a higher quality than those that you get from squeeze pages because you know for a fact that they are active buyers.

Through your product launch, you will gather a list of people, a market that you can tap into for future products and affiliate marketing. This list gives you on-demand traffic whenever and wherever you want traffic to go.



## **Sell Your Other Products & Services**

- Send your prospects through your sales funnel and encourage a buying frenzy!
- Entice customers to purchase through strategic upsells and downsells

**S9:** Creating a product launch also lets you sell your other products and services. Usually, a buying frenzy ensues when you send your prospects through your sales funnel.

With strategic upsells and downsells, you can entice your prospects to purchase some of your other products – this means that from the launch of a single product, you are able to also market one, two, or even three other products to your prospect. This gives you the opportunity to further increase your profits.

# Build Credibility and Grow Your Affiliate Network

- Solidify yourself as a niche expert
- Generate new partnerships
- Build on your affiliate network

**S10:** With the high quality content that you create and launch, you get to increase your credibility. You can solidify your place in your niche as a reliable expert.

On top of this, product launches are great ways to generate new partnerships and business relationships.

A successful product launch will not only get the big players in the market interested in what you have to do and say, but there's also the high chance that you will be able to greatly expand your affiliate network. It's one of the many reasons why product launches are too lucrative and opportunity for you to pass off.

# How To Launch Your Product

- Create or Find Your Product
- Plan and Create a Sales Funnel
- Create Your Sales Letter & Sales Page
- Find affiliates to promote your launch
- Send Out Promotional E-mails

**S11:** Now, let's talk about the process of launching your product. In a nutshell, there are five key steps that are involved in launching a product.

Firstly, you need to create your product. This includes conducting your niche and market research before you start actually creating a product. As mentioned earlier, you can also look for re-sellable PLR products.

Once you have your product, you need to plan and create your sales funnel. A sales funnel is a great way to get your prospects to purchase your other offers. Once you've set up your sales funnel, the traffic from your launch will immediately flow into it, which will help you generate even more sales.

For Step 3, you need to create your sales letter and sales page. The content of your sales letter is very important in getting people to purchase your product. Once you've produced your sales letter, be sure to also set up your sales page and ensure that all the links are working fine.

You can then move on to finding affiliates. These are the people who will help to promote your product in exchange for commission. This is how you'll generate crazy traffic during your launch – using affiliates helps your launch reach a wider audience.

Once that's done, you need to schedule and send out promotional emails to your list. There is an art to this, so that your e-mails get opened and aren't just brushed aside or worse – labeled as spam or junk.

## Launch on ClickBank

- Create buzz in the marketplace to rank highly and gain more visibility
- Great if you aren't picky about affiliates
- Allows anyone on ClickBank to become an affiliate for your product

**S12:** Now that you know the basics of how to launch a product, let's take a quick look at where you can launch your product. While you can choose to launch your product independently, many online businesses choose to launch their product through an online marketplace. There are 3 main platforms which internet marketers flock to, namely ClickBank, JVZoo and Warrior+ Plus. Let's talk about ClickBank first.

One of the best things about ClickBank is the marketplace. Having your product listed in the marketplace is a great way to keep the buzz going, especially if you get your product to rank highly.

ClickBank is also a great place for you to launch your product if you aren't too picky about your affiliates. If your product is listed in the marketplace, ClickBank allows anyone on its site to become an affiliate by simply generating a unique affiliate link for them.

## Launch on JVZoo

- Allows you complete control over who becomes an affiliate
- Easy to use interface and hosts both your product and sales page for you
- JVZoo's Pick Of The Day

**S13:** JVZoo, on the other hand, allows you to have complete control over who becomes an affiliate for your product. With JVZoo, you can have interested affiliates message you first before you approve them as affiliates.

Another great thing about JVZoo is it is a lot easier to use and they can host your product and sales page for you. This sort of gives you a one stop checkpoint when you want to launch your product.

And, if you choose to allow it, your product can be eligible for JVZoo's Pick Of The Day, which basically translates into even more visibility for your product.

# Launch on Warrior+Plus

- Has a huge affiliate network!
- Your product can be selected for Pick Of The Day
- Saturated with vendors and affiliates from the IM niche

**S14:** As for Warrior+ Plus, this is a good place to go to exponentially grow your affiliate network – if you're not too picky about quality.

And, like with JVZoo, there is also the chance of your product being selected as pick of the day, which will surely attract even more affiliates to your product.

While Warrior+ Plus is a little older and not as user friendly as ClickBank or JVZoo, in truth, the greatest value in launching your product on Warrior+ Plus is it is very saturated with people from the Internet Marketing niche. So if you are in that niche, Warrior+ Plus is the way to go - especially if you want to start getting your name out there.