



PRODUCT LAUNCH PAYDIRT



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LAUNCH PROCESS

Product Launch Paydirt

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Introduction

A key to making sizable profits online via Internet marketing is product launches. You need to have your own products and launch them via promoting them in order to make considerable sales and sizable profits online. However, you promoting them alone will not go that far in creating the fanfare you need to make the sizable profits you hear some Internet marketers making. What you need are joint venture partners and affiliates promoting your products as well, as this will increase the size and scope of your product promotion and lead to more people learning about and purchasing your products.

Thus, you need to know how to recruit joint venture partners and affiliates in order to expand the reach of your product launch and increase the profits you gain from it. You may be asking yourself, "How can I recruit joint venture partners and affiliates, especially when I've never launched a product before?" This can be quite a challenge because you have little to no credibility in the Internet marketing world; it's a "Catch-22" of sorts because you need joint venture partners and affiliates to promote your product launch in order for it to be successful, yet you need to have some credibility in the Internet marketing world in order to gain those joint venture partners and affiliates. What do you do?

Fortunately, this book will show you how to go about recruiting joint venture partners and affiliates in order to make your product launch a great and profitable success. This will also make it easier to recruit more joint venture partners and affiliates for future product launches. This book will also show you how to keep the momentum going with your product launch, including how to boost sales throughout the launch, and what to do afterwards.

Set Up Your JV Page And Get Partners Lined Up To Promote

When preparing to launch a product, you not only have to make sure that everything in your product and sales funnel is operating as they should, but you also have to recruit joint venture partners and affiliates to help you promote your product launch.

You may be thinking, “Why do I need joint venture partners and affiliates to help me launch my product? Can’t I just do it myself?”

Technically, you could, but your reach will be far less-reaching, and you won’t have the profit potential if you alone are promoting your product. If more people are promoting your product to their email lists and all around the Internet, you stand a much greater chance of getting more sales and more profits if more people are promoting your product and participating in your product launch.

Thus, you need to set up a joint venture page that outlines exactly the schedule of your pre-launch period (i.e. the weeks and even months before your product is released to the public) and then the day of the product launch itself. This joint venture page also needs to provide important information and resources to help your joint venture partners promote your product during the pre-launch period and on the day of the launch itself. This include email messages, banner ads, forum posts and/or signature files, social media messages, Facebook and other social media ads, etc. It also needs to let them know how much affiliate percentage of each sale they will get and what prizes they can win for bringing in the most affiliate sales during the product launch, as well as when the product launch period will end (and, thus, the affiliate contest).

You then need to actually recruit joint venture partners to join you in promoting your product. Now, you may be wondering how you can get more experienced Internet marketers to promote your product, especially if you have never done it before.

First, you need to be sure that your product is a quality product (whether it's an ebook, software program, membership sites, audio or video course, email series, etc.). Second, you need to provide early access to potential joint venture partners and let them know that you are going to release this to the public and would like to enlist JV partners to help you promote the product. Third, you need to let them know what's in it for them, including how much of each sale they refer and what prizes you will give to them for bringing in the most affiliate sales for your product. This can include cash, vacation packages, electronic items (i.e. mobile phones, tablets, laptops, televisions, Blu-Ray players, etc.), etc.

As for how much of the percentage of each sale is appropriate for a JV partner, the absolute minimum is 50%, although many Internet marketers will offer higher percentages, even up to 100% of the front-end sales (with the Internet marketer himself/herself making up to 100% of the back-end sales to help compensate for making 50% or less on the front-end sales). To really entice Internet marketers to join you in promoting your product, you can even offer a percentage of at least 50% on the back-end products as well, as they will make more from these sales and will work even harder to promote the product and the OTOs. Of course, the more OTOs that are bought, the more you will make as well, since OTOs normally bring in more revenue due to their higher costs.

If you have friends or close associates who are more experienced in the Internet marketing field, you can begin by contacting them first via email, social media, Skype, Facebook Live, or even by calling them on the phone and explaining what your product launch is, what steps you've taken to make it a reality, and what's in it for them. Provide them with early access to the product and allow them to review it. Be open to any feedback they have and be willing to make any suitable changes they suggest. This will make it more likely that they'll be willing to promote it when the time comes. You can also ask them if they know of others who would be willing to become a joint venture partner and promote your product.

