

Product Launch Formula
Quick Start Guide:

**READ
THIS
FIRST**

This Is Your 10-minute “Quick Start” Guide To Getting The Most From “**Product Launch Formula**”

Version 1.1

Product Launch Formula **Quick Start Guide**

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Welcome to the Product Launch Formula !

This quick start guide is meant to be a “quick and dirty” road map for you, so you can get the most out of this course in the least amount of time. So we are going to get going right away, and we aren’t going to waste words.

First off, let’s cover what you have received in your Product Launch Formula home-study course:

- 1. Quick Start Guide** (this is what you are reading right now)
- 2. Product Launch Formula DVD** – Presentation by Jeff Walker and overall introduction to Jeff’s Product Launch strategies and tactics. This is the place to start to get an overview of the Product Launch Formula.
- 3. CD-ROM Tutorial Volume 1 - Fundamentals #1** – the “Product Launch Mindset”, product launch tactics, mind triggers, and tools.
- 4. CD-ROM Tutorial Volume 2 - Fundamentals #2** - the Product Launch sequences, including the pre-launch sequence, launch sequence, post launch sequence. Criteria for a product launch and launch timelines.
- 5. CD-ROM Tutorial Volume 3 - Pre-launch Sequence #1** – creating interaction, surveys, and “The Testimonial Cruncher”.
- 6. CD-ROM Tutorial Volume 4 - Pre-launch Sequence #2** – anticipation, “The Objection Crusher” transition into the launch
- 7. CD-ROM Tutorial Volume 5 - Launch Sequence** – the launch, “The Tsunami Moment”, social proof, scarcity, “The Consumption Video”, deadlines.
- 8. CD-ROM Tutorial Volume 6 - The Quick Launch** – a shortened launch process, from initial idea through the launch in four days... for an EXISTING PRODUCT.
- 9. CD-ROM Tutorial Volume 7 - Underground Launch** – the Underground DVD launch, including a close look at blog strategies, social proof and scarcity... including a real time look at the final scarcity play.
- 10. CD-ROM Tutorial Volume 8 - Compressed Launch** – a look at three different “compressed” launches... how to re-launch existing products and launch new products on a shorter time frame.
- 11. CD-ROM Tutorial Volume 9 - Joint Venture Launches and Questions** – doing a product launch with Joint Venture partners, Product Launch Challenges, doing a launch without a product, top questions about Product Launches.

- 12. Audio CD – Interview with John Reese Volume 1** – leaking information before your launch, feeding anticipation, building momentum, your “story”, product launch misconceptions, using product launches as part of your long term strategy.
- 13. Audio CD – Interview with John Reese Volume 2** - developing rabid customers, attracting launch partners, PDF reports, getting JV partners to offer additional bonuses, gathering killer testimonials.
- 14. Audio CD – Interview with John Reese Volume 3** – giving away content, compressing the launch cycle, where money is left on the table, testing and tracking, launching an ongoing product, and more.
- 15. Audio CD - Interview With Jim Edwards Volume 1** - pre-announcement strategies, multi-stage launches, time-frames for hard deadlines, quantity countdowns, launch choreography, encouraging consumption in your buyers, bonus strategies to cut down on returns.
- 16. Audio CD - Interview With Jim Edwards Volume 2** - maximizing your results as a joint venture partner, the launch as infotainment, making your sales message digestible, building a list as a joint venture partner, using teleconferences in your launch, re-structuring products to hit different price points.
- 17. Audio CD - Interview With Jason Potash Volume 1** – embracing controversy, how to kickstart your partners, using a PDF to build your announcement list, boosting the opt-in rate for your announcement list, creating a dialog with your prospects.
- 18. Audio CD - Interview With Jason Potash Volume 2** – addressing partner concerns, domain name tricks to keep your launch focused, waiting lists, how deceptive scarcity hurts product launches, giving proof, potential disasters.
- 19. Audio CD - Interview With Mike Long Volume 1** – using product launch strategies in small niches, selling a “continuity service”, relationship building with your list, secrets of the annihilation report, implicit vs. explicit marketing, testimonials as the basis of your sales process.
- 20. Audio CD - Interview With Mike Long Volume 2** – turning a product into a service, screen capture video and your email inbox, building your list with Ebay, serial marketing, the monkey claw, the marketing termination point, and more.
- 21. Audio CD - Interview With David Frey** - a close look at a rather extraordinary launch, where David launched a third-party product that was NOT new to the market... and he sold more than \$60,000 of product in four days.
- 22. Product Launch Formula Workbook Volume 1** - includes a Product Launch Planner, a JV Partner Planner, a Fulfillment Planner, merchant account strategies, checklists, mind maps, resources, and more than 100 pages of swipe files
- 23. Product Launch Formula Workbook Volume 2** - includes edited transcripts of John Reese, Jim Edwards, Jason Potash, Mike Long, and David Frey... plus additional support material that they discussed during the interview.

