THE PRODUCT LAUNCH BLUEPRINT

Created by Jeff Walker

http://www.productlaunchformula.com
Welcome to my Product Launch Formula Blueprint…

What I've done in this Blueprint PDF is boil down the essence of what the Product Launch Formula is so you could see it in just a few pages. This is my working "mind map" of the entire process.

It’s pretty crazy - when I first created these techniques I never could have dreamed that one day I would be teaching it to thousands of entrepreneurs in all kinds of different businesses.

I was just working away in my little one-person home-based business in a tiny little niche market. Since I had no marketing or sales experience, I just started doing things my way - and I figured that everyone else must be doing the same things I was doing…

Little did I know that the results I was getting were WAY beyond normal… and the stuff I was doing would one day become known as the “Product Launch Formula”… and one day it would literally change the way stuff was sold on the Internet.

Fast forward to today… and it's shocking, but since I started teaching Product Launch Formula way back in 2005 my students and clients have done more than $400 million in product launches.

That’s 400 freaking MILLION dollars!

IMPORTANT:

I know you want to just get going and blast into this Blueprint right now. But you will get WAY more out of it if you watch the Product Launch Blueprint VIDEO that goes along with it. There’s a TON of details in the video that I couldn’t fit in this document. Go check out the video now:

http://www.productlaunchformula.com/blueprint.php
I guess that was cool enough that Forbes.com ran a profile on me…
In any case, I still can’t believe this all started from my homemade desk that was jammed into the corner of the baby’s changing room!

And it’s been really cool watching my students do those launches in **almost every market you can think of** ... including a bunch of markets that I had never even heard of ...

I’m talking about everything from "handwriting analysis" to "tax preparation" to "pet first aid" to "how to write a novel" to "horse ballet" to "Holstein cow embryos" to "marching band accessories" to "coaching youth soccer" to "business coaching in Poland"... and on and on and on.

And I never would have imagined that people would be using my stuff all over the world... from Europe and the UK to Asia to Africa to South and Central America... and of course in Australia and New Zealand. And obviously... in the U.S., Canada, and Mexico.

The funny thing is that when I started out, I knew it worked for online subscriptions and information products... because that’s what I used it for in my tiny little niche business.

But soon after I started teaching Product Launch Formula I realized that my students were using PLF for all kinds of products... information products, physical information products, books, online and offline coaching, ecommerce, membership sites, online services, offline services... and physical widgets. It's even been used by a youth minister who was trying to get more people to attend her classes! And one PLF Owner actually used it to sell high-end CRM systems to Fortune 500 companies.

**Who could have imagined?**

It’s been a wild ride, and I’ve been very blessed to be able to share my work with so many amazing entrepreneurs. I love teaching this stuff and I love helping entrepreneurs start and grow their businesses.

*(And I especially love it when people are able to start a business and quit their jobs – those are the all-time favorite emails that I receive!)*
In any case… let’s get rolling. But first, a warning…

On the next page, you’ll see the VERY BIG PICTURE of the Product Launch Blueprint. We actually had to shrink it way down to fit it all on one page. In fact, we had to shrink it so much that you’re not going to be able to read much of it.

We just did that so you could truly get the “big picture”… but don’t worry – as you go through the rest of the Blueprint you’ll be able to see ALL the details…

So let’s get started…
This is what the entire Blueprint looks like. I know it's way too small for you to read...

Sorry about that, it's the only way I could fit it on one page.

The good news is that I've broken it into sections on the following pages so that you can see the entire Blueprint.

- Jeff
Big Picture Strategy:

- List Building On Steroids: best way to build a list = product launch
- Building A GREAT Relationship With Your List: the best warmest list you'll ever have, the Launch List phenomenon
- Creating RAVING Fans: they're gonna love you
- Building a CRUSHING Offer: give them what they want, and it makes EVERYTHING easy
- Identifying DEADLY EFFECTIVE Sales Hooks: identify and answer objections and totally forget about the "hard sell"
- Massive Positioning Power: you = guv/expert/authority/leader
- Product Launch Parachute: screw up 80% of this, and it still works
- No "Single Point of Failure": this is a completely risk-adverse strategy
- Launch Stacking: building momentum and sales from launch to launch
Tactics, Part 1:

Mental Triggers

- **stories**
  - we've been trained for thousands of years to listen to stories
  - nothing is more engaging than a good story
  - your entire launch is a "story arc"

- **reciprocity**
  - give great stuff, and people will naturally want to give back to you

- **event-based**
  - people love events and feeling like they are part of something larger than themselves
  - going through an event TOGETHER with other people is the core piece of "ritual"... and rituals are among the most powerful experiences that humans have

- **anticipation**
  - few things capture our attention and imagination more than anticipation
  - this is how people get pulled into your launch... it's what keeps people reading and watching your marketing instead of your competitors marketing

- **social proof**
  - people look to other people for clues on how to act
  - if you can show your prospects that they are not alone, then you win

- **proof**
  - show people that your stuff works

- **community**
  - we act like we think people in our community are supposed to act
  - "virtual" communities are REALLY strong