It's likely you will have at least a few JV partners to help promote your product, plus got some leads to recruit some more JV partners. Contact them via email, social media, Skype, Facebook Live, phone, etc., and provide them with early

reviewer access and be open to any suggestions they make, incorporating the changes.

Note that you should be recruiting JV partners for your product launch AT LEAST two to three months in advance of the product release date; if you wait any longer, everything is going to be rushed, and chances are, the product launch will not be as successful as it can be, especially if any difficulties arise.

Offer JV Prizes To Encourage More Sales

As was mentioned in the last chapter, offering JV prizes during a product launch promotion is key to getting more Internet marketers to join you in promoting your product. After all, they want to know what's in it for them. While the affiliate commissions are nice and better than doing it for free, still, without quality prizes being offered, they may lose interest after a while and not keep working to promote your product throughout the whole product launch period.

Thus, you could start off with many sales in the first day or two of a product launch, but have sales trickle down to virtually nothing if you don't have quality prizes to keep the momentum going and entice your JV partners to continue promoting your product.

There are many JV prizes you can offer to your partners to encourage them to keep promoting and marketing your product throughout the product promotion period. Some examples are listed below:

Cash

Vacation packages

iPads

iPhones

Apple Watch

Android tablets

Android phones

Android watches

Pebble Smartwatches

Amazon products (Kindle, Echo, Echo Dot)

Smart home technology (such as Google Home)

Laptops

PCs

Televisions

Blu-Ray players

Gaming systems (Nintendo Switch, PlayStation 4, Xbox One, etc.)

VR headsets (such as Oculus VR Headset, VR units by Sony, HTC, etc.)

Microphones (which are useful for Internet marketers during Webinars, etc.)

Software programs

Gift certificates (these can be to various restaurants, Amazon, Barnes & Noble, Best Buy, Walmart, Target, Newegg, TigerDirect, Rakuten, etc.)

Free access to your current or future products/programs (this is more applicable to those who are already established in the Internet marketing field, but can be applied as you gain more experience if you have never launched a product before)

Etc.

There are many JV prizes you can offer. It is usually preferable to offer a range of prizes, with the most valuable ones offered to those who refer the most sales during the product promotion period. At the very least, you should offer three top prizes to the top three JV partners who refer the most sales during the entire product promotion period. However, it's quite common for Internet marketers to provide prizes to the top ten and even top twenty JV partners who refer the most sales during a product promotion period.

The more prizes you can offer, and the more valuable those prizes are, the more likely your JV partners will continue to promote throughout the entire product promotion period, as they will want to attain those prizes you are offering in addition to making money from the sales they refer.

Set A Launch Date And Stick To It

Once you have decided upon a launch date for a product promotion, you must stick to it pretty much no matter what. Once you start sending out messages to potential JV partners announcing the date of your launch, you can't go ahead and change the date later on, as this will mess up everything. Not only will it mess up the pre-launch period to where you build up anticipation for the product, but it will send the wrong message to your JV partners in that you are not reliable and professional, which will make it less likely they'll want to promote your product and your reputation to their email lists and to others.

In addition, prospects and potential customers who hear about your product launching on a certain date and anticipating its release will get confused and even annoyed if the launch date is moved after it was originally announced as occurring on a certain date. This will also make it less likely that they will want to purchase your product, as, again, moving the launch date will negatively impact your reputation and credibility, making it look as if you are not reliable and professional enough to handle a product launch.

Thus, unless there is a critical emergency – such as an unexpected death or major illness in the family that occurs right at or before the launch date, or some unexpected issue regarding the product or Web hosting that can't be resolved by the launch date- it is strongly advised that you do not change the launch date after you have announced it to your JV partners, to your email list(s), and to others.

Therefore, you need to carefully consider exactly when that launch date will be. Don't make it too soon after you have completed your product, as you will still have to recruit JV partners, get their feedback and input into your product, and then make those requested changes and/or additions to the product before the product is ready to be released to the public.

