



PLF 2.1+ Module Four Q & A Call

After reviewing the mortgage web success launch... I don't seem to see a "story" being used?
Am I missing something?

from Carlo:

I would like to shorten all my squeeze pages and do them more as Cut to the Chase. Do you agree? Or are long presentations essential to any launch?

from John:

Looking at some of the recent launches - Kerns infomillionaire, arbitrage conspiracy, eban's altitude... the pre launch is about less than 10 days? is this a new development and why?

from George:

your thoughts: in developing my seed launch, I see clients 1:1 (which i charge a high hourly rate). As part of my sessions I throw in the free teleseminar series, etc. This can then be promoted as: an exclusive series with my VIP clients who pay \$X per hour... so technically they are paying clients that have had the teleseminar as part of their sessions. (btw its the hypnosis market) hope this makes sense ..its late night Australia.

Also pre launch content; if it's a totally new product what are best ways to form social proof? Would it be to build authority/expertise in marketplace like the SMARTS launch..

from Chuck:

Okay, I ask a lot of questions... And I REALLY appreciate your taking the time to address my earlier questions in a call.

1. Where in the launch sequence does the "raise your hand" opt-in for the sub-list go?

It would tip your hand that there's a launch coming, so wouldn't it have to wait until near the end of pre-launch?

2. If you're doing an internal launch, where in the sequence do you do things like... testing the headline on your sales page, testing the price, etc. if those things haven't been tested & optimized yet?

from Sandra:

1. In the List Building 202 video you discuss writing keyword focused blog posts....am I correct in assuming you would follow the same rules for writing articles (ex. ezinearticles)?
2. What's the best way to get someone from your blog to your squeeze page. Do you continually mention the free report in your blogs or should you have links to the squeeze page as part of your 'signature'?
3. Is the squeeze page on a separate website or is it the same website that you have your blog on but listed as a sub-domain?
4. What software do you use for the site that we download our modules from....is it amember? Are there templates in amember or do you need to know html code?
5. When you send out the sales letter on launch day, do you have someone write the html code for the letter and send it out via profollow or are there templates that you can just quickly edit in profollow?

from Jason:

How much do I cover in my first piece of pre-launch content? It seems like it needs to be on a squeeze page, right? If so it seems like it needs to be short, compelling, entertaining, with a strong call to action, and a high perceived value to the opt in. BUT! You also say to give them your best stuff. Is it enough to show proof and build character and relationship and then tell them you'll give them the out line of how you got your results in the next video if they would be so kind as to opt in?

from Jeff:

I noticed on your squeeze page at productlaunchformula.com you are not asking for the first name - only a field for an email address. Why? Also is the new landing page design tested and the best format to use?

Thanks!

from Michael:

With seed launch, when you send first email asking for questions and you receive the questions do you reply back to the person sending you the question?

from Uwe in Las Vegas

I have doubts about my chosen Niche. Is there commercial viability for info products in my niche?

Here are the parameters: Market: Health/Medical

Niche: non-life threatening condition affecting about 3% of the population. [EDITORS NOTE: lots of details cut]

*Market Research results: Strong direct keyword search count and ratios. Only a few active forums.

Open question: Adwords surveys, yielded only 2 responses.

*Demand: There is no existing customer list

*Competition: lots of physical medical products and procedures. A few badly written eBooks with almost identical content sold through affiliate networks. NO continuity products or services, paid membership sites, paid online or physical multimedia courses. NO active podcasts.

from Walter in Raleigh:

I am sure you can answer them together. I was asking you how to deal with comments on a blog, if it is ok to delete a few of them or leave them there. I was thinking now about old blog articles, from previous launches. Do you leave them published during the next launch or hide them? In my case from the old articles you can get a lot of the story and what I am going to do during the pre-launch sequence. The last launch I did people where at different knowledge levels depending if they read the past articles or not, it was kind of a problem and I wished I did not have those old articles still published. At the same time thought, it is social proof and still marketing material... I don't know what's more important, not having people contaminated with the old stuff still published or keep the social proof element. The social proof will be reproduced during the launch anyway, so I don't know how important it is to have it immediately...

from George in Port Chester, NY

If I sign up for Lunarpages.com, do I just use their template capability or is there another way to build webpages I'm missing? (I have a new MAC and just learning it). Is it really worth hiring a company to design.

Also, I'd like to start using Lunarpages.com but they don't offer affiliate commission capability. Should I sign up for Clickbank? Any other ideas to get only affiliate tracking capability?

from Jason in Columbia, MO

Can you talk about delivering your first piece of pre-launch content vs. what ever you do in Pre-Pre-launch. (where does the shot across the bow fit?)

Since we survey our membership site list via auto responder right after they opt in, I'm not clear on how to implement an additional survey for pre-pre launch or even exactly what I would ask since I already cover it as people join my list.

What would you do in this case for pre-pre launch?

Skip it?

from Leila in Houston

Our dog training has 3 areas of importance: puppy training, obedience, behavior modification. Puppy training needs relatively fast response.

Should we have a product for all 3?

If we do a product just for puppy that might only be a 7 day launch at most???