



PLF 2.1+ Module Five Q & A Call

Will I get hard copies of the course on DVD? How long is the PLF 2.1+ course going to be available?

The motivations of JV partners are not always about the money, and it seems you missed that point. In my market, for instance, partners are motivated more about how they are impacting the world in general than about the commissions they receive. There is also the impact that their participation will have on their reputations and public image. You didn't seem to have any information on how to address these motivations. What is the best way to find a bunch of new JV partners quickly? What if you're just entering a market and want to do a launch in 60 or 90 days. What steps do you take to recruit enough partners to make it worthwhile?

from Sam Rosen in Lenox, MA

Are there any examples of cause-driven businesses, non-profits, artists, and other non-traditional, "progressive" organizations and individuals that are using PLF?

In selling a recurring digital product: Is a \$1 trial offer better or a free trial offer better? Why would one be better than the other assuming you still collect the credit card info for the free trial?

This comes out of a question someone else asked re: selling an AFFILIATE PRODUCT. If I am going to do a launch on an affiliate product how do I deliver the bonuses - when my database buys from someone else?

from Dan Scott in London

Hi Jeff, I'm using a blog as home page and submitting key worded articles each day as you recommend.

What do I do about keyword plurals versus singular, both with good search results? I ask this, as on the blog there would be two similarly titled but differently worded articles on essentially the same topic, one below the other in the same category list which may look bad to potential customers, but I don't want to miss out on the traffic!

from Michael in New York:

I often give talks and collect email addresses from attendees. How can I convert those people who gave me their addresses to a double opt-in list?

I haven't yet signed up for a list host, and I was looking at ProFollow and aweber, and noticed that although the price is pretty much the same, with aweber the \$19/month charge covers 500 subscribers and with profollow it covers 10,000 "leads." I emailed profollow customer support to find out why there's such a difference in how many names you get a month, and they emailed me back to say that aweber now has an analytics package, and profollow doesn't have that. How important is the analytics package? That's quite a discrepancy in the amount of subscribers between the two services.

from Mark in Pasadena

Hi Jeff, You're recommending we have a continuity program. Can you share a few tips you've learned about creating monthly content for it?

Huge thanks for the great calls.

from Leila in Houston

Jeff, you suggested we have an "evergreen" product (dog training). How in the heck do you invoke scarcity if it's an evergreen product?

from Damon in Cottondale

When you temporarily take a product off the market at the end of the launch, how long does it stay off the market? Do you do another product launch to put it back or what?

from Diana:

Is membership software similar to ProFollow in the sense that when you subscribe or buy you can have multiple lists in any niche without paying a new subscription fee for each new list?

Said differently, does each niche membership site require a new purchase and setup fee or can multiple sites be run within the main software/subscription purchase?

My question relates to doing ongoing launches for a membership site. You have mentioned previously that John Gallagher runs re-launches on a regular basis for his herbal site and does not take new members outside of the launch participants. Can you please explain more about this process? Would we send new prospects through a launch sequence by autoresponder and send them to a hidden sales page on the website after, say, 30-45 days on the list receiving sample content? How do we handle people who choose to stay on the "free" list once they've seen the launch two or more times? Do we need to come up with a totally new launch every time since they've seen it?

from Sandra:

If you were doing your first launch ever for a home study course very similar to how you teach PLF, how small would you keep the first class? Also, would you recommend sending out CD's instead of setting up a password protected site with the material available to download?

I'm concerned about not having a technical person available for my first launch and worry that I may experience technical issues that are beyond my capabilities. Would you have a technical person available for all launches regardless how small the launch may be?