In addition, you want a considerable pre-launch period to build up anticipation for your product before you actually release it to the public. At bare minimum, you

want a 1-week pre-launch period where you are actively promoting the product; two or more weeks is preferable. In fact, there have been several product launches with a 1-month pre-launch period, just to build up anticipation, explain the benefits of the product, and answer any questions/concerns beforehand so that demand for the product will be very high by the time the product is actually released to the public.

Of course, you don't want to have too long of a pre-launch period, as potential customers and JV partners may burn out from the "waiting" of the product, and the demand for the product won't be as high as it could have been with a shorter pre-launch period. Thus, it's recommended that the pre-launch period be anywhere from one week to one month, with two weeks to one month being optimal.

If you are unsure whether you can make a specific product launch date due to possible complications, it's better to make the launch date later and give yourself more time to get everything ready. It's better to give yourself more time and ensure that everything is set up properly rather than try to hold yourself to a very strict timetable, have one thing go wrong, and the entire project, including the launch date, is ruined because of it.

Remember, once you set the launch date, you virtually have to stick to it, so choose carefully and use the information above to guide you into picking the best, most reasonable launch date for your product.

Launch Your Product With JVs At The Ready

Once the pre-launch period has passed and the date and time of the product launch has arrived, it's time to release your product to the public. This means the appropriate emails indicating the product is now live need to be sent out to those who joined the pre-launch marketing list. You and your JV partners should all send these emails out at the appropriate time to help spur demand for the product and have them buy immediately.

Provided you have sent out quality email marketing messages over a period of time and your JV partners have been doing the same (whether it's their own email messages, promotional emails you have provided to them, or a combination of the two), you likely will be getting a good number of sales and subscribers to your lists.

Ensure that everything is running smoothly in terms of the website, the ordering process, the download area, etc. Be sure to monitor your email, Skype, Facebook Live, and social media to ensure that there are no problems. If there are any issues, do everything possible to resolve them immediately. Unfortunately, hiccups can occur during product launches from time to time, whether it's a Web host struggling to keep up with increased traffic (why having a second Web hosting package ready is often a good idea) or the order button not working properly and allowing eager prospects to order, etc.

As time permits, check to see which JV partners are providing you with the most sales; this will give you an indication of who is effectively marketing your product and who isn't. This will give you a better insight into who you should especially recruit for future product launches. In addition, you will need the information of who is providing you with the most sales in order to update the JV Leaderboard and keep track of which JV partners are in the lead for your best prizes.

Create A Daily Sales Frenzy With JV Leaderboard Updates

To continue gaining sales momentum throughout the launch period, be sure to update your JV partners with daily JV Leaderboard updates. You can input the information within the email itself, although it's often best to put that information directly on the Web page where you provided the sales copy (including emails, banner ads, social media posts, Facebook and social media advertising, etc.). This not only alerts the JV partners of where they rank on the leaderboard, but will also encourage them to promote your product more so that they can move up the leaderboard.

By alerting your JV partners of where they rank on the leaderboard, they can see how far behind they are others who currently hold the top positions for the best prizes. This will often encourage them to continue promoting your product so that they can refer more sales and move up that leaderboard.

This is why providing quality prizes for the contest is so important, as well as continuously updating the position of your JV partners. The enticement of the prizes and the "race" between partners can encourage all of them to continue promoting your product and improving the effectiveness of their campaigns so that they continue to bring in more sales for your product, thereby increasing your and their profits, as well as increasing their chances of getting the best prizes.

It's also a part of human psychology. Virtually everyone loves to win; no one likes to lose or miss out on something (which also works on consumers who want to get your product first and before the launch period ends, especially if you're taking the product off the market at that time). This is why having quality prizes and updating the leaderboard daily will encourage your JV partners to work harder in promoting your product throughout the launch period; they want to be #1 and/or the best they can be, not only to get the great prize, but also to show that they are an effective marketer, which will not only lead to greater joint venture opportunities for them in the future (and more profits), but also boost

their reputation in the field so that when they have a product launch, more JV partners will want to promote it and more consumers will want to buy it.

Keep The Momentum Going With Follow-Ups

Your product launch period could be anywhere from 3-4 days to 1-2 weeks. Just as with anything, things will settle down over time and even slow to a crawl if you don't continue to provide momentum to keep the product promotion strong throughout the period.

