



PLF 2.2+ Q & A Call #2

Mathilde

I am preparing a launch for the beta testing of a software product, what you call a seed launch. Beta testing is not for everybody, since it is for an unpolished product. Should it be announced to the whole list of prospects or only to those having shown an interest in it?

If announcing it to everybody to build the expectation of the internal launch that will follow, how can I do it in a way that only prospects that actually have the stomach for it (OK, it is not THAT bad...) will do the beta testing?

Joel Helfer - Northbrook, IL

Assume that I want to use a combination of list building and sales funnel as my business model. Based on this, do you use a different domain name for the squeeze page than the domain name for your main website?

Karen – Temecula

Hi Jeff, Would you please talk about the "look" of your opt-in page and your sales page. Should it have a polished designer look or be simple? Thanks Jeff!

Mathilde

I receive numerous e-mails from customers telling me how great my products are. Is it fair game to take these messages and publish them in my list of testimonials, with name and place when known, or do I have to ask for the permission first?

Karen – Temecula

Hi Jeff - How do you handle protection of your digital files that you are selling so that they aren't stolen or handed out by someone all over the internet?

What kind of sample agreements do you have with JV partners that address us having the rights to use the interviews with JV partners as product?

How do you keep your personal and professional (product launch) life separate on social media sites?

Grant – Indiana

I would really like to coordinate launches for other businesses as I sell no product other than consulting. Is there a way in this course that teaches how to approach other companies to do launches? Do you know of any companies that could use someone to handle launches because they lack the time or skills to do such a venture?

Damon – Cottondale

Jeff, do you build your product first, build your list first, or do you build both at the same time?

Joel Helfer - Northbrook, IL

What is a budget amount for PPC advertising on Google for a new website with no traffic? Is this the best place to start building a list with a squeeze page, email, sales page approach?

Audrey - Corvallis OR

As a "newbie" to Internet Marketing - how can I choose which Niche I should work in & how do I identify which product I can sell (preferably an e-product) which has follow up options for customers also?

Jim - Toronto Canada

I love the program but honestly ... where does one get "ideas" for a product to launch? I am a complete newbie and need help with coming up with a product. Any suggestions?

Rick Hartsell - Bloomfield Hills, Mi

How do I decide which bonus offers to put where? What are the principles or guidelines for deciding if my bonus goes with the Launch OR the Pre-launch?

Terry Jensen - B.C., Canada

Can you recommend some robust software for creating an ebook? I have an idea about making it interactive and would like to incorporate audio and video clips.

Tim - Santa Clarita, CA

Hi Jeff, I absolutely dig PLF 2. It's paying for itself big-time! I'm thinking of using Clickbank as the payment processor. Only thing is, pretty much all my members are probably going to use their CB link to get the membership for a discount each month. I'd rather just give everyone a discount if that's the case. However, going with Clickbank would have the nice benefit of tapping into their affiliate network, but I'm afraid I'd be losing too much from the membership fees to make it worth it. Just curious on your take - would you use Clickbank as a payment processor for a membership site or go with a member or someone else?

Brian - NYC

How would you launch a \$600/month business coaching program? My program helps small-biz & service pros improve marketing, sales and profits. I only tell people the price after they do a free, 1 to 1, 30 min session with me. In the offline world, I sell coaching like this:

I do a talk, offer a free coaching session and help them get emotionally committed to their goals through future pacing - how great life will be when they improve business etc. Then I get them to acknowledge current obstacles and weaknesses, ask if they want my help, and then I quote the price.

I want to sign up 10-30 clients, which means 40 to 120 free sessions over the next two months. I'll need these clients for case studies for a big ticket workshop in 6 months, so I don't mind selling them one on one. In the online world, when do I mention price? I may get swamped with unqualified leads if I don't set an expectation, but I may get shut out if the price comes before I build perceived value. Sorry for writing a novel here. Thanks Jeff - PLF is amazing, you're a great mentor.

LuAnn Parks - Hattiesburg, MS

I am an authorized wholesale dealer of wedding dresses. I can dropship these gowns worldwide. Wedding gowns come in different sizes, styles, and color options. How can I create my story and a successful launch for these wedding gowns while giving my customers these size, style and color options before they buy?

Mike - Las Vegas

Hi Jeff, What are the pros and cons of creating a physical product versus a digital membership-type combination like yours? Which do you most recommend?

Terry Jensen - British Columbia, Canada

My questions concern interviews. First, in your experience, are those that are experienced in the field willing to do interviews--and for free, or is there some way I should entice them? Secondly, how do you recommend that I accomplish interviewing someone who is in a different city or country (e.g., are there programs that help me accomplish this)?

I created a list of about 300 people who answered a google docs survey and they all left me their names and emails but there was no opt in feature. How do I approach these leads for the first time to get them to opt in via aweber. Do I send an email from my email account or do I do it thru aweber if they let me do it? I have a free 20 page report ready to give to them. Plus, this survey was to help me create an ebook. I initially offered these leads a free copy of the ebook when it's done....which would be my main product (I should have gave them a smaller free report, but I didn't have any). However, I will have a mp3 of the ebook, 2 seminar digital dvds/cds & transcripts that are very powerful. These were to be my bonuses. How do I sell to this list above when I'm already giving away the ebook. Do I turn one of my bonuses into a product for sale? I'm confused.