Technical Instructions

Audio CDs

The audio CDs that are included with your Product Launch Formula home-study course are standard audio CDs that will play in any CD player, including your car, your home stereo system, and your computer.

Each recording is split into multiple “tracks” – the tracks are generally between 3 minutes and 6 minutes long. This means that if you need to stop listening to one of the CDs, you can quickly go back to the spot where you stopped listening by navigating through the tracks to get back to the spot where you left off.

CD-ROM Tutorials

The CD-ROM tutorials are "screen capture" video and audio. These will play on any computer that can play Flash video. Most computers can play Flash, including Macs. Most computers have a Flash player built into their web browser.

Here are some more detailed instructions:

WINDOWS Computer:

On a Windows computer, these tutorials should start playing automatically after you place the CD in your computer.

If the CD doesn't start automatically, or if you have stopped the tutorial and you would like to re-start it, then follow these steps:

- Click the Windows “Start” button.
- Select “My Computer”.
- Find your CD or DVD drive. This will generally be under the heading “Devices with Removable Storage.” If you have more than one CD or DVD drive, you will need to determine which one has the CD tutorial in it.
- Double click on the CD or DVD drive to open the tutorial.

MAC Computer:

Insert the CD-ROM in your computer. It should appear as an icon on your desktop. Go to the Finder, locate the CD on the desktop, and double-click on the icon to open it. You should see a file named "Start Here". Double-click on that file to start the tutorial.

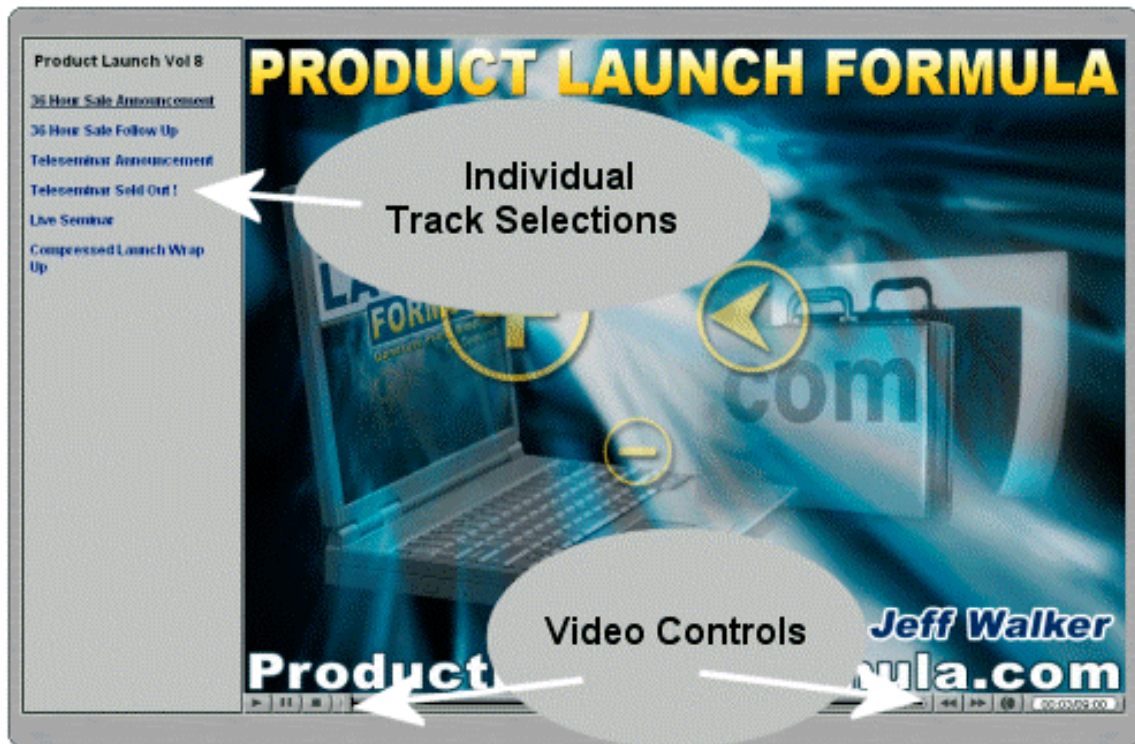
Navigating Your CD-ROM Tutorials:

Once the tutorial opens on your computer, you will see a screen that looks like this:



The screen has a menu on the left side, and a set of video player controls at the bottom.