As mentioned in the last chapter, providing daily updates of the JV leaderboard is one way of keeping the momentum during a product launch period so that sales continue to flow in. JV partners will be looking to compete and outdo each other in terms of sales on the leaderboard, so providing daily updates of the leaderboard, especially over the final few days of the launch period, will encourage your JV partners to really ramp up their marketing efforts so they can finish the promotional period strongly.

Another way is to continuously stay in contact with your JV partners to ensure they have everything they need to promote your product effectively and successfully. This means that you have updated email messages in the JV promotional area indicating how much time is left in the product launch period when it comes to special pricing and/or when the product is closing. In addition, if your JV partners suggest something that could potentially help them to market your product better, you should attempt to provide it if possible. This could be more interesting and engaging social media posts, Facebook ads, forum signature posts, email marketing messages, etc.

Do everything you can to make it easy for your JV partners to promote your product throughout the launch period. While some JV partners will prefer to send out their own email messages and ads promoting your product, many will prefer using your own promotional email messages and other marketing material. It saves them time and effort in promoting your product. Thus, if they tell you that your email marketing messages are not working that well in converting prospects into customers, do everything you can to improve them so that they perform better. The same goes for your other promotional material; always be willing to take feedback from your JV partners and incorporate it into your marketing

material. This is especially true if your JV partners have more experience in product launches and promotional efforts; always be willing to adapt your material accordingly for the best conversions and never think that your promotional material is as good as it can get and needs no changes.

Just as with your own promotional efforts, good email marketing practices are necessary to ensure that prospects who are “on the fence” in regards to ordering your product eventually come off the fence and order your product before the launch period ends. The email marketing messages you provide your JV partners need to be able to do this; if they don’t do this well, it’s unlikely that these JV partners will promote another of your future product launches, as they will not see enough benefit and profit for their time in promoting them. Instead, they will look to other Internet marketers whose emails succeed in converting more prospects into customers.

You also need to ensure that everything is going smoothly in regards to your website, download area and links, etc. If anything breaks down, chances are high that customers will alert either you or your JV partners who referred them that things are not working as they should. You need to respond quickly and ensure that things are corrected so that everything is working as they should, not only to ensure the customers that they get everything they should get, but to show both them and your JV partners that you are on top of things and that you can be trusted as a respectable, professional Internet marketer. This will show your JV partners that promoting your future product offers in future JVs would be in their best interests, not only to add more profits for their businesses, but also to establish close relationships to help them promote their own product offers in the future.

Continue to maintain everything as the product launch period continues; it is critical that everything runs smoothly as time goes on. As the launch period begins to wind down (the last two days or so), encourage your JV partners to ramp up their marketing efforts for the “final lap” by quoting the JV leaderboard and the top three or five standings, along with the prizes they will win if they are or stay in those positions. Also let the JV partners know how many sales they are behind those leaders in an effort to encourage them to step up their promotional efforts as the launch period winds down.

When the launch period has ended, send out thank-you emails to your JV partners and announce who has won your JV contest. Include the final standings of the JV leaderboard (or include a link to the JV leaderboard final standings) and let them know that you will be in contact with them to make arrangements for them to receive their prizes. If you really want to make an impression with your JV partners, perhaps consider sending out a special, unannounced prize to all JV partners who made at least one sale for you during the product launch period or at least to those JV partners who were in the top 5 or top 10 of the leaderboard. This is sure to leave a positive impression of you and your business to where they will strongly consider joining up with you again to promote your future product launches.

Now It's Time To Focus On Customer Retention

While your product launch is on and after it has ended, you need to focus on customer retention. While you need to focus on your JV partners during the launch, you cannot forget about your new customers and additions to your email list. You need to follow up with them via follow-up emails to ensure that they have received everything they should have received, resolve any problems or questions they may have, and to continue to build the relationship with them so that they will consider purchasing more of your future product offers.

Especially after the launch period ends, your attention definitely needs to focus on the new customers you have gained from your product launch. You need to provide quality information in regards to the topic or problem your product is designed to address, as well as resolve any issues or questions that your customers have. In short, you need to show your customers that you are a trustworthy and reliable expert in this field that they can turn to when they have a question or issue. This way, they will be more likely to purchase your future product offers.

