# Surefire Profit System

## *Module 4: Planning Your Launch*

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# Introduction

At the end of the previous module, I told you that I was going to tell you how to plan your product launch. As I said, you might find that a little strange, because I'm explaining how to launch before I tell you how to create the product you're launching.

Well, planning your launch can (and probably will) influence what your product looks like, so you need to do that first.

This module will show you how to plan your launch in three distinct phases:

1. **The pre-launch phase.** This is where you get people excited about your upcoming launch so you'll maximize your chances of getting a nice profit windfall on launch day and soon after.

2. **The launch phase.** This is where you start to "snowball" your marketing efforts to build your profits and your list now that your product is available to the public.

3. **The post-launch phase.** This is where you streamline your operations and build your ongoing income.

Each of those phases has some steps you need to take.

Please don't be intimidated if you've never launched a product before. It doesn't have to be an award-winning marketing performance with all the "big names" on board. You can be successful without all of that.

All you really need is a simple game plan to follow that has been proven to work over and over again.

Based on my own experience, I can tell you without a doubt that what I'm going to tell you how to do works like a charm. It works for me every time I do it. Not every launch is a home run, but the vast majority are successful in the way that really counts—they make me money.

There's no reason you can't see similar results.

***Read on...***

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# Phase 1: Pre-Launch

Your pre-launch activities are as important as anything else you do when you launch a product. They lay the groundwork for success.

There's nothing glamorous about the preparation work you need to do, but if you try to skip this, you'll set yourself up for extreme frustration. Nothing stinks worse than putting a ton of effort into a creating a product and then having the launch flop.

First let me give you an overview of what you'll be doing in the pre-launch phase. Then I'll tell you the specific things you need to do.

## Phase Summary

This phase is about setting yourself up to have a flurry of sales on launch day. That means you need to do three things:

- **Create buzz.** This is where you get potential buyers excited about what's coming.
- **Generate leads.** This is where you get interested prospects on a list you can promote your launch to. Your pre-launch list also lets JV partners "lock in" their referrals before launch day (so they'll get commissions when those people actually buy).
- **Motivate JV partners.** This is where you get promoters excited to send you leads before the launch, and even more leads during and after the launch.
- **Outsource your customer support.** This is critically important for your sanity during and after a launch.

To keep things on track, you should plan on this phase taking 7-14 days—roughly a week or two. You won't be spending a month or three here!

Before I get to the specific steps you need to take, let me say that dividing this phase into steps is tough. There really aren't "steps" in the sense that you do step 1 first, finish it, move on to step 2, etc. They really all happen together.

But it's easier to process things in steps, if for no other reason than to keep you focused on taking specific action in an orderly way. With that, let's dive in…

## Step 1: Create Buzz

I'm going to talk a bit more about how to weave some of this into your lead generation activities in the next step. For now, here are some ways you can start getting prospects excited about your launch:

- **Get people talking.** Post to your blog. Post to forums in your niche. Post to the Yahoo and/or Google groups in your niche. Don't spam these people, though. Talk about a problem your product solves, then mention that you're releasing your product to help people solve that problem. You can be more direct on your blog than you can be on forums or in groups, but even there, offer your reader some value instead of just a commercial.

- **Leak information.** This is a great way to build interest through controversy. For example, you could release a "controversial report" and say it'll upset the powers that be. Or you could create a video to "spill the beans" about one particular feature of your product. Anything that will whet people's appetites.

- **Create curiosity.** This is sort of like leaking information, but your focus should be more on mystery. What is this unbelievable product coming up? How much would something this amazing actually cost?

- **Present social proof.** This is a fantastic tactic for building buzz and making your case at the same time. Give people case studies of folks who have used your product and gotten solid results. Record audio or video interviews with people who like your product (or have them submit their own audios/videos).

- **Educate.** This is where YouTube can be a great tool. Put up a video in the "How to" category and show people how using your product can help them. Or you could even offer a video like that on your own blog or site.

