



PLF 2.2+ Q & A Call #5

I have an info product I've been selling online for a year with a few sales/month.

My opt-in list is only 100. I'd like to try a launch to firstly increase sales and secondly to build the list. Would you recommend a seed launch or an internal launch as more appropriate for my situation?

What software do you use to keep track of affiliates and affiliate standings? Is that done through a merchant account?

I have a potential client that's written an ebook that he sells on clickbank. He has 500 people on his list and wants to use teleseminars to build his list and increase his revenue. I think plf will be a good way for him to do this, but I'm not really sure of the best way to do this. I suggested to him that we do a survey to his list first, and then conduct a two-part seminar; one with pure content and the other content and promoting. I also suggested that we get jv partners and clickbank affiliates to promote. Is it logical to promote this teleseminar to the ones that have already purchased the ebook and will this strategy build his list as well?

Tanya Chadwick – Otis

Hey Jeff, A singular question is challenging...
how about... Is your special session still
available, regarding training to be a Product
Launch "expert"?

Jerry

What Web platform do you use for PLF ? Wordpress, a CMS, straight HTML? Is it merely personal preference or is one type of platform easier to handle when putting together sites like yours? I've got a launch coming that will have similar content needs as PLF (mp3s, videos, pdfs) and want to make this as painless as possible. Also, what membership script do you use?

Hey Jeff, I'm working with a blogger on a launch. He has a ton of subscribers and readers from Feedburner, but NO E-MAIL LIST. He's a little worried about continually pitching from his blog. He's okay with posting as pre-launch content pieces are released -- but doing it every day is a big issue with him as it would change the relationship he has with readers. We'll obviously generate opt-ins from his blog and the videos we post, but it's not the same as blasting to a huge e-mail list. Can you advise me how you would proceed with this, if faced with similar circumstances.

Jeff, great stuff... I'm doing a 2-day conference on healthcare marketing. Target audience is pharmaceutical executives as the attendees, and PR and ad agencies for exhibitors/sponsors. I assume I use price discounts and limited seating as scarcity to sell tickets, and then do traditional PLF style launch of limited sponsor slots. Is this sounding right? I'm a little concerned that pharmaceutical execs won't respond to the email sequences as others might.

Daniel – Boise

How do I create an effective survey to figure out what my market and list really wants and how willing they are to pay for it?

What types of questions are most effective to get at the real meat of what my market wants?

Todd Lee - Gold Coast, Australia

Hi Jeff, I am about to commence my first internal launch. I don't have a dedicated server, only basic hosting with Mid Phase. Google Video is no longer accepting video uploads, so I now don't know where I can host my prelaunch content videos so I can embed them and stream them from my site. The videos range from 20 to 40 minutes long and I don't want to have to cut them up into 10 minute long videos to host them on YouTube. Please advise where is the best place to host video content to stream from my site. Ideally free, if not a low cost solution. Thank you! Todd