



# PLF 2.1+ Module Two Q & A Call

from Alan:

When you covered the creation of a launch story, it seems you only gave 2 possibilities (Reluctant Hero, and Loss & Redemption). Somehow I expected a lot more variations than this.

from Barry:

You show how that story fits into a sales letter but NOT how to incorporate it into a product launch. Where do we put it? when do we reveal it?

from Michael:

The confusion is with the story - I'm not clear where in the pre-pre launch the story is inserted. We've learned how to make a story up, but it's not clear when it is applied.

from Sandra:

What if you have 3 distinctly different business ideas with 3 different business names....would I set up 3 different social media profiles (MySpace, UTube, etc.), one under each business name or just under the 1 business that would most likely utilize social media?

from Kris:

I have a warm and responsive list of 1,300 people. I'm creating an e-book that will sell for around \$67. I'm also creating a membership site. Do I launch the e-book as soon as possible and then launch the membership site a few months down the line, or would it be better to give buyers a free 30 day period of the membership site when they buy the e-book, and then have rebilling kick in?

from Chip

I'm afraid that with my first launch I'm going to be one of those people who screws up about 50% of it and hopes for the best...

from Michael:

My list is around 700 names, and they're all on my email server (which is .mac/mac mail).

These are people who are either patients/former patients or people who've come to my free public programs. If I start with ProFollow.com, what will I do with this list? I hate to have to start from scratch, as I have an excellent relationship with this list.

from Allen:

Do you offer any instruction on how to do  
Screen Capture Videos?

from Peter in Haverfordwest:

Mind mapping: although Mindmapping a neat way to get thoughts, notes & tasks creatively arranged on a single sheet of paper, doesn't the lack of timelines, sequences & priorities compromise the usefulness, especially for complex projects? Seems like you might need to use project planning software in parallel?

from Loc:

I'm still not clear about how I go about defining who the top dogs are in the industry? Are there any tools for that? What model do I use? I.e. do I try and figure out how much traffic their site gets? How much revenue they generate? What tools would I use to do that?

from Carlo:

We are in what I call mini-launch mode right now. We plan a launch of a video product in March 08. As I send out triggers and e-mails to list- am I too far out 11/28/08 to start for a major launch in March?

from Greg:  
Can you consider a discount on another  
product a "bonus"?

from Teresa:

I am having trouble deciding how to pinpoint the exact path for my market. I want to do something with anti-aging but this includes many things many forms all in an effort to achieve the same outcome - looking younger. The good news is there are lots of angles to take but the bad news is it is hard to know how to focus on the right angle or sub topic because it can result in failure if you are too broad in your topic. I don't have much of a list yet so I cannot yet do a survey.

from Allison:

I will be pulling my product off the market to relaunch using your system in January. I have a good story for the relaunch. But how would you suggest I go about taking it off the market. Do I send an announcement to my list? Do I share the announcement in to my weekly ezine? Do I share it in my blog posts? All of the above?

from Sam:

You stated that when you use payment plans a certain percentage don't pay all of the payments. Do you pay the whole affiliate commission to the affiliate when the customer buys on the payment plan through an affiliate? Or do you pay the affiliate as the customer pays?

My list is very very new (just 3 weeks old). Is there such a thing as a list being too new to launch a product? Should I focus on building the relationship for some length of time first before going into a launch?

from Peter:

List building: to find strategic alliance partners, you gave the example of putting tomato growing into Google and simply hitting "search". I tried it with our own business activity and, not surprisingly, came up with a list of competitors. Where did I go wrong?

from Veit:

Jeff, question regarding the "I'm just like you" approach: the project I'm about to launch uses 5 world-class athletes as the 'public face'. At least initially NO ONE is going to know me and hence they won't really care whether I'm a reluctant hero or not -- what they might care about is that the pro-athletes have very busy schedules and hence really had to be pushed hard to give up their valuable time to even consider talking to Joe-public... so: would you transfer the 'reluctant hero' position to the heroes of this project?

from Patrick in Beulah, CO  
What is your thought about using ARP<sub>3</sub> or  
ARP<sub>4</sub> from Fat Jack Hosting for your  
autoresponder?

from Eric in Kansas City

I have been planning to make use of 3rd party opt-in lists or co-registration lists. How do you effectively implement an initial emailing to the list using an autoresponder service such as Constant Contact or Aweber and still be SPAM compliant and not have to worry about them sending yet another confirmation/opt-in request to the list?

from Mark in Bakersfield, CA

Jeff, what if there are negative comments that are posted on the blog, can that negatively impact "social proof"? I've seen some comments on some blogs by anti-IM idiots that are just brutal. Can you delete those immediately? Or do you leave them on there?

from Jeffrey in Chicago

When you speak of autoresponders, are you really referring to \*broadcasts\* to prospects on your autoresponder lists? (Because with timed autoresponders everybody gets messages at different times and might not coordinate with the launch.)

from Robb in Williamsburg

Do you have a tax sale "excuse" for a membership site? My one year membership is usually \$177 and I am considering a \$99 year-end sale. I want to give my membership sales a quick boost. My niche is financial advisors and I was thinking of tying it to the current bear market. Or should I offer 18 months for the price of 12.

I don't have a Merchant Account. Are they difficult to get? What do you recommend?

from Ted in Davos, Switzerland

Can PLF be used for large ticket items sold B2B  
or is it more oriented toward consumer  
launches? Large ticket items = products with a  
price tag exceeding \$50,000

from Dave in Beverley, England

How would you look to create scarcity with a business to business product, that won't be taken of the market, for example a weekly industry newsletter?

## Eric in Kansas City

What is a good system to host streaming video on as well as deliver content on a) a schedule, b) controlled access based on membership level?