Some of those things take more work than others, but they all can be effective.

One thing that lots of people have questions about is offering social proof. How do you get it, especially if you're relatively new to Internet marketing? Even more important, how do you get the proof if you haven't released your product yet?

It's not as hard as you might think.

A good way to create social proof is to run a contest for your subscribers. Give away a free report or video and get people to post their comments on your blog for a chance to win a free copy of the full product. You can give away 10 copies to the people who leave the best comments.

Don't forget to limit the number of free copies! That approach lets you create buzz without risking having to give away all of your profits. It also can increase the urgency people feel to submit comments…if they don't, they won't have a chance at one of the limited number of freebies.

## Step 2: Generate Leads

One of the main advantages of doing a product launch is lead generation during the pre-launch phase. Motivating JV partners to mail for you and share their list is the hard part (I'll talk specifically about motivating them in the next step).

You want to put up a squeeze page during the pre-launch phase, and run a referral contest to get your JV partners to send you leads (see the example template included with this package).

The key to succeeding here is to create some top-notch pre-launch material that JV partners will love sending their subscribers to.

Perhaps you've seen some of the blowout pre-launch offers some marketers are creating. They're offering some seriously valuable stuff for free. You might not have the big guns to do that, which is fine. You can still be successful.

I suggest that you create a controversial report or how-to videos to build the buzz, create curiosity, and increase conversions for your launch. Pretty much anybody can do this, even if you don't have a deep pool of resources to draw from.

## Controversial Reports/Videos

All you need to do create a controversial report is identify a problem, aggravate the problem, and provide the solution. Here are a few example of how you might do it:

- **Focus on a problem area.** Identify the problems with something, then provide the solution(s) in your product. For example, you could call your report *The Death of Email Marketing* and talk about the problems with email marketing (spam filters, deliverability, RSS, etc.). Then provide the solutions in your product. Create curiosity by telling report readers, "There is something BIG coming soon that will fix all these problems." And that is…your product!

- **Focus on the negative.** "If you're not using these 3 techniques…", "If you're making these critical mistakes…", and so on. The solution is in your product. You can use this technique for any topic you want, such as, *Why Your Parrot Won't Talk*, *Why you can't lose weight*, *Why most diets don't work*, *Why you haven't made any money online*.

## Other Report Ideas

I suggest using some controversy for your report, but there are other ways to use a pre-launch report to your advantage.

For example, you could offer "The leaked chapter" of your main product ebook. You could present it like this:

> *Someone got a hold of my 1st chapter, so I decided to release it to the public.*

Include the full table of content with the first chapter and a "coming soon" teaser at the end. That will build buzz for your launch.

Even better, make the report viral—let your affiliates brand it and pass it on to their subscribers. This is a nice incentive for them to promote for you before your launch. You can tell them something like,

> *This launch will be HUGE. Set your affiliate cookies now before all the gurus jump on board.*

And here's where you can do yourself a favor as JV partners are coming on board. Get them competing against each other. You can say something like this:

> *Hundreds of JV partners will be coming on board. Set your cookies now to beat the competition.*

Early bird gets the worm!

If you use this approach, JV partners have two reasons to promote during the pre-launch:

1. To win prizes in the referral contest
2. To set their cookies prior to launch via the email broadcast by the merchant

Now here's where you need to recognize a challenge when you're using ClickBank as your payment processor.

As you know, ClickBank gives your affiliates credit for a sale based on a cookie on a buyer's computer. The challenge is that the cookie gets reset every time somebody follows a marketer's affiliate link. That means the last referral gets the sale. Here's how you can fix the problem…

Include the affiliate ID in a custom field in your squeeze page, then use it in the link when you mail out to the lead list at launch time. That way, the initial referrer will get credit for the sale.

But there's another problem.

