



# PLF 2.1+ Module Three Q & A Call

Will I get all the materials sent to me on DVDs?

How long will the materials be available online?

First, I understand about the "I think we're a lot alike" email, but what do you do for your next launch? You can't keep saying the same thing over and over can you?

When working with your actual JVs that have relationships with their lists, do you squeeze names off their lists or are they sending out your full sequence of emails or both?

from Cary in Pagosa Springs:

The "sell out" marketing style is great for IM products - but what about a community area ([virtualearthvillage.com](http://virtualearthvillage.com))? I've been trying to figure out how to create something that can "sell out" and keep people coming back for more. Can you address this?

Will you be covering how to manage Virtual Assistant?

Jeff, I really need some help bringing simplicity to my offer so that I can move forward with confidence. My partners and I run a membership site. We focus on a community effort for driving traffic into our system, like we are creating an army of traffic generating site promoters and support staff.

Our regular price is 49.99 monthly with options to take part in our paid advertising co-op for an additional \$200-\$400 a month. Members must also have an active associate position with at least one of the network marketing programs in our portfolio.

We are planning to LAUNCH a stand alone coaching program priced at \$19,978, designed to take newbies from cradle to grave. What I can not wrap my head around is this: Since we want to make all of the training from the coaching program available to our current community members (membership site folks) and the program will be available to and targeted at people outside our community that want the training, but may or may not be interested in working WITH our community, or joining any of the programs we promote...

HOW do we either market both things simultaneously or keep them separate?

Do you think it would be better to NOT offer the program as stand alone (alienating potential non-community member customers) and instead use it simply to enhance the value of our membership site offer?

I will be releasing a membership site and I have no idea what to charge. The site includes information on personal and spiritual development, and we have live panels of each of the nine Enneagram types doing emotional work -- lots of love, tears, and transformation.

Then the second tier is designed to teach coaches and therapists how to use the Enneagram to do deeper level work with their clients.

How much should I charge? What's the range?

I'm doing a seed launch and considering mailing post cards to send folks to a squeeze page. I got to thinking that it wouldn't cost that much more to mail them an audio CD, and I think that would have a much greater chance of delivering my entire message (lower chance of being discarded by the secretary, and the nature of the medium is that it's harder to skim and throw away). Immediate call to action (put this in your car's CD player) is a fairly low threshold. But I'm not sure what I want to say in the audio CD, without giving too much away, and don't know what to promise them if they'll go to the squeeze page.

CD (or post cards) will be mailed to divorce lawyers (I'm one, too) and the product is a membership site, newsletter, monthly coaching call, and such. First product will likely be packaging the first dozen or so teleconferencing calls. Coaching divorce lawyers, partly on business practices, but I suspect mostly on marketing. I may license relevant products for resale, or perhaps repackaging and sale.

I'd love input from you on whether you think mailing the CD is a good idea, what its theme should be, and what to promise them at the squeeze page.

I wonder if I'm doing too much preparation? I had prepared "pre-launch" content, but now I'm thinking: it's not enough; it's not good enough. So I'm getting a bit convoluted in how much I'm offering to get that e-mail address from the prospective customer. But, really - as I'm learning from you - can you ever really offer too much free stuff? Probably not.

I'm starting to have doubts about the commercial viability for an info product in my niche.

Here are the parameters: Market: Health/Medical Niche - non-life threatening condition affecting about 3% of the population.

\*Solution: Establish myself as expert in helping people to improve control and quality of life despite the condition. Provide them with comprehensive, holistic tools and strategies to manage their particular situation. The focus will be on holistic methods including mental and psychological retraining vs. just pushing "quick cure" products.

When squeezing names off of another list hosted elsewhere, do you use your launch story stuff along with the free content you are giving away in order to squeeze the names. OR, are you just "selling" the free goodies and hitting them with launch stuff on the other side?

Can you share any wisdom about publishing under a pen name?

We're sketching out products in multiple non-related niches and are concerned that it could be confusing to customers if everything is under one author's name... and we don't want the competition to be able to find all our businesses. Thank you!

Can you please elaborate on the pros and cons of accepting new members to a membership site only at certain times instead of all the time?

Part of our target market is teachers, so we're thinking about opening the site enrollment at the beginning of fall and spring semesters.

If you are building a list from scratch, what time frames would be OK to go from initial client contact to launch?

How long do you need to build a relationship before you go to launch mode?

How big of a concern is it for me to stay with 1ShoppingCart? I've not used profollow (aweber), but since that's your preference, thought I'd ask if there's bad news with doing a launch using 1ShoppingCart?

Do you know someone who can help me build  
a survey BEFORE my website goes online?

I currently have a membership site, Learn to Ballroom Dance Online, which I never actually "launched." I will be changing the name to Love to Dance Online the first of the year.

Do I include my current "free" "Tip of the Week" list in the "launch" for the new and improved site? Or just start a new list?

Just to answer what seems to be a common question with everyone:

icontact.com will allow you to import a list from another email service or an excel sheet without doing double opt in IF you guarantee that those people signed up to receive email from you.

I was told today that AWeber is getting unreliable at deliverability and people are switching to iContact. Have you heard that too and if so is iContact better?

Do you sell any affiliate products or just your own?

I'm in the early stages of creating cash flow. I feel I have so much to do to develop my own stuff and don't want to get off track, but could use cash just to help get my own stuff going. Any thoughts?