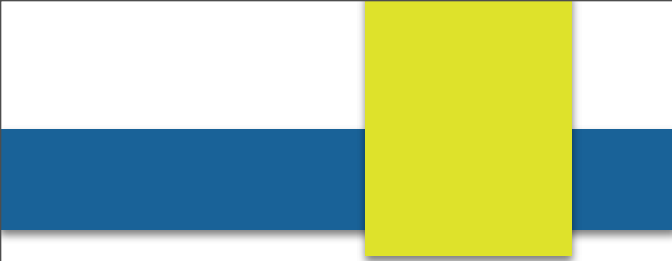




PHASE 2

SEGMENT 5



Launching Your Product: **Review**



1. Market Research

Find Your USP - By Researching The Competition, Note What They're Doing/Offering And Ask How You Can Do It Differently Or Better.

- ❑ Find Your Target Prospect - What Specific Problem Do You Want To Solve For What Specific Group?

2. Product Content Creation Game Plan

Once You Know The Answers To The Previous Step...

A. Content Creation Options:

- ☐ Will This Come From You?
- ☐ Someone Else?
- ☐ Outsource?

2. Product Content Creation Game Plan

B. Determine What Format Will Your Product Be Delivered?

C. Brainstorm Additional Content That Compliments The Main Product:

- ☐ Upsell(s)
- ☐ Downsell(s)
- ☐ Bonus(s)
- ☐ FREE Report.

3. Mapping Out Your Sales Funnel

Layout Your Complete Sales Funnel In Writing (or In A Mind Map) So You'll Have A Clear Picture Of What It Looks Like.

Use This To Organize And Build The **Required Elements...**

3. Mapping Out Your Sales Funnel

- ❑ **Landing** Page - Design, Content, Emails And URL.
- ❑ List The **Sales** Pages And URL'S.
- ❑ List The **Download** Pages And URL'S.
- ❑ List **Affiliate** Page - List URL and All Promotional

3. Mapping Out Your Sales Funnel

- ❑ List **Support** Page (Including Information Your Customer Need To Know About Receiving Support From You And URL).
- ❑ How Will You Accept **Payment**?
- ❑ List Your **Customer Registration** Page URL and Page Elements Needed

4. Back Office Setup and Roll Out

- ❑ Ensure The Product Info/Prices/And Other Settings Are Accurate Within Your Payment Processor.
- ❑ Decide On How You Will Deliver Your Product(S)
 - Protected Or Non-Protected?
 - If Protected, Decide On Member Script Application

4. Back Office Setup and Roll Out

- ❑ Get Your **Customer Support Plan** In Place.
 - If Using Dedicated Email, Set That Up And Test It.
 - If Using A Help Desk Application, Find One, Install And Test.

4. Back Office Setup and Roll Out

Test Everything

- All Sales Funnel Pages (Landing Opt-In Page, Sales, Upsell And Downsell, Download Pages)
- Download All Products And Open Them.
- Final Test Of Support Email Or Help Desk Software.
- Test Opt-In Page and Review First Email.

4. Back Office Setup and Roll Out

Roll Out / Launch

Finalize And Outline Your Marketing Plan For Traffic.

- What Methods Will You Use?
 - ✓ An Existing Subscriber Or Customer Database?
 - ✓ Paid Advertising?
 - ✓ (Map It Out).

4. Back Office Setup and Roll Out

If Using **Affiliates**, Use Frequent Communication To Keep Them Motivated
And Provide Them Access To The Promotional Swipes, Contest Info, Etc

4. Back Office Setup and Roll Out

Post Sales Preparation

- ✓ Stay On Top Of Support Email Or Tickets.
- ✓ Build A FAQ Section As You Go Based On Customer Inquiries.