If you use a raw ClickBank link in the email (including the nickname of the referring partner), then the prospect can just change the affiliate link and get credit on the sale. Fortunately, there's a solution…

**The Easy Sales App!**

With ESA, you can get members to join your pre-launch list by giving them a free offer. Once they join, members are in the database, so they have to log in to get the free report or video.

The system also sends the info (including the referring ID) to your autoresponder. That way, you can follow up through Aweber and include the referring JV partner's ID in the links during the launch without revealing the affiliate link.

You can also choose to NOT show the affiliate links and promo tools until after the launch to protect your JV partners. Just tell the members that an affiliate program will be open to the public soon.

I know it's tempting to tell all your new leads about your affiliate program so you can get more leads. But that looks bad to JV partners because that makes it easy for customer to steal their commissions.

## Reverse Squeeze Pages

I've seen this lead generation technique used a lot lately, especially with the big product launches (for products in the $997-2,997 price range). But you can use it with any product of your own, even if the price point is far lower.

A reverse squeeze is where you give good content up front via Flash video. People have to opt in to get more. Here's how it works:

- Create 3- 4 videos that cover the key concepts of your product (without giving too much away).
- Put your best video on the squeeze page and then get people to opt in to see the rest.
- After they opt in, send them to a pre-launch blog where they can watch the other videos and get more info on your product.

The point is to educate people and get them salivating for more. The last video could be a direct promotion for the product with case studies or video testimonials.

You can also combine this with the free report method I talked about earlier above by giving away reports and educational articles on your blog.

SPS has a content management system built in to the software. So you can post your videos and reports inside the member's area during the pre-launch. This makes it easy to roll out your pre-launch material.

Even better, using SPS to build a membership helps you sell more.

Since people who sign up during your pre-launch phase are already members at that point, they can easily upgrade their membership anytime during or after the launch. You can also create a one-time offer (for current members) that is activated the next time they log in.

## Step 3: Motivate JV Partners

It's a fact of marketing life that many JV partners either forget to promote for you, or they lose interest and refuse to promote.

You probably can't do anything about the ones who go back on their promise, but you certainly can keep partners from forgetting!

It's important to stay in constant contact with your JV partners during the pre-launch, even if they're not sending pre-launch emails for you. The effort you put into motivating them to promote can pay you back big time.

Here are some ways to motivate partners:

1. Send daily updates of contest standings, conversion testing, etc.
2. Offer to create a custom offer for their subscribers
3. Chat with them on Skype to give them promotion tips, keep them informed, etc.
4. Send them pre-written email copy with their affiliate links pre-coded (I'll show you how to do that with SPS a bit later)

I'll show you how to set up a JV sign up page and get them onto a list in Module 6. Right now, you're just making plans for how you'll motivate them.

And speaking of motivating partners…

## Step 4: Determine Your Scarcity Factor

One of the best ways to get partners excited about promoting your offer is to introduce a scarcity factor. If the concept is new to you, don't worry, because it's easy to understand:

**The scarcity factor for your offer is why somebody needs to buy NOW.**

I'm sure you've seen this before. Some marketer launches a product and it sells out within hours. Then he closes the offer down…only to reopen it a

few days later with an excuse like, “We sold out of the physical product. But so many people begged to get in that we decided to offer the digital version to more people at a reduced price…”

What they’re doing is pressing emotional hot buttons to make people want more. Nothing increases demand like the threat of missing an opportunity. It’s the reason they are lines outside the toy store before Christmas—people just have to get that new toy, and “supplies are limited”.

There are several ways to do this:

- **You can reopen an offer after shutting it down.** I just described this tactic.
- **You can say your server crashed and nobody could order, but now it’s back online and open for business.** Be truthful here. Don’t destroy your credibility just to get a few more sales.
- **You can limit the number you’re selling.** There could be several reasons for the limit. For example,
  - “We’re only selling 500 resell rights licenses because we want to protect the value of the product and limit your competition.”
  - We can only accept 50 people into this program due to the intensive training and support that we’ll be giving you.”
- **You can limit the number of spots for an offer.** Similar to a limit on sales, you can limit the number of spots for your offer because it’s a real need. For example, you could say, “We’re looking for 25 people to beta test our new software.