I have pointed out the menu and controls in this screen shot:



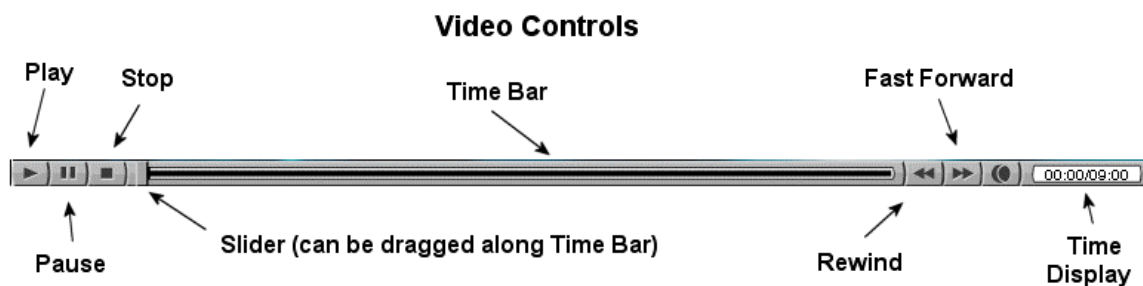
When you see this screen, the first track should start playing automatically. On the left side is a track listing. If the video doesn't start automatically, click on the first track listing in the menu to start the video. At the bottom are the video controls.

This next screen shot gives a closer look at that track listing menu:



To move among tracks, simply click on the individual track listing in the left side menu.

At the bottom of the screen is a set of controls similar to what you would find on an audio CD player. This is what the controls look like:



One very easy way to move about in each video is by using the slider on the time bar. Click on the slider, hold your mouse button down, and you can move back and forth through the video.

Alternatively, you can click anywhere on the drag bar, and the slider (and video) will jump to that point on the timeline.

Product Launch Implementation Plans

Your best approach to the Product Launch Formula home-study course depends a lot on your current level of skill and experience.

The course is designed so that a beginner can take this material and get started right away building a winning promotion.

At the same time, it contains super-advanced strategies that will likely shock even the most seasoned expert.

This section of the quick start guide is intended to give you a few different “tracks” for you to use the Product Launch Formula, based on both your experience and your current needs.

The Newbie

If you are a relative newbie to product launches and re-launches, **OR** if you want a **SUPER-COMPREHENSIVE UNDERSTANDING**, then this is your plan...

- 1. Definitely start with the Product Launch Formula DVD.** This presentation will give you a good background and strong overview of the process.
- 2. View the Fundamentals #1 and #2 CD-ROM tutorials.** These two disks will ground you in all the tools, tactics, and triggers that you need for a successful launch.
- 3. Read the Product Launch Planner section of Workbook Volume 1.** This will give your launch plans focus. Before you start the detailed plans for a launch, you need to know what you want to accomplish, and you need an overall strategy for executing that plan.
- 4. Go to the CD-ROM tutorials, and work through Volumes 3, 4, and 5.** Even if you are not doing a MAJOR launch right now, this will give you the details of using the launch tools, triggers, and sequences.
- 5. At this point, you can start listening to the audios or reading the transcripts in Workbook Volume 2.** If you are listening to the audios, be sure to also look at the “Exhibits” that are included in Workbook Volume 2... they start at page 191.
- 6. Continue with the CD-ROM tutorials, volumes 6, 7, 8, and 9.** These tutorials show you many additional launches, and additional ways to use the product launch tactics and strategies.
- 7. Go back to Workbook Volume 1.** This workbook gives you all the nitty-gritty details for turning your launch into a reality. Don't miss the Mind Maps starting on page 47.

The Expert

If you are an expert at online business and promotion, then I am guessing you just want to get to the really killer tactics. But please don't ignore the strategy and positioning material... this is the stuff that will be truly transformational for your business in the long run.

In any case, here is your shortcut guide to the really sexy tactics.

- 1. Start with the Pre-launch Sequence #1 CD-ROM Tutorial.** This entire CD is packed with great tactics and copy... but MAKE SURE you see the "Testimonial Cruncher".
- 2. View Pre-launch Sequence #2 CD-ROM Tutorial.** Do not miss the "Paul Harvey" in the "Anticipation" track, and the "Objection Crusher". The "Final Anticipation" email has killer copy and mental triggers you will want to hit.
- 3. Go to the Launch Sequence CD-ROM Tutorial.** This disk covers the "Tsunami Moment", plus bonus strategies and how it relates to Social Proof and Scarcity. It also shows how to use screen capture video in your launch, as well as how to orchestrate a last chance countdown.
- 4. Now that you have an overview of many of my tactics, dig deeper with the audio interviews.** For experts, I would start with the John Reese interview, and then follow up with the Jim Edwards and Jason Potash interviews. And don't miss the David Frey interview to see how easy it is to use these techniques to promote someone else's product.
- 5. Don't miss Workbook Volume 1.** This workbook has all kinds of planning guides for your launch. This is critical stuff that you need to do before and during your launch. Especially important is the "**Product Launch Planner.**"
- 6. The DVD Product Launch Formula presentation.** A great overview of the process... and a good place to go back and fill in the gaps in your knowledge base.
- 7. Go to CD-ROM Tutorial #6 – The Quick Launch.** This will show you how to use these strategies for an already existing product, and how to use a "reason why" for a quick promotion.
- 8. CD-ROM Tutorial #7 – The Underground Launch.** An in-depth look at a recent launch by Yanik Silver, including his use of a blog and a quantity-based countdown.
- 9. Look at CD-ROM Tutorial #8 – Compressed Launches.** A look at three more promotions, including some great scarcity and bonus tactics.
- 10. Go to CD-ROM Tutorial #9 – JV Launches and Questions.** When you really want your launch results to explode, you need to bring in Joint Venture partners.

