



PLF 2.2+ Q & A Call #4

How do you feel about getting testimonials (feedback) using a launch with money-back or a big discount for providing feedback, and hopefully some testimonials?

Alan Davidson

I just started my "shot across the bow" survey as part of my Internal Launch for our Transformational Twitter product. I'm impressed by the # of folks who have already responded with great questions (from a 2,743 person list). I'll wrap up the launch in mid June. My question: As soon as my Internal Launch is over, I'm turning right around with a JV launch for the same product. I have 2 people with huge lists and a bunch of folks with smaller lists. At what point do I enter them into my Launch process? If it's the survey how does the list owner "hand over" their customer to me, the Twitter expert? See you in LA in July (My internal launch will cover the costs of your Certified Product Launch Manager training). I'm so there! Thanks for everything.

Jeff - do you outsource? I know you said you didn't used to - it just seems overwhelming to get all this out of the blocks - swimming in a sea of "to do" details - and a little sloughy when not sure how to do them and I have to learn that step too.

What's the best way to get someone from your blog to your squeeze page? Do you continually mention the free report in your blogs or should you have links to the squeeze page as part of your "signature"? Is the squeeze page on a separate website or is it the same website that you have your blog on (wordpress.org) but listed as a sub-domain?

Emma - Palatine, Illinois

My launch is a career coaching program for nurses. What kind of contest that you would suggest that I run during the prelaunch period? I am planning a 28 day launch that may run thru the week of 4th of July, what do you think? What kind of head line would you suggest for the first email for the pre launch.

lumi

Hi Jeff, in module 3 you talk about multiple modalities such as email, video, blogs, etc. How do you incorporate the new modalities such as facebook and twitter into your launches? It seems that people are really using these now alot.

For newbies, will there be a time when we find out about how to set up squeeze pages, videos, audios, etc? Thanks a lot, lumi.

Gayle - Australia

I am a Feng Shui Master and the number one question I get is how to be more prosperous. In every building there are two secret places people can tap into to stimulate prosperity and I would like to release these Prosperity Formulas as my product. My customer will have to do a compass reading of their building to choose/buy the right formula off me. I plan to build a community and ongoing forum/subscription membership. Do you think I am trying to do something that's too hard? I am not sure how to position my guarantee and refund for these valuable formulas. My Hong Kong teachers consider this information to be sacred "holy grail" knowledge so if I have a bad refund policy, they would consider what I was doing to be an insult to the value of their work and I could lose their respect. Do you have any other comments/tips for me to consider when launching a product like this?

Den - London, UK

Hi Jeff. We're now in Pre-Pre launch and with a one page squeeze we have had 237 opt ins in less than a week using Twitter! We are outsourcing some web development to a guy we've known and worked with for 18 months on a blog but I'm concerned that when we launch he may feel aggrieved when we launch and large sums of cash start to flow in. How can we protect our intellectual property when the Web developer holds the key to our website login's, etc. Are there any contracts that you recommend we put in place well before we begin generating revenue? Money has a habit of turning people from nice friendly helpful partners into 'I deserve a bigger piece of the pie' Any help gratefully received. Thanks for the great work you do.

Leo Scheiner - London

After three months of losses and three months of profitability we have a website with a list of 500 prospects and 100 customers. Our list is growing at rate of 40 a day with about four of those being customers and that number is accelerating. Our products are consumable so a customer has a lifetime value.

We are starting our pre-launch with a request to take a survey. Then we plan a six week countdown to launch.

Exactly when should our product launch webpage go up?
Does the webpage content change as we get closer to launch?

One more question from Leo on the next slide

Our market is generally affluent men over fifty. They will not necessarily have great experience of how to use the Internet, though some will.

We are building a course that will be bundled with our existing (health supplement) products (plus some new ones) plus an increased intensive level of personal support. That course will provide new and substantial video and audio material. I originally planned to provide video and audio on-line with transcripts (as you do in product launch). But it has been suggested here that since this will be a unashamedly high priced course (around \$700 a month) we should provide that information as physical media - CDs and DVDs. What do you think?