Whichever approach you use, it’s smart to prepare your strategy and build that into your motivation for JV partners.

You want to be able to say something like this to them:

> *“Hey this is the scarcity tactic we're using and this will boost conversion rates because…”*

Plan scarcity into your launch and impress your JV partners with the plan of attack. You could even write the promo emails for them in advance, and build your scarcity factor right in!

Your pitch to partners might go something like this:

> *"First send this email. Then send this email when we announce that the server crashed because so many people tried to order at once..."*

Or you might say something like this if you're limiting the number of copies:

> *"We're only selling 100 copies. Send these emails when we get to 30, 20, 10..."*

Scarcity isn't a requirement, but it definitely can boost your conversions. Your partners know this, and if you show them how you've built scarcity into your launch, they'll take you more seriously and be more inclined to promote (because they'll win big with scarcity just like you will).

## Step 5: Outsource Customer Support

You should plan for big success when you launch. Not every launch is a home run, but ask yourself a simple question:

> **How will I handle customer support if this launch is amazingly successful?**

Most people answer by saying they'll handle it themselves. Great...if you want to pull your hair out. There's a better way—outsource.

Outsourcing isn't some kind of magic wand. You still need to do some work to keep things on track, ensure your outsourcing partner is doing what you want, etc. But outsourcing your customer support is typically a smart choice. And I recommend that you check out Workaholics4Hire.com:




These folks do what you would expect a customer support rep to do:

- They answer customer questions
- They respond to refund requests
- They respond to unsubscribe requests

But they also try to preserve your revenue by not assuming that everybody who asks for a refund actually wants one. They'll see if what the customer really needs is support (help solving a problem).

I strongly recommend that you outsource your customer support, not only for your own sanity, but also to make sure you're really giving customers the support they need, when they need it.

# Action Steps

To summarize, there are four steps you need to take in your pre-launch phase:

- **Step 1: Create buzz.** Get people excited about your upcoming launch by telling them about it! And get creative when you do it. Use the techniques I gave you to create curiosity, leak information, etc.

- **Step 2: Generate leads.** Create a system to entice people to join your pre-launch list. Offering a controversial report is a good tactic, and don't forget the power of a reverse squeeze page.

- **Step 3: Motivate JV partners.** Plan how you'll motivate JV partners to promote for you as your launch unfolds. You'll want to stay in regular contact with them to keep your promotion at the top of their mind.

- **Step 4: Determine your scarcity factor.** Plan how you'll make your offer scarce, build it into your launch and tell your partners about it. They'll love it, which will make them more likely to promote…and everybody wins.

- **Step 5: Outsource customer support.** For your own sanity, and to make sure you're giving customers the support they need, consider NOT doing your own support. Workaholics4Hire.com is a great resource to consider here.

Once you have your pre-launch phase planned, it's time to plan what will happen when launch day rolls around…

# Phase 2: Launch

Your launch phase is where the actual revenue starts rolling in. If you planned your pre-launch well (including outsourcing your customer support), this is the fun part!

The launch phase sets you up to turn your one-time product launch into a long-term revenue stream, so it's critically important for your success.

## Phase Summary

This phase is about keeping the pre-launch momentum going so you can maximize your launch revenue. There are three things you need to do here:

- **Maintain the buzz.** Just because your pre-launch phase is over doesn't mean you don't need buzz! More buzz means more sales once your launch is underway.
- **Support your customers.** Now you have buyers, not just prospects. You need to make sure you keep them happy.
- **Motivate JV partners.** You'll need to work just as hard at keeping them motivate here as you did before your launch.

