



**SKILL 36**

**LAUNCH**

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## SKILL 36: PRODUCT LAUNCH

### a. A SUCCESSFUL LAUNCH

You now have everything in place. Now, you can prepare and formulate a timeline for your launch. Here are seven steps that will help you create a successful launch:

- 1. YOUR LAUNCH GOALS**
- 2. LAUNCH STAGES**
- 3. YOUR OFFER**
- 4. YOUR SUPPORT SYSTEM**
- 5. YOUR LAUNCH RESOURCES**
- 6. YOUR LAUNCH TRACKING**
- 7. MAXIMIZE YOUR LAUNCH**

1. YOUR LAUNCH GOALS: A launch is a big undertaking, but it's also rewarding. Answer the following questions about your launch before hand.

- A. **WHY** are you launching?
- B. **WHO** do you need help from?
- C. **WHEN** is a good time to launch?
- D. **WHAT** do you want to accomplish?
- E. **WHAT** are your top 5-launch goals?
- F. **HOW** many people do you want to serve?
- G. **HOW** much money do you want to make?

2. LAUNCH STAGES

**A. PRE-LAUNCH:** Plan for a pre-launch. How will you nurture and build a community before your launch?

**B. LAUNCH:** This is the actual launch itself.

**C. POST LAUNCH:** How will you nurture your new community after your launch? How can you take care of all the new people who sign up?

**TIME MANAGEMENT** Skills are essential. Break your larger goal down into a plan of action. Break your plan down into **Daily Action Steps**. Take three daily action steps each day. This allows you to avoid getting overwhelmed. Launch timelines range from 8 weeks to over 6 months preparation time, depending on the elements you are putting in place.

3. YOUR OFFER: Offer Massive Transformational Value.

**A. YOUR FREE GIFT:** A free taste of your work to get your ideal client started in solving their core problem.

**B. YOUR PAID OFFER:** This is your product or program that fully solves the problem that your ideal client has.

**1. SOLVE A PROBLEM.** Identify a problem that people already have - something that people are already looking for. Don't try to manufacture a problem. If your product isn't selling:

- It's not a big enough problem
- It's not a problem that people recognize

**2. MAKE IT CONCRETE** and tangible. Example: Get your website "media ready" in 30 days or less.

**3. MAKE IT PROFITABLE:** A video company says "*You should hire us because we make the highest quality videos.*" No! The real question is, "how is your video going to help me make more money?" "*We will create a video that helps you increase your revenue three times.*"

**4. BUILD UP YOUR VALUE.** Don't just list what you do. Build up the *value* of every component of your program. How does each component add value for the customer? Sell each element of the program. Make each element special and significant.

**C PACKAGE YOUR OFFER.** Use words that imply you have an organized set of principles that people can follow: Program, System, Method, Formula, Plan, Process, Road Map, Blueprint.

**1. NAME:** Take a "boring" topic and give it a relevant name.

**2. CREATE DESIRE:** Inspire them to want to change. Get them excited about why you are their right person. Why am I the right person?

**3. CREATE GENEROUS OFFERS:** Time Sensitive Offers, Discounts and Disappearing Bonuses. Build Anticipation and immediacy.

**4. MEDIA:** Use Video and Audio. Hold a free online seminar or webinar to market your program – an email is not enough.

#### 4. YOUR SUPPORT SYSTEM

##### **INTERNAL SUPPORT** (Skill 11):

- Technical Support
- Graphic Designer
- Copywriter
- Social Media Support
- Household support
- Shopping cart to collect payment online
- Project Management Tools
- Virtual Assistant to coordinate.

##### **EXTERNAL SUPPORT** (Skill 34):

- Joint Venture Partners
- Affiliate Partners
- Affiliate Partner Tracking System

#### 5. YOUR LAUNCH RESOURCES

What marketing resources do you need for your launch? What resources do you already have in place? What do you still need to create?

- A Free Gift to share a "taste" of what you provide in your work
- Opt-In Page for your ideal clients to opt-in for your free gift
- Thank You Page
- Email Sequence to nurture new opt-ins

- Email Sequence to invite people in your community to your event
- Email Sequence for those who register for your course
- Sales Page that describes your program offering
- Thank You Page for those who register for your program
- Affiliate Partner Marketing Materials so they can share your event
- Email Series to nurture Affiliate Partners
- Launch tracking tool to measure results

## 6. YOUR LAUNCH TRACKING

You can monitor your launch activity to make sure you meet or exceed your goals, and course correct along the way.

- Create a **LAUNCH BREAKDOWN**. Track results before your event, during your event and after your event.
- Review your **OPEN RATE**: How many people are opening your email?
- Review your **OPT-IN RATE**: How many people are opting in for your free gift?
- Review your **CONVERSION RATE**: How many people are purchasing your paying program?
- **TRACK** all three rates to improve upon any areas of weakness

## 7. MAXIMIZE YOUR LAUNCH

**FOLLOW UP SEQUENCE**: 80% of sales happen during the final stretch. Don't stop too soon. **Stay committed to increasing your conversion (sales) rate. Do this through an awesome Follow up Sequence. This increases conversions 50% to 100%. Keep following up until there is no more interest. Do everything possible – go crazy on follow up.**

- **HAVE AN EMAIL SERIES** to continue encouraging sales
- **HOLD ANOTHER SUMMIT**
- **MAKE A VIDEO** before your online seminar
- **SEND REMINDERS: Get people to buy.**
- **BE FLEXIBLE. Accommodate your partners. Don't expect your Joint Venture Partners to promote your way.**

Map out a timeline so you know how much time you need to create a great launch. Take time to put each piece in place and make them great. You'll be excited to share your work with the world! A general rule is to allow yourself a little more time than you think you will need.