- **interaction / conversation**
  - people would rather talk than listen
  - people will pay attention to a conversation longer than a lecture

- **scarcity**
  - when there is less of something, people will inherently want it more
  - event-based launches naturally lend themselves to some elements of scarcity
Tactics, Part 2:

The Offer

- Only sell what your market wants
- Tune your offer to feedback during launch
- What they get
  - You can refine your offer during the launch (based on the feedback you get during the launch)
  - You can also fine-tune this based on your "Launch Conversation"
- How they get it
  - Use the "Launch Conversation" to create a crushing offer... and it makes selling very easy
  - Often you don't know your market as well as you think you do
- Bonuses
  - What's going to get your prospects REALLY excited?
- Guarantee
  - Often you can refine your offer during the launch (based on the feedback you get during the launch)

What markets?
- Any market
  - Not locksmiths
  - Not role-model people
  - Works around the world
  - My last P4 class had people from 43 countries
  - Can be any price
  - But you'll often be able to get a higher price with a launch

Prices
- Does it have to be high-priced?

Types of products
- Online products
- Physical products
- Membership sites
- Online services
- Offline services
- Widgets
- E-commerce

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Tactics, Part 3:

**Sequences**

- **Pre-launch**
  - shot across the bow
  - one method: survey
  - from 4 to 20 days
  - 3-5 pieces of prelaunch content
  - deliver value
  - create conversation with your market

- **Launch**
  - from 1 to 7 days
  - the "Walker W"

- **Post-launch**
  - lock in your relationship with your new clients

- **Relaunch**
  - almost no work, lots more money
  - AWESOMESAUCE !!

- **JV**
  - critical if you're doing a "JV Launch"
  - first and most important launch if you're doing a "JV Launch"
Types of Launches:

- **Quick Launch**
  - Fast, easy launch
  - Great for bringing in case quickly
  - Perfect if you don't have a list or product
  - Get paid to create your product

- **Seed Launch**
  - Use the feedback from your market to create a great product
  - Simple, easy, elegant... very profitable
  - You launch to your list

- **Internal Launch**
  - Classic sideways sales letter
  - The big payday
  - You use Joint Venture or affiliate partners

- **JV Launch**
  - Your partners mail their lists into your launch
  - Fastest way to build a list known to mankind
  - Regular profit boost

- **E-Commerce Launch**
  - Use launches to drive people to site
  - Think in terms of bundles

- **Rolling Launch**
  - Sequential JV launch
  - Launch one JV partner at a time

- **Shadow Launch**
  - Probably the easiest launch
  - You launch OTHER people's products as an affiliate
  - Work with new products that are being launched
  - Works especially well with products that have been on the market for a while
  - This is the best way to set yourself apart from all the other affiliates in the market

- **Evergreen**
  - Turn your one time launch into a profitable automated system
  - Perpetual launch sequence for new leads
  - Awesome business model

- **The Relaunch**
  - Almost no work, lots more money
  - AWESOMESAUCE!!
Your Launch Path (overview):

- Have a current business
- Have an Unleveraged Business
- Wantrapreneur
- Artist
Your Launch Path, Part 1:

Have a current business

- awesome to be you
- PLF is your instant leverage
- relaunch your current offer
- create a new bundle/offer
- create a new product

use the Seed Launch if you want to test/create a new product

use the Internal Launch if you want to relaunch or create a new bundle/offer
Your Launch Path, Part 2:

Have An Unleveraged Business

You need to build your tribe

Who you are...
- service provider
- practitioner
- consultant
- coach

Lots of niches, including...
- health
- wellness
- spirituality
- relationships
- money
- real estate
- business
- sports
- hobbies

You need to get leverage
- to increase your income
- to help more people
- to make a bigger impact
- to increase your positioning in the market

Social media is OK
But email is still king
- way easier than you think
- the Seed Launch is amazing
- your Seed Launch recordings become your product
- once you have products, the "math" behind your business changes

Once you start to build your tribe
- and once you create a product or two with Seed Launches
- It's time to roll those products out big
- Use the Internal Launch
- Eventually, you might even step up into a big JV launch

Your own products = leverage

Your client will help you co-create
Get paid before you create the product

No longer "dollars for hours"
- you can afford to "buy" leads
- Attract Joint Venture partners and affiliates

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Your Launch Path, Part 3:

Wantrapreneur

- this was me for years
- ready to step up and do what you love
- suspending disbelief
- start with the Seed Launch to create your first product and get your first list
- you are not in the game until you have an offer and a list building process... your Seed Launch gets you in the game
- this is the quickest way to get in the game
Your Launch Path, Part 4:

- Artist
  - lots of PLF Owners are artists - writers, painters, sculptors, jewellers, recording artists, etc
  - I've worked with famous authors
  - your prelaunch is about the creation of the work, foreshadowing the work, and possibly even giving a peak into the artist's life
The Big Gotchas, Part 1:

- I didn't start with a list - no one does
- you need to have a list no matter what your business, so start building one
- the best way to build a list is with a launch
- P.S. If you register for Product Launch Formula, I include a complete list building course as a bonus