You should plan on this phase taking another 7-14 days—roughly a week or two again.

## Step 1: Maintain The Buzz

One of the best ways to maintain buzz is to send teaser emails to your subscribers. Talk about how "Everyone's talking about the product", and "The forums are buzzing". Give the impression that this is an exciting event.

If you have testimonials coming in, or positive reviews from other marketers, feel free to include those comments in your teaser emails.

And don't forget to work on your conversions here.

Split test the main headline and other attributes of your sales letter. If you can boost conversions by just one percent, that's something to tell your JV partners about. Remember, the dollar value per visitor is what's important. If a partner sends you 1,000 visitors on a high-priced product, conversions could be low. But if they're making $10 per visitor, that's awesome!

As an affiliate, which would you rather have, a five percent conversion rate on a $47 product or two percent conversion on a $497 product? Assuming you send 1,000 visitors, 20 x 497 is 400 percent more than 50 x 47, or four times the visitor value.

## Step 2: Support Your Customers

Focus on customer retention. Saving a customer sale is worth much more than the price they paid. Here's why…

When you lose a customer, you lose the time and effort you put into gaining that customer. You also lose the potential back-end sales you could make from a happy customer.

It also looks bad to JV partners when they see a commission reversed. So you could lose potential sales (sometimes hundreds of sales) if a JV partner decides not to send another email promo.

But how specifically can you increase customer retention? It's not as hard as you think. Here are three simple techniques:

- **Send an unadvertised bonus.** Save a nice bonus for after they buy. Load it into your email autoresponder and send it out the next day.

- **Offer additional bonus content in the future.** This can make your customers feel compelled to stay and get the bonus (this works with one-time or recurring sales).

- **Offer another product to customers who request a refund.** You obviously won't be preserving the initial sale, but you'll be preserving all or part of the revenue.

The last method is good. You can have another product ready to offer and tell your customer support to reply to refund requests with something like,

> *"If you'd like to give it another try, we'll give you free access to [another product]."*

But that's not the only option...

If a customer complains that your software or script was too hard to install, you could offer to install it free of charge.

If a customer bought the basic version of your product, you could offer to give them a free upgrade to the premium version.

Considering the "real costs" of losing a customer that I listed above, "giving away the farm" is a small price to pay.

## Step 3: Motivate Your JV Partners

After the pre-launch lead referral contest is over, you should start a new contest for sales. You can give away cash, computers, iPods, etc.

> **Note:** It's easy to order electronics online and have them shipped to the contest winners. You can find some great stuff at places like http://www.Firebox.com.

Keep partners updated on the sales contest standings. Let them know if two partners are battling for a position. You might say something like this:

*"Bill is just 2 sales away from taking the number one spot."*

That motivates the guy in first position to send out another mailing!

If you've never run a JV sales contest before, you might feel a little lost about what your prize levels should be. Here's an example of cash, or equivalent merchandise:

- First prize: $1500
- Second prize: $1200
- Third prize: $1000
- Fourth prize: $800
- Fifth prize: $600
- Sixth prize: $500
- Seventh prize: $400

- Eighth prize: $300
- Ninth prize: $200
- Tenth prize: $100

That's a total value of $6,600 in prizes.

Now, if you're brand new and you don't have that kind of money to throw around, you could get into some serious trouble if your partners don't make enough sales to cover the costs of the prizes!

But of course, I have a solution for that too…

In the contest terms, **impose a minimum number of sales**. You'll have to do some math to figure out your break-even point.

> **Note:** Worst-case scenario is that you make no money on a launch. But if you do it right, you'll have a huge list of prospects sell other product to and an army of affiliates to send you traffic for years to come.