If You Don't Have A Product...

If you don't have a product, but you do have a list of prospects (or if you have a list of prospects and want to bring in a large sum of cash quickly), this is the plan for you.

1. **Start with the Product Launch Formula DVD.** This presentation will give you a good background and strong overview of my methods.
2. **Go to the David Frey audio interview CD.** This interview is an in-depth look at a Joint Venture promotion of a third-party product.
3. **Look at the David Frey exhibits in Workbook 2.** Look at exactly how David put together his promotion.
4. **Read the Product Launch Planner section of Workbook Volume 1.** This will give your promotion focus. Before you start the detailed plans for a promotion, you need to know what you want to accomplish, and you need an overall strategy for executing that plan.
5. **Work through the CD-ROM Tutorials in order, from #1 through #9.** At this point, you should be almost ready to launch.
6. **Listen to the audio interviews with John Reese, Jason Potash, Jim Edwards, and Mike Long.** These interviews will round out your knowledge, and will likely give you additional ideas and insights for your promotion.
7. **Read the rest of Workbook 1.** Especially the Mind Map section.

Product Launch Mastery

The Product Launch Formula gives you all the tools you need to truly master the art of promotion – not just for new product launches, and not just for re-launches... for virtually any type of promotion you can dream of.

The examples and techniques I show are specifically for online promotion. They are designed to take advantage of the Internet's interactivity, speed of communication, and the cost structure of online communication.

However, the STRATEGIES that I teach, the sequences that I use, the mind-triggers that I tap into can just as readily be used OFFLINE.

When you use the Product Launch Formula, you are tapping into the very core of what makes people act... what influences them to make decisions.

When you put it to work you are simply tapping into unchangeable human nature. That is a very good thing to have on your side.

Now if you REALLY want to master these skills there are two things you must do...

FIRST, you need to integrate this material into your thought processes. The best way to do this is through repetition. Do not just look at the material once.

Go through it a second time for deeper understanding.

Then go through it a third time to truly absorb the material and make it part of the way you look at business and marketing.

Yes... this is a lot of effort. But it will pay off. One easy way to do this is to listen to the audios when you are driving. Or put them on your MP3 player and listen while you are walking, commuting, exercising, etc..

Finally, one last thing – when you reach this level of understanding of this material... when you have achieved true mastery of the Product Launch Formula, you will have immense power.

Please, please, PLEASE... use that power for good. Make the world a better place. Help people make good decisions about good products. Products that will help them and help the world.

Product Launch Mastery – Progress Chart

	Completed First Time	Completed Second Time	Completed Third Time
Product Launch Formula DVD			
CD-ROM Tutorial Volume 1 - Fundamentals #1			
CD-ROM Tutorial Volume 2 - Fundamentals #2			
CD-ROM Tutorial Volume 3 - Pre-launch Sequence #1			
CD-ROM Tutorial Volume 4 - Pre-launch Sequence #2			
CD-ROM Tutorial Volume 5 - Launch Sequence			
CD-ROM Tutorial Volume 6 - The Quick Launch			
CD-ROM Tutorial Volume 7 - Underground Launch			
CD-ROM Tutorial Volume 8 - Compressed Launch			
CD-ROM Tutorial Volume 9 - Joint Venture Launches and Questions			

	Completed First Time	Completed Second Time	Completed Third Time
Audio CD – Interview with John Reese Volume 1			
Audio CD – Interview with John Reese Volume 2			
Audio CD – Interview with John Reese Volume 3			
Audio CD - Interview With Jim Edwards Volume 1			
Audio CD - Interview With Jim Edwards Volume 2			
Audio CD - Interview With Jason Potash Volume 1			
Audio CD - Interview With Jason Potash Volume 2			
Audio CD - Interview With Mike Long Volume 1			
Audio CD - Interview With Mike Long Volume 2			
Audio CD - Interview With David Frey			
Product Launch Formula Workbook Volume 1			
Product Launch Formula Workbook Volume 2			

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