



PLF 2.2+ Q & A Call #3

Mathilde

Most of your examples are for the launch of a completely new product. Now, I want to launch a new release of an existing software product. How would you balance the emphasis on the old pains, already solved in the current release, and the new ones solved in the new release? Also, how would you "reheat" the story "I am a lot like you & found the solution, etc." for the new release?

Joel Helfer - Northbrook, IL

Can you do a product launch with a squeeze page, a thank you page, autoresponder, sales page and nothing else?

Sheila - Winnipeg, MB

If there are poor results from a launch, how do you know if it was due to the launch strategies or because no one wanted their product or service? I recently did a launch for a coaching program and included a lot of PLF strategies. Did a survey, tried to generate prelaunch buzz, held two preview calls, my promotional emails included useful tips to build reciprocity and value, I used social media, offered launch and regular bonuses, etc. But no one signed up. How do I know if it is the marketing or the product (offer) that needs fixing? The offer was a year-long coaching program w/ three calls a month, action sheets, participant forum, email coaching, audio recordings, and a few bonuses for \$1500 one-pay or \$150/month. Any insight or suggestions on what went wrong would be much appreciated.

iumi (I you me) – Austin, TX

For years I have helped people realize their talents and helped them gain confidence in these talents. I have helped people become professional singers, artists and actors and helped many people realize and enjoy their creative potential in their lives even though they did not become professionals. I have a MA in creativity facilitation and art therapy and would love to reach many people to find this kind of joy. I have many processes that can become products. But I don't really know how to start...your material is fantastic and I am excited....but I still haven't been able to get traction....how and where to start? I don't have a list yet although I can get some testimonials from some of these successful artists. Jeff, I think your work is great. I love to help people find their joy and success and I can see that this is your joy too.

Rory - Santa Cruz, CA

Do you have a list of questions or a certain order of asking certain types of questions when doing interviews?

Dan - Edmonds, WA

I have started a business that involves selling corsages and boutonnieres to high school students as a fund raising tool. I have 3 high schools that are committed to this program now. In the process of taking orders for these products I will be getting the email address from three sources: 1.school administrator. 2. parents of students. 3.students. I want to use the contacts from these 3 schools as a seed to a national launch. Should these 3 distinct email lists (administrator, parent, student) be treated separately or treated and communicated to in the same manor?

Alice – Fremont

I'm launching a DIY Home Staging product. How much FREE info is sufficient in the pre-launch phase? My blog offers articles, I will be doing podcast interviews w/ real estate related experts, and will be offering videos. Just wondering what I can keep for the actual product vs. pre-launch content.

Brian – Scotland

Hi Jeff, which is the best way to launch a Social Network? I operate a social network, and I'll probably use your seed launch approach at the moment.

Rory - Santa Cruz, CA

Hi Jeff, Is there a formula for making videos that you use? I sort of see a formula behind what Eben and Frank do but I haven't been able to figure it out completely. Any ideas on this?

Ann - Seal Beach

Do you write the e-mails for your JV partners? Or do you give them the option that you will write it for them or ask them to write it?

Sarah – Wellington

Do you plan the exact timing your launches from start to finish? Or do you follow a general plan and adapt according to how it develops.

Susan Garrett - Ontario, Canada

Hey Jeff, with your ideas I have grown my list from 750 people to 4043 in 4 months. Some of these are customers, others not. You mentioned to keep these two separate. In order to do that should I send out another opt-in invitation to those that have bought from me in the past or just start dividing up the new ones. In either case how do I do it? I assume I start a new list in my ProFollow account but do I keep both active with separate info posts from me?

Roy – Vancouver, Canada

I will be launching a two-day marketing bootcamp. My prospects are attendees from previous 3 hour workshops. They are very warm leads. There are 737 people and I only have 116 spaces available. I have 27 chambers of commerce as partners. These are clients who have hired me in the past. They have access to approx. 3500 other members. I plan to hold 3 preview teleseminars to create interest. Am I on the right track or do you have any suggestions?

Clay – Lawrence

What is the best way to set up the revenue aspect of a situation where someone has the "what" and you provide the "how" (i.e. all the behind the scene's stuff) in exchange for say 20% of the revenue?

Kelvin - Los Angeles

Using social media... is there an effective way to establish a company presence rather than a personal presence to represent our service? Or do we have to be a personality to be effective in the social media?



And now for some live questions
from people on the call