So let's do the simple math, with these assumptions:

- Your product costs $50
- The commission rate is 50%
- You're offering $5000 in prizes

I'm using round numbers to make the math easy. Computing your break-even point is easy with some simple algebra:

*Break Even Sales * Price * 50% - Prizes = 0*

Just solve for sales:

*Break Even Sales = Prizes / (Price * 50%)*

Now substitute the values from our assumptions:

*Break Even Sales = $5,000 / ($50 * 50%)*

***Break Even Sales = 200***

So you'd need a total of 200 sales to break even. Now all you have to do is distribute those sales over the 10 levels of prizes.

- 50 sales for first prize
- 40 sales for second prize
- 30 sales for third prize
- 25 sales for fourth prize
- Etc.

Of course you could impose a total minimum of 250 sales to ensure that you will make money.

Another tactic to motivate your JV partners is to get them to contribute to the front-end or back-end offer (so they get leads from your buyers), or ask for an offer swap where you put your free offer on their download page.

You also could arrange to give your customers a free trial of another marketer's product. This could be a free trial membership or just a free offer with an OTO. You benefit because you have another bonus to give your customers.

You could include the bonus with your initial offer if it enhances the value of your product, or it could be an unadvertised bonus on the download page. You can also make additional commissions from the upgrade. And it gives your partner an incentive to mail for you

Your JV partner will benefit because he knows he'll be getting some of your customers in return. We'll talk about recruiting JV partners in Module 7.

# Action Steps

To summarize, there are three steps you need to take in your launch phase:

- **Step 1: Maintain the buzz.** Send out teaser emails to your list, work on improving conversion and let JV partners know how conversions are going.
- **Step 2: Support your customers.** Focus on retention by offering additional value, doing your best to keep customers when they ask for a refund, etc.

- **Step 3: Motivate your JV partners.** Run your sales contest and use other techniques to involve partners in driving your sales.

Once you have your launch phase planned, you need to plan what you'll do after launch day…

# Phase 3: Post-Launch

The game isn't over after your launch. It's really just beginning. You may break even or make a killing on your launch. That doesn't matter as much as you might think, though, because either way you're left with a thriving business that you can build over time to generate consistent monthly income.

## Phase Summary

This phase is about turning your launch windfall into long-term profits. There are three things you need to do here:

- **Streamline your customer service.** Don't reinvent the wheel with each customer service request. Leverage what you've learned instead.
- **Build an affiliate sales force.** These are the people who will keep the sales rolling in on autopilot.
- **Support your affiliates.** Show some love to the folks who are lining your pockets. Help them help you. If they're happy, you'll be happy too.

This phase can last forever, or until the lifespan of your product is over (which might take years).

## Step 1: Streamline Customer Service

By now you should have heard every complaint and worked out all the bugs.

If you're using the ticket system that's built-in to the SPS system, you can automatically add frequently asked questions to a knowledge base. Customers can search for quick answers and that reduces customer support.

Building a knowledge base like this will reduce the time customer service reps have to spend on requests, which will lower your long-term cost.

## Step 2: Build An Affiliate Sales Force

With the SPS system, every member, free or paid, is automatically an affiliate for your product. That makes it easy for people to promote you, which is a tremendously powerful reality.

Your customers will make your best affiliates, especially if they've used and believe in your product. If you encourage them to promote your products regularly, you'll see significant revenue without having to work hard for it.

Imagine the potential. What if 100 affiliates sent you a total of only 10 visitors a day? If your product costs $50 and you give half of that to the affiliate who referred the sale, you'll be making

- $250 a day
- $1,750 a week
- $81,000 a year

And that's essentially passive income.

## Step 3: Support Your Affiliates

If you want to see numbers like that, you need to keep your affiliates excited about promoting.

First and foremost, make sure your affiliates have fresh content every month to use in their promotions. I'll talk about the specific promotion tools you should provide in module 7.

Second, run monthly sales contests. Just like you did for the JV launch, you can run small contests to give your affiliates incentive to promote. You can structure them the same way, with cash and/or merchandise as prizes.

Remember, affiliates are your gravy train, so you definitely want to keep them happy. If you help them by giving them great promotional tools, they'll help you by keeping the sales rolling in.

