



MODULE 8

SEGMENT 2



Example: Product Launches & How They Work

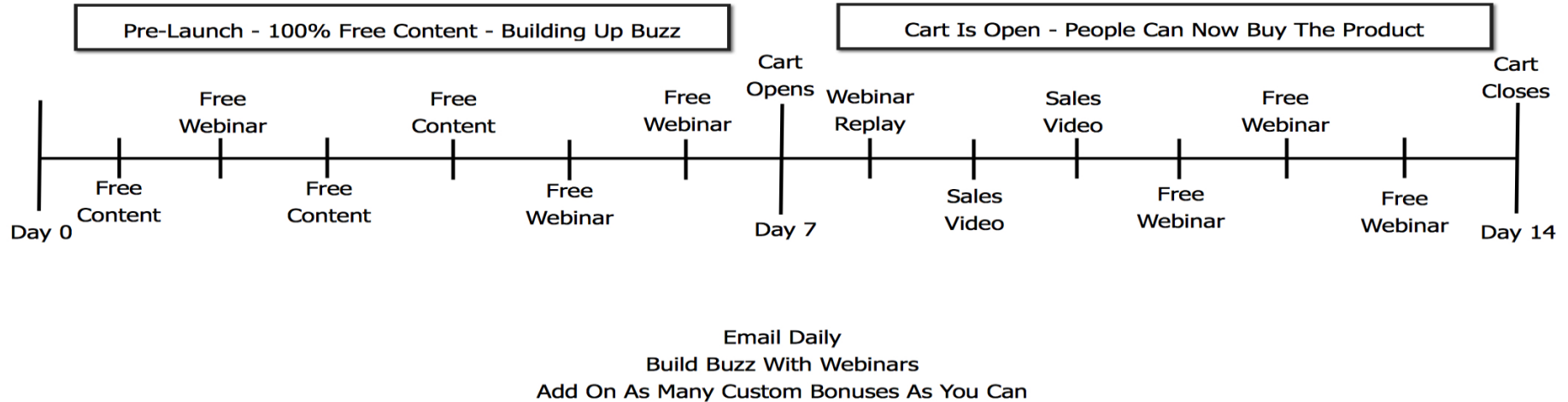


In This Class

- 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



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

- 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