



PLF 2.2+ Q & A Call #1

Antony Campitelli-Los Altos

Jeff, PLF is fantastic and I am already seeing results. I started my listing building about a month ago and already have over 700 people on the list! I am also using aweber to manage. I am about to launch my product using PLF but my question is: if 200 out of the 700 list members buy my product, how do I keep my original list clean? Is there a way to easily identify the 200 buyers from the remaining 500 prospects still on the list? I want to keep marketing to the prospects but will market to customers differently. Appreciate your insight.

Toprichman - Croydon, UK

Is it safe to say this is a little too advanced for those of us who are a little uneasy with techie stuff?

Also the course is really intense. Much more than it seemed during the pre-launch which I think was very fantastic. It is certainly a brilliant investment in education, growth and experience but I am pretty concerned about immediate return on investment for the little man who is just about feeling his way around.

Steve Marks - Georgetown, Ontario

I'm going to use the course as an affiliate to promote membership launch.

What questions and requests should I ask of the people running the launch?

eYvn Furness - North San Juan

I'm looking to use PLF to raise funds for a non-profit "yoga for youth" project. The product may be people sponsoring myself in a yoga-a-thong. What do you think?

Trudy – Australia

Can you set up a launch sequence on Autopilot (via autoresponder) for such a thing as an affiliate product? I.E. Once a new person signs up they get put through an email sequence. Or do you have to be involved each time?

Jeff, I don't have a list at all. I'm intending to start a website and offer a free report, participate in other people's blogs and forums, etc as you suggested.

I have about 200 email addresses in my personal address book. Is it fair to send them, just once, a sort of a personal email telling them about the new venture and products and inviting them to go to the website to sign up for the newsletter?

I'm assuming this won't be considered spamming because they all know who I am, and I will never bother them again. What do you think?

Karl Knoeringer - Gomaringen, Germany

Hi Jeff, typically, I've got several promising projects in the making.

Can you give a set of rules or a rule of thumb about how to choose the right project for the first launch?

Ron - OH

Are there swipe files (specifically email text sequences) that we can use with the program? I do not see them anywhere, and that would be most helpful for all. Thanks!

Hi Jeff, If you are selling a widget (ie non-IM type product), can you give some ideas on how to START your story? ie supply the first letter or video which you would direct your list to. This is the area I'm finding difficult... ie you advise "don't let them even know there's a product involved yet" ... so any pointers on how to avoid mention of the widget in the first chapter of your story? Thank, Ed

Sharla Jacobs - Santa Cruz, CA

What is the difference between my launch story and my personal story of why I created the program?

Trevor – England

In your experience... What would you say "Network Marketers" are REALLY looking for as a result? Obvioulsy money, overcoming objections of prospects, generating leads, sponsoring more people... Does that sound like I am on the right track?

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?

Noel Wu – Placentia

I have a membership site I'm planning to launch on May 15th. What's the most critical first thing I need to do in order to get the biggest bang out of this launch?

Matthew Sunderland – Sunnyvale

Jeff, If a product has a \$1,000 price point and I offer a payment option, should I do three payments or just two payment installments? Or is \$997 a price point most people can afford?

Elaine - Manchester UK

Hi I have been listening and watching PLF and most of it is based on having your own product - though one of the audios was from someone who did a joint venture. I am a newbie, only been active online since November 2008. I am starting out as an affiliate in the relationship niche, and have interviewed 4 relationship experts, plus I have another 3 to do. My aim was to have 10 and promote them all at the same time. Since getting the PLF I can see that I could launch each one individually - but how do I get the list to email to and build up the relationship when they are not my list?

Ben Cummings - Fairport

Any additional insights/tips for launching coaching programs as open enrollment for x number of times per year? I've had a coaching program now for 8 years and am wanting to do "open enrollment" launches a few times per year. Any special tips?
Thanks.

Karen Cherniack - Temecula

Do owners of forums make good affiliates?
Are they hard to convince to JV with you?

Matt - Chicago

How do you build an email list? I really want to know how to build a list and what type of cost/time-frame should a person expect? What do you use? Thanks...Matt

Wayne - Aurora

How do you "get to know your prospects" when you go into a niche you have no knowledge of? Like age, sex, income, likes, dislikes, etc.

At some point, I'd like to know how to create all the CD's, DVD's, etc. that I will need as I build my product line and sales material. That information may be in PLF, but all I've read thus far is Module 1. Do you provide that information and if so where can I find it? If not, can you tell me what I need to do?

Amir - Israel

Hi Jeff, next week I'm launching a discounted pre-registration for a conference I'm holding in June. The first 50 to sign up get a significant discount. My questions: What would be best to promote within the next few days? Also, if I get more than 50 people, what offer do I put in front of people who didn't make the first 50?

Jay Gabrani - Oakville

How far in advance should you notify your merchant account before a launch?

Jay - New Albany

What do I need to view your .mmap files? Is there a free viewer? Can I do it on a Mac or do I need to find a Win machine?

I am a business consultant and executive coach. I've started developing two distinct types of prospects, but I am still struggling on the offer part since my service is very time consuming.

I can't wait to get further into it. When will the next module be released?

I teach classes similar to what you are doing here and was wondering what you are using for this survey that I am filling out? I would like to use it for my classes. These surveys are very helpful.

Matthew Sunderland - Sunnyvale

Jeff, if I want to launch two separate products to my list, how long should I wait between launches? Two weeks, three weeks, a month. Or, start another launch right away after the first one is over?