# Action Steps

To summarize, there are three steps you need to take in your post-launch phase:

- **Step 1: Streamline customer service.** Add your FAQ to minimize your ongoing support work/cost (remember, this is easy to do in SPS).

- **Step 2: Build an affiliate sales force.** Set up your affiliate section in SPS to turn customers into affiliates automatically. This will build you passive income.

- **Step 3: Support your affiliates.** Give them fresh promotional content and run monthly sales contests.

Now that you have your launch planned, it's time to organize your launch so you know how you'll execute your plan.

# Organizing The Launch

Now you know the phases of your launch. The only thing missing is a mindset to bring it all together. That why I recommend that you not think of yourself as the person who does all the work. Instead, think of yourself like an organizer.

There is a lot involved in a successful product launch. But the good news is, you don't have to do all the work yourself.

You are the launch organizer. Your job is to come up with the ideas and get other people to do the work for you.

To launch a product, you need people to:

- Create the product
- Design the website graphics
- Create the promotional graphics
- Write the sales letter
- Write promotional materials
- Get the website online
- Integrate the autoresponder
- Set up the sales system
- Set up the JV contest
- Recruit JV partners

And the list goes on. But I know what you're thinking…

## What Do You Bring To The Table?

Are you an expert at the topic you chose? Are you a webmaster? Are you a writer? Can you make videos?

Do you have the time to learn all this stuff?!

**No.**

Do you have the money to outsource everything?

**Probably not.**

Even if you do outsource everything, there's a lot of work involved…

- If you're creating an ebook, you have to write the outline
- If you outsource the graphics, you have to tell them what you want
- If you want videos, you have to write the script

And in case you haven't noticed, copywriting is not cheap. A good sales letter can cost $10,000!

So what's the solution? **Partners!**

At the very least, you need a writer, a webmaster, and a JV/affiliate recruiter.

Now if you're not a webmaster or a writer, you can be the recruiter, the PR man—the guy who goes out and gets the JV partners. Of course, that's in addition to organizing the launch, which is a big job by itself.

If you are a webmaster, you can get someone else to do the writing and a JV broker to do the recruiting.

There are several ways to work this…

1. **You can team up with one or more partners and split the profits.** The upside is that you have no upfront cost. The downside is that you may end up doing more work than the other partners.
2. **You can team up with one or more partners and organize the launch together.** Split the costs of outsourcing and split the profits, too. The upside is that there's less work and less upfront cost compared with paying for it all yourself. The downside is that there are costs involved, there is still work involved and, again, your partners may not hold up their end of the bargain.
3. **You can do some of the work yourself and outsource the rest.** The upside is that you don't have to deal with partners who

don't do they're share. The downside is that you have to organize everything yourself, and it may be hard to convince people to work on faith.

That third option is really quite attractive when you think about it. Here's how you might work it out:

- **You can pay a JV broker a percentage of the sales to recruit JV partners.** For example, you could pay him 20 percent of the sales generated by the people he refers.

- **You could offer 20 percent of the profits to a copywriter to write your sales letter.** They may want something up front, but if you plan to make a $50,000 profit, then a $10,000 cut of that may be a good incentive to write a great sales letter!

- **You could offer a portion of the profits to a web designer.** You don't necessarily have to offer a percentage of every sale. You could, for example, give your web designer the first $2,500 of your profits…and keep the rest for yourself. That's a great incentive for the web designer, and not a huge cost for you if you're confident of the profits you'll make.

So you can outsource various jobs to people and give them an incentive of a big payoff. You just have to convince them that the payoff will be big. And you need to be smart.

Don't assume you have to pay somebody a fat fee up front, plus a cut of the profits. Negotiate! If you're giving a cut of the profits, perhaps the person will lower his up-front-fee.

# Finding Experts

Okay, so you think you might want to outsource some tasks. Where do you find the experts to do what you need done?

