



MODULE 8

SEGMENT 2



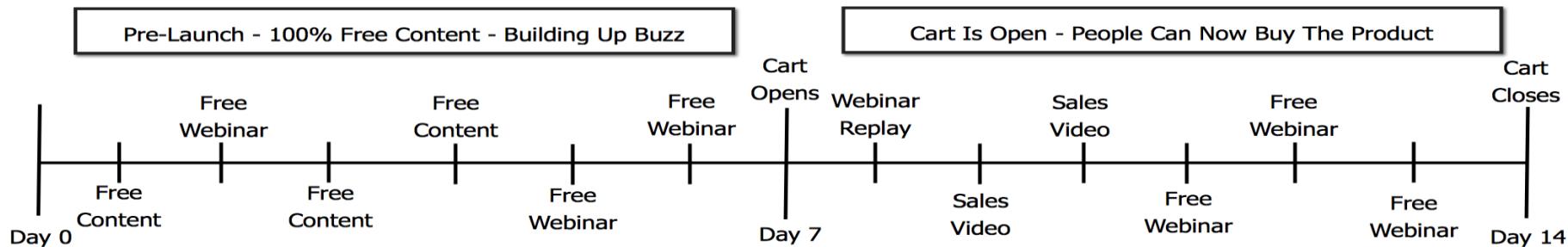
Example: Product Launches & How They Work

In This Class

- Discovery – Customers discover your products and become aware of them
- Consideration- Customers evaluate your products and decide to purchase or not
- Conversion – Customers purchase your products
- Customer Relations – Ensuring customers are satisfied and needs are met
- Retention – Customers have pleasant experience and choose to stay or return

Product Launch Funnel

Product Launch Funnel



Email Daily
Build Buzz With Webinars
Add On As Many Custom Bonuses As You Can

Discovery

- How Potential Customers Find Your Product
- Your List
- Affiliates
- Advertising

Consideration

- Customer Are First Introduced To Your Product
- Free Gift
- Webinars
- Video Sales Letter
- Webinar Replays

Conversion

- What Is Your Conversion Rate
- How To Increases Your Conversion Rate
- Webinars Usually Perform The Highest
- Give Value
- Scarcity
- Payment Plan

Customer Relations

- Rule #1: Have A Great Product
- Welcome Video
- Great Customer Support
- Membership Site
- Easy Access
- Easy To Follow & Get Started
- Follow Up With Your Customers

Retention

- Make Your Customer Feel Like They Are The Most Important Person
- Do Everything You Can To Make Sure They Get Results
- Give Added Value When Possible
- Extra Bonuses
- Live Events
- Have More Products Ready For The Backend To Keep Them Moving Towards Success

Let's Review

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