



PLF 2.1+ Module Six Q & A Call

One thing stood out for me and that was the JV launch was heavily focused on competition and earnings. Having studied a bit about marketing to women, I'm not convinced that the whole "competition" approach of the JV launch would be that interesting for a female dominated audience of JV partners. Don't get me wrong, certainly there are lots of female entrepreneurs out there who are competitive, but from the studies I've seen, "beating the competition" is more a male-dominated approach to success. Now if you tell me the benefits my list would get and how I can help them improve their lives with your product, then I'm more than willing to sell plenty of it for you. Thankfully most of your PLF is indeed very relational-based and works quite well for female audiences.

I know this is a loaded question but I'll ask anyway!
What have you seen as typical close rates based on the size of the sublist - just some general ideas... say you have a launch sublist of 1000 folks - if you follow it all correctly, can you expect a 5-10% close rate? Or more like an online salesletter 2%? Or higher, 20%? Just trying to get a range for my projections

I'd love to hear you talk about product launch conversion rates - the percentage of a list that actually "buys" during a launch. I realize this is different in every market, and for every price point. But I'd love to hear you generalize, since I really have no clue. What percentage of a list would you expect to buy a \$47 digital product during a very good launch, for example?

I'm working on a real estate membership site launch - goal is to get 5k - 10k members by end of '09. First: do you think that's doable? (Side notes- Working w/top rate Real Estate person w/tons of great proven content- well known industry- entry monthly membership will be \$14.97. Also working w/some JV partners.) Wondering if we need to do our launch a little different since we're selling a monthly membership, not necessarily a product. And since we want big numbers do we do more frequent launches - like quarterly or is one or two good enough? Any advice/direction is very much appreciated. :-)

Just curious, did you mention there is some software that accompanies PLF?

I'll tell you this: since I bought PLF my ability to make decisions has improved 1000%. Before PLF I didn't know what to do first. I didn't have a plan. I was floundering, second-guessing myself. Now I have a blueprint. Even if I stray or get it wrong, I know can go back to the plan and start over. I may not be ready for my launch yet - because I want to emulate you in terms of offering a great product with terrific value and that takes time - but I have that goal in mind and it is my guiding principle which has, in turn, boosted my self-confidence and ability to proceed in the direction of my dreams.

What is the best way for a newbie with an info product to get the big names to JV?

We're really confused how this works...
I understand most of the membership software providers allow the search engines to crawl through your site so searchers can find you. That's perfect for keyword targeted articles. I'm unclear, though, how that would work with video or PDF content. A majority of the content on the site we are planning will be videos and PDF files, but then how do we handle SEO and getting people to find us without everything being text content?

Wondering how to use PLF to launch a workshop? Also, how these sales are handled by merchant account provider?

Jeff, I am very far behind. I'm only getting into the second module and I've had a lot things come up the last 5 weeks. I lost my job, my great aunt died, and I fell on the ice outside. Any advice for catching up and making this program successful for me?

Thanks

I have a nuts and bolts question related to communicating with my soon-to-be list. For links sent to a list through e-mail, what's the difference between using a redirect page versus something like "cloaking" links or some other disguise? I'm not sure exactly what cloaking means, but I can see the value in not putting long, cryptic links in my messages. Is one method better or easier to use than another? Does this have anything to do with link tracking to see who opened my messages and clicked through?

Thank you very much!

A question about blogs.

If you have a membership site and a members blog, I assume it will be separate from the blog you have prospects post to during the launch.
Right?

Will we be covering writing the sales letter? That seems to be the last stop of the entire launch - you get the people all fired up during the launch, and then they click the sales letter, which if worded properly gets them to make the purchase. I imagine if the sales letter is not properly written, no matter how good the launch, then they won't make the purchase.

What membership site software do you recommend?

Membergate is very expensive. How about Amember and Memberspeed? Any other membership site info you'd like to share would be appreciated.



Your course and material are wonderful and have a huge impact on my business! In fact I'm doing a launch right now. Day one yesterday made 40k and expecting to reach 180k or so when it is over. I run a subscription stock trading site and keep the memberships closed. Tried my first "launch" back in October and I'm doing one right at this moment. I Have some questions... I keep the site closed to new subscribers except during launch periods. How much time do you think would be best in between launches. In between I use google adwords to build up my list and to get affiliates for the next launch. But with the people who didn't buy how long do you think is best to have them wait for the next launch? You mentioned something about a "Business Launch Formula." I am curious to know more about what this is and how it fits in with relaunches. I find the big picture strategy stuff really interesting and what I need to focus on the most now so would love to hear your comments on this. Thanks!