## b. THREE INGREDIENTS TO A SUCCESSFUL PRODUCT LAUNCH

**PREPATION:** **Your** Product Launch is an event. This can be an on-line event or an in-person event – it’s something that people attend.

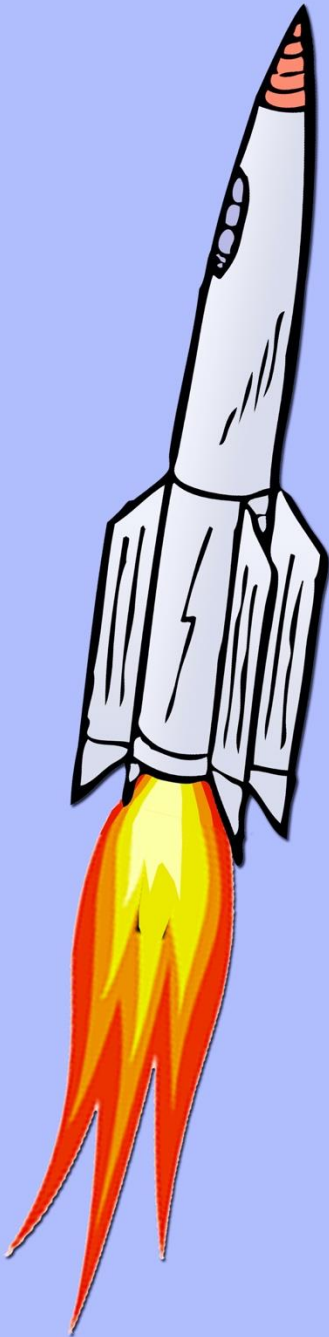
- 1. STUDY** product launches. Notice what works. Why does it work?
- 2. REFINE:** Find your own style. What works for you? Discover what works for you and keep refining it.
- 3. RESULTS:** People don’t care about your product. They care about addressing a painful problem in their life.

**PRODUCT:** A product that gets people excited. Solve a BIG Problem and offer a Step-by-Step Solution – a blueprint for success. Offer free content to people before you begin the sale. Connect the dots between your free gift and your product. Buying your content is the logical next step.

- 1. INTRODUCE A PROBLEM** that your product will solve. Why do people fail at xyz? Connect your product to the problem.
- 2. WHY DO OTHER SOLUTIONS FAIL?** Why don’t other systems work?
- 3. CREATE A BREAK THROUGH** or a mind-shift. Get people to think differently about your business: An “Aha” moment. Inspire them to *want* to change. Get them excited about your solution.

**PROMOTION:** **Your Partners and Affiliates** can support and promote your product. Partners and a mailing list equals impact.

- 1. CREATE YOUR WISH LIST:** For example, 50 people you’d like to partner with – their name, email, and website address.
- 2. SEARCH:** Go to events. Start looking for partners online. Google your niche key words. Focus on smaller partners first. Who is your ideal Joint Venture Partner? Who is already talking to the audience you want to be reaching?
- 3. EMAIL POTENTIAL PARTNERS.** Email five per day. You would like to help them and create a mutually beneficial relationship. If you have a great product, you can attract partners.
- 4. OFFER TO INTERVIEW** this person, as a part of your launch. Make it a part of your program or product. Eight expert interviews.
- 5. MOTIVATE** affiliate partners with prizes and bonuses.
- 6. FOLLOW UP.** Wait 5 to 7 days and resend the email. Give them a gentle nudge. (“Hey, wondering if you got my email”).
- 7. SET UP** a phone call or meeting. Nothing can beat a one-on-one face to face experience.



**1. A GREAT PRODUCT:**

Break new ground. Meet a deep need. Solve a problem.

**2. GREAT FREE GIFT:**

Give people a gift that they will use and value.

**3. GREAT EMAIL:**

Let your sequence build interest, desire and action.

**4. GREAT PARTNERSHIPS:**

Serve your partners well.

**5. GREAT PROMOTION:**

Get the word out! Use your media skills to the max!

**6. GREAT ENERGY:**

Attract people with your warmth and enthusiasm!

**7. GREAT TIMING:**

Time your customer's journey.

# PRODUCT LAUNCH

## c. LAUNCH SUMMARY

The final Module below demonstrates conclusively that your product development, product marketing and product launch can be realistically achieved in less than three months. We wish you success!

**Review the previous 12 steps (Modules A-M) and make necessary changes.**

Which section is your greatest strength? \_\_\_\_\_

\_\_\_\_\_

In which area(s) do you need to improve, grow or learn the most? \_\_\_\_\_

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Steps that could be revisited or completed \_\_\_\_\_

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Prioritize: Tasks to complete for your launch:

1. \_\_\_\_\_ 6. \_\_\_\_\_

2. \_\_\_\_\_ 7. \_\_\_\_\_

3. \_\_\_\_\_ 8. \_\_\_\_\_

4. \_\_\_\_\_ 9. \_\_\_\_\_

5. \_\_\_\_\_ 10. \_\_\_\_\_

## LAUNCH TASK LIST

1. PREPARATION: \_\_\_\_\_

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2. GOALS: \_\_\_\_\_

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3. SUPPORT SYSTEM: \_\_\_\_\_

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4. RESOURCES: \_\_\_\_\_

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5. PROMOTION: \_\_\_\_\_

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6. PARTNERS: \_\_\_\_\_

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7. FOLLOW UP PLAN: \_\_\_\_\_

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