- I didn't start with a product - no one does
- easiest way to create a product is with a Seed Launch
- you want to create your own product, it's the only way to have true control in your business
- you can launch almost any kind of product or service, but in my opinion, the easiest products to create are information products
- P.S. If you register for Product Launch Formula, I include a complete product creation course as a bonus
- no one is a guru when they start out
- Having guru or expert positioning (or just being seen as a leader in our market) will make your life a lot easier

- Not a guru
- you will be able to charge higher prices, it will be easier to get traffic. It will be easier to get partners and affiliates, it will be easier to get deals of all kinds
- the #1 way to be seen as an expert or guru is to do a launch
- then it's awesome to be you!
- launches are easier and work even better when you get away from the 'marketing' niche
- It's been used in almost any market you can think of...

- raw food; health food, meditation, mixed martial arts, dog training, tennis instruction, baseball coaching, soccer coaching, holistic health, real estate investing, stock market, quilting, dating advice, horse ballet, and on and on and on
- 43 countries

- I don't teach people marketing

- I don't live in the U.S.

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The Big Gotchas, Part 2:

My Product is not high-priced
- doesn’t have to be - bigger markets often have lower prices
- $10 a month - JG
- yes III

It won’t work for my market
- unless it’s an emergency service

It won’t work for me
- Henry Ford said 'Whether you think you can or think you can't, you're right'
- I can’t help with your mental head trash, but if you put it to work... then it will work for you
- you’re probably right, most people don’t
- and that’s exactly what I thought
- In fact, I didn’t think I would make $10,000
- but life is full of surprises... remember, it’s all about the baby steps
- everything that’s good that ever happened in your life was out of your comfort zone at some point
- my job is to have a bigger vision for your future... and I do
- I’ve seen too many people make an incredible transformation in their lives - I know what you can do
- you have to make a decision - are you ready to create a bigger life?

I’ll never make a million dollars

Out of my comfort zone
Resources, Part 2:

Audio Creation
- Audacity (audio editing, free)
- Sennheiser PC 166 USB
- Blue Microphones Snowball
- Audio-Technica AT2020
- Instantteleseminar.com
- gotowebinar.com
- freeconferencecalling.com

Webinars / Teleseminars
- Instantteleseminar.com
- gotowebinar.com
- freeconferencecalling.com

File Sharing and Transfers
- Dropbox.com
- hightail.com (formerly yousendit.com)
- Google Drive

Team Collaboration
- Basecamp
- Asana
- Google Docs
- Skype
- Trello

Product Printing, Duplication, and Fulfillment
- Disk.com

Surveys
- surveymonkey.com
- surveygizmo.com

Merchant Account
- PowPay.biz - "launch friendly" merchant account
OK, there you have it - the Product Launch Formula Blueprint...

That’s the $400 million dollar plan – the formula that’s been used by thousands of my PLF Owners.

I truly hope that this Blueprint (and all the free training videos I’ve given you) have opened your eyes to a whole new way of thinking about your business and your marketing.

**Because once you start to put these strategies and tactics into your business... well, life will never be the same again. Literally.**

It’s the end of “hope marketing” – you’re no longer at the mercy of your market and your competitors.

It’s like in those Matrix movies... you can either choose the Red Pill or the Blue Pill. If you want to stick with your OLD WAY of marketing... then take the Blue Pill and you’ll go back to your business and your life and nothing will have changed. You can keep plugging along with “hope marketing”... and you can keep believing that one day that marketing will actually start working.

But if you’re ready to take control of marketing, your business, your life... **if you’re ready for the Red Pill, then your path is clear – and it’s the Product Launch Formula.** It’s time to take control.

Because once you start using Product Launch Formula you’re going to banish HOPE marketing forever... and YOU are now in the driver’s seat.

You can tap into exactly what your market wants. **You can create not just a list, but a community... a tribe of people that are hungry for your products.** And you can generate momentum and sales whenever you decide it’s time to pull the trigger on a launch.

I’ve already given you a TON of training materials - in this Blueprint and all the training videos I’ve given you. I know some people will take my challenge to “take the Red Pill” and they’ll get started right away – just by using all the free training materials I’ve given you.

That’s awesome – and they won’t be the first to have success using my free training materials alone.
But if you want to take the next step… **if you REALLY want to step up and banish “hope marketing” forever**… well in a few days I’m going to open up a new session of the Product Launch Formula Coaching Program.

This is something I generally do once or twice a year. The registration ALWAYS sells out… and usually within a day or two… but if you act quickly once we open up, you should be able to get in.

Here’s what you need to do - watch your email over the next few days, and I’ll have lots more details on the upcoming class and the registration process.

(And I’m going to actually sneak in one last video when I open up registration and start up our new session of the Product Launch Formula Coaching Program.)

In the meantime, you can go back and check all the training videos and add your comments to the PLF Community at this link:

[http://www.productlaunchformula.com](http://www.productlaunchformula.com)

best regards,

Jeff Walker