It's not hard. The woods are full of 'em. Here are some places to look:

- **Forums and message boards.** You can post your job or partnership offer in the appropriate area of many forums. Here are some marketing forums you'll want to consider:

  - http://warriorforum.com

  - AssociatePrograms.com
  - eWealth.com
  - Internet Based Moms
  - Money Maker Group
  - Work at Home

- **Your subscriber list.** Send an email out to your current subscribers asking if they know anyone who is a webmaster, writer, or would like to recruit JV partners for you. I have found some great partners through my list.

- **Ask around.** Ask your marketing friends, "Who writes your copy?" or "Know any good webmasters?" You'll be surprised at what people are will to share.

- **Use the search tool at Guru.com to seek out "experts" before you post a project.** You should always do your due diligence. Look at the profiles of pros on this site. See what kind of customer feedback they've gotten.

- **Don't skimp on a good writer.** You want to work with someone who has written on the subject before, not just a ghostwriter who happens to be good researcher. You're not just buying a product. You're also buying a "voice" and the skill to organize what you want to say. That's why you might like to investigate writer Roy Miller for yourself—he's particularly good at putting your thoughts in written form (you can contact him at http://www.RoyWMiller.com).

- **Graphics designers.** This is something you'll usually have to outsource, but it's not that expensive. You can get a graphics package for as low as $147. Here are a few places to start:

  - www.HyperCovers.com
  - www.KillerCovers.com
  - www.MaxCovers.com
  - www.pro-ecovers.com
  - www.designgururyan.com

Remember, outsourcing is a skill. Don't assume you'll just dump all of the work onto other people and they'll produce a miracle for you. You need to delegate well. Let me explain…

Paying somebody to do work for you is fine, but it's a mistake to assume an outsourcer can read your mind. If you want to get your money's worth, you need to get good at specifying what you want. That means, of course, that you need to be clear in your own mind about what you want.

I mentioned some of this in passing a few pages ago, but here's what I'm talking about:

- If you want somebody to write an ebook for you, you'll need to make an outline for that person to follow…or just accept what he thinks makes sense.

- If you want a nice header graphic for your sales page, you need to give a graphic designer some idea to go on…or hope he gets it right by guessing.

You probably get the point.

Experts are good at what they do, but they're not clairvoyant. Give them good direction, hold them to high standards, and reward them well when they do good work. It's often a case of getting what you pay for.

## Action Steps

To summarize, there are two steps you need to take to organize your launch:

- **Step 1: Decide your role.** You can't do everything, so you shouldn't try. Decide what you'll do, what you'll outsource and how you'll outsource it.

- **Step 2: Recruit outsourcing partners.** I gave you six different ways to find them. Remember to be clear about what you want so your partners can give you what you want.

Now you have your launch plan, and you know how you'll execute it.

# Wrapping Up

Now you have your launch plan. You haven't implemented the plan yet (that's later, after you have your product), but you have a good idea of where everything is headed.

I gave you steps to follow for each phase of your launch:

1. **The pre-launch phase…**where you get people excited about your upcoming launch, and motivate your JV partners to send you leads.

2. **The launch phase…**where you release your product and motivate your partners to keep promoting hard for you to maximize your revenue and their reward (don't forget the sales contest you should run here).

3. **The post-launch phase…**where you transform your launch event into a long-term profit engine for your business by recruiting an affiliate sales force to drive sales over time.

I walked you through strategies for implementing each phase, and gave you some resources to help you along the way. In particular, I talked about how the SPS software makes most of the "hard stuff" easy.

Last, but not least, I told you to think of yourself as a launch organizer, and I gave you some tips about how to outsource effectively. You don't have to be an expert at everything!

In the next module, I'm going to show you how to create your product. I know you've been anxiously awaiting this, so the wait is over!

Thanks for reading, and I'll see you in the next module.



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