After a customer has purchased your product and any upsells or downsells, the customer should have received one or more emails to download the products he/she purchased. You should send a follow-up email to ensure that he/she downloaded everything okay. You should then send periodic emails with any additional information and/or tips on how to use the product effectively, whether it's information from an ebook or email course, features of a software product, sections of a membership site, etc. Your emails should always provide additional value for the customer; if your emails fail to provide additional value to the customer, chances are high that they will unsubscribe, and you will have lost the chance to build the relationship further and gain additional sales from that customer.

Future emails should also include any updates to the product, a point you should include in the bottom of all emails to the customer. You can point out that the customer is free to leave the email list at any time, but doing so will likely lead to

him/her missing out on future product updates. Most Internet marketers will provide at least some updates to the product for free. Some Internet marketers, depending on the circumstances of the first product purchase, may provide lifetime updates to the product for free. If a software program experiences a major update or if a product is totally redesigned with new information, it's usually acceptable for an Internet marketer to charge customers of a previous version of the product again, being that there is additional cost involved to totally revamp or update a product.

However, to show appreciation for the purchase of a previous version of a product, most Internet marketers will provide a time-limited discount of the new version of that product for free to all past customers. This is another benefit for customers to stay on a product update email list; due to the fact that customers will want to keep getting updates to a product they have purchased, as long as you continue to provide value, you will have a good chance to continue building up the relationship and getting future purchases from that customer.

Conclusion

In this ebook, you have learned what it takes to launch your own product and why you need joint venture partners to help you promote it. JV partners expand the reach of your product promotion to their email lists and to farther reaches across the Internet; if you, yourself, are the only one promoting your product, your chances of getting sales will be much lower.

You need to set up a JV page to provide your JV partners with all of the promotional material and instructions they need to promote your product before and during the launch period. You also need to have a JV contest with prizes for the partners who refer the most sales during the launch period. You can have prizes ranging from cash and vacation packages to electronic items and gift certificates for the top three, five, ten, twenty, or more partners who refer the most sales during the launch period.

Once you have set your product launch date and announced it to your JV partners and to your email list, you need to stick with it unless there is a major emergency (i.e. death or major illness in the family, some major issue with launching the product on the specific date that can't be rectified by that date, etc.). If you change the date, eager prospects will get confused on which date your product will launch and will probably lose interest in buying it. JV partners will look upon you as unprofessional and unreliable, and they will be less likely to promote your future product launches.

When you do finally launch your product, be sure that everything goes smoothly. Be sure that the website is functioning properly, the order button is working, and that the download links are working as they should. Stay in contact with your JV partners to ensure everything is running smoothly and to see if there is anything you can provide to improve conversion rates. Update your promotional email messages, ads, social media posts, etc. based on their feedback to improve conversion rates so that everyone experiences greater profits and to show that you are a reliable Internet marketer who cares about his JV partners' success.

As the launch period continues, momentum can start to dwindle. Thus, be sure to provide daily JV leaderboard updates to encourage your JV partners to pick up their promotional efforts, especially as the launch period begins to wind down. Let them know who is in what position and how far behind they are, as well as remind them what prizes they can win. It's often best to put that information on the JV page where the promotional materials are located so that they grab more promotional material and use it in an effort to improve their standing on the leaderboard.

Once the launch period has ended, thank your JV partners for their efforts and announce the winners of the contest. Make arrangements to deliver the prizes they have won. Consider sending out an additional, unannounced prize to all affiliates who made at least one sale for your product.

During and especially after the launch period, you need to focus on retaining your new customers. Be sure to follow up with them and make sure they received the products they purchased and answer any questions or issues they may have regarding the product and/or the question or issue it is supposed to solve. Provide updates (if any) to the product in future emails and alert them that staying on this list will ensure they receive those updates. Also be sure that your future emails provide additional value to the customer in the form of additional information about the topic or issue. The key is to continue building the relationship with the customer and show him/her that you are a reliable and trusted expert in your field, making it more likely that he/she will purchase your future product offers.

Use the information in this ebook to help you launch your next product and build new, lasting relationships with JV partners and customers. Good luck!