

Product Launch Techniques

S1: To conduct a successful launch that brings massive income, product launch techniques are what you will definitely fall in love with! These are the techniques that all Internet marketers secretly implement in their launch.

You can use these techniques individually. Once you getting familiar with the techniques, you can always mix and match the techniques and form your own marketing strategy. You can always test out on the techniques as you may be surprised by the result you get almost instantly. Let's get down to the techniques now.

Why Product Launch Techniques

- Create a sense of urgency to buy from you
- Could easily save 10% more sales

S2: Most of the product launch techniques create a sense of urgency to buy from you. In terms of creating a sense that if they don't buy from you, they will miss the chance to join something great.

With the implementation of the product launch techniques, you could easily save at least ten percent more sales. Without sending extra traffic or putting in more effort to sell, these techniques will do the magic for you.

#1: Bonuses

- Offer bonuses in your first upsell offer
- Higher perceive value
- Ensure the bonuses offer is congruent to your product

S3: The first technique is to offer bonuses in your first upsell offer. Once you've successfully convinced them to buy the front-end product, you have already created a buying frenzy. The first upsell offer must be another offer they can't miss out on.

The upsell must be something congruent to the front-end, such as an immediate solution for the forecasted problems. The perceived value of this is already high, when you offer them the upsell with the bonuses; it doubles the value of the offer.

You must always remember that when you are preparing the sales funnel, every product in the loop must be congruent to each other, this includes the bonuses. Imagine this scenario: what is the feeling when you see a sales page of an Internet marketing product bundled with a social media infographic product as a bonus? It feels weird, huh? Don't let your customers feel this way when they encounter your bonus offer.

#2: Discount

- Give out discount offer
- Set a period of time for the discount offer to create a sense of urgency
- Tip: Create a countdown timer in the page

S4: Next up, discounts. Everyone loves discount. Give out discount offers for your front-end product. You can implement the price slashing technique in this technique. State the original price of the product, slash it off and replace with the discount price. Visuals always work better than just words and numbers.

Other than using the price slashing technique, you can set a period of time for the discount offer to create a sense of urgency. With a shorter time to consider the offer, they are more likely to grab the offer.

Here's a tip for you. As mentioned, visuals always work better than words. Create a countdown timer in the page. You need not emphasize on the discount offer in your sales letter, the countdown timer does it all for you.

#3: Scarcity

- A technique where you put a limitation in your launch
- Limit the number of your items
- *“When there is less in something, we want it more”*

S5: Scarcity is one of the most powerful mental triggers where you put a limitation in your launch. What a scarcity factor does is ‘force’ your prospects to make a decision - this is a strong call-to-action.

When you limit the number of your items, they will have lesser time to think. There has to be some negative consequences if they don’t take the offer quickly. You have nothing to lose so do not be afraid to use this technique. If you are familiar with HTML, you can countdown the number of your items with a counter too.

The theory is really simple, “When there is less of something, we want it more”. It is this simple. Try this technique and see how this brings your business up to a completely different level.

#4: Dime Sale

- A technique where you'll increase the price of your product with each purchase made
- Motivates potential buyers to make the decision to buy right away
- Set a starting and finishing price and, of course, the price increment per sale

S6: Finally, the last technique I am going to lead you through is the dime sale technique. A dime sale is a technique where you increase the price of your product with each purchase made.

A dime sale is a really powerful mental trigger. This technique is tenser than all the other techniques. It creates a stronger force to motivate potential buyers to make the decision to buy right away, because if they don't buy now, the price will not be the same anymore.

Set a starting and finishing price and, of course, the price increment per sale. For instance, the starting price for your front-end product is seven dollars. The price goes up one dollar each time a purchase made. Finally, the sale will be ended when the price hit fifteen dollars. This is just an example to show you how exactly dime sale can be done.