

MODULE 8

SEGMENT 2



Speaker 1: Welcome back to another class. In this one, I want to go over a product launch and how it works in the funnel for a product launch. It's going to be more just on the example and walking step by step. In this class, I really want to go through the process that any customer goes through as they find your product and everything that they do before the purchase.

The first thing is, of course, discovery. Customers have to discover your products one way or another and become aware of them; there's multiple ways to do that. Then consideration, and what that is, customers are evaluating your products and decide to purchase or not, all the steps that go along with that. Of course, then conversion, when customers actually purchase your product. In the previous class, I talked about more the conversion, actually going through each part of the product, some of the numbers that go behind it in the math. We won't be going really with the math, just what happens during that part of the process.

Then I really want to talk about more the customer relations and making sure that you're bringing a lot of value to your customers and how to ensure that they are satisfied and all their needs are met. That leads directly into retention, making sure that not only are customers happy with the product, but you can also build out the back end of your funnel with back-end products that can bring in a huge amount of revenue and be very profitable for you. You really want to make sure that you keep your retention high as well.

All right. Let's jump into an overview picture of a product launch funnel. This is more of the standard two-week, big product launch that involves a couple of different steps. There's kind of a pre-launch or a pre-cart phase, and then there is a cart-open phase, when the cart is actually up and when people can buy in each part of the process. Of course, you want to start out with a pre-launch. It's really warming up all the potential customers. You're giving a lot of free content, free books, free videos, and then also free webinars. Free webinars are really key when doing a pre-launch and before you open up the cart. It's really building up the buzz. You're really building up the newsworthiness of a launch. That's why it's so cool.

You want to take time to give a lot of value because if you're just expecting people to pay for a product without really telling them what it's about, getting them excited about it, your conversions are going to be much lower. You have to put the effort into a pre-launch or a pre-cart phase. You want to do those free webinars, free books, free videos and have that. Really, you want to make sure that you're driving as much traffic to these webinars and videos and things like that, so you want to e-mail daily and build buzz around the webinars and get as many people on the webinars as possible because that's what really drives. On

webinars, people can also ask questions, things like that, so it's a little bit more in depth.

Another thing that you want to do throughout this whole process is just add on as many custom bonuses as you can. To get people into the webinar, say that there will be a one-time-only thing in the webinars, that they can only get it if they're in the webinar, they can only get it if they've read the book and they've watched the videos and they've gone through the process. You want to reward the people that have gone through the pre-launch phase.

Once the cart is open, things change gears a little bit. Then it is more of a sales process. The webinars are not just to answer people's questions and get people excited about it; it's really to start closing the sale. You really are focusing on how do you go from that excitement and keep building that excitement and then say, "This is the time." You've gone through, you've learned everything about it through the free books, the free videos, now it's just time to take action. You're having replays of the previous webinars, you're having new sales videos coming through.

Then the last webinars are really great to just straight question-and-answer sessions so people can get all their questions answered. If they're on the fence, to just really help them move forward and start taking action. Then, really, if you have this two-week, really big product launch type of launch that you want to drive people within a specific period of time, this is the best way to do it. Then, of course, it's on a daily basis. Something is always happening every day, whether it be a webinar or a replay or a follow-up, a wrap-up. You never want to let that buzz die down during this type of product launch.

That was an offset of what the rest of the class is going to be, because the rest of the class is really going to talk about more of how you want to treat your customers, your potential customers, and how you want to treat them throughout the entire process.

Of course, how do people actually find out about your product? You have to get people to sign up to get that free stuff, get on the webinars. How do you do that? Of course, phase 1 of Profit Academy, building your list, going through phase 1. You're going to build your list. If you have a list of ten thousand, then you're going to drive your list to your products. You're going to drive them through the entire product launch, and you're going to keep giving them content throughout that entire phase. Your list is number one.

Then you can do affiliates. You can get affiliates to promote for you. If they are driving traffic, of course, you're going to be giving them commissions, you can give them bonuses. That's a huge thing in the affiliate product launch market is

adding in extra bonuses for affiliates to get them excited to promote your product as well, the person that makes the most sales, the person that drives the most opt-ins, you can do little bonuses on a day. Whoever brings in the most opt-ins or sales today, they get an extra thousand dollars. There's a lot of fun things you can do to really get excitement around product launches for affiliates as well.

Then, of course, the most logical, you can just advertise. There's many ways you can advertise. Not just by building a list, but you can straight advertise for your product. You can use Facebook ads and YouTube ads and Google AdWords and banner ads when you're doing a product launch like this. If you have a product that's very valuable, that is very specific to certain niches, you can target your customers very easily as well. Then, of course, there's other things like search engine optimization and launch jacking and stuff like that, but I won't get into much detail on that.

Of course, you need eyes on your product throughout the entire process, so the more people you can get into your sales process, the better. What happens once people are in the sales process? They're first introduced to your product, so that's why I walked through that pre-launch phase. That is building the buzz. When people are first introduced to your product, you want to give a ton of value. You want to make that experience for them very enjoyable. You want it to be something where they come away and, yeah, they might know that there's going to be an offer to them made somewhere, but where they're excited to get the product, they're excited to get that offer. When the cart finally opens, that's a point of excitement.

That's what you're trying to build with the pre-launch buzz. You're trying to do everything you can to get everyone that's even slightly interested in the type of product you have so excited about it that they are asking, "Can I buy it now? Can I buy it now?" Then you're actually, "No, we're holding off. We want to keep giving you more value. We want to help you get moving first." Then you'll allow them to actually purchase the product. It's almost that scarcity as well. If the cart is only open for a period of time, that is building the buzz as well. There is a actual physical scarcity, time scarcity where people have to purchase within a certain amount of time, but they were excited through this consideration or pre-launch phase.

Of course, when people actually buy, so conversion rate. I talked about this more in the mathematics of funnels. Your conversion rate is really out of all the people that opted in to get your free gifts, to opt in to the webinars, how many of those people actually purchased the product, how many of them went through and said, "Yes, this is something that I really want." How to increase the conversion

rate is exactly what I showed you in that pre-launch product funnel. You're giving a ton of value. You're taking the time to do webinars.

Webinars are almost always the highest-performing method for these type of product launches online because it's more personal. It's not a replay. It's not just a video that they can watch any time. There's time scarcity around it, so they have to come on at a specific point in time to really get their questions answered, and then it's also you're part of the community. Everyone that's coming onto the webinar is a part of the community that they're excited to actually join that community as well.

Like I was saying, you're giving value during that time. That's how you're building up. If you don't really give any value when you're promoting a product, then it lends itself to say, "Well, how much value am I going to get in the actual product if I'm getting nothing here? If they're always beating around the bush or if it's just a sales process, how do I know that it's really going to be a valuable product once I get there?" Of course, there are ways around it where you don't have to give really any actual value and you just have a sales process. I really like when you give value in that whole pre-launch phase because then you're warming them up, so anyone that does purchase, they actually have a leg up. They're not starting from scratch right when they get the product as well.

The other good things about these webinars in pre-launch phases is you can give added bonuses during it. That's actually something with Profit Academy. If you were on the webinars and you bought within a specific time period and you take action and you get all your badges and things like that, then you actually can get a call with Anik. That was an added bonus that you can go through and you can pull that all together. You're adding in value and you're adding in bonuses that really tie together nicely with the product. You want it to be special when people are going through that pre-launch phase. Always try to find different ways to add value any way that you can that make it almost a no-brainer for someone to purchase.

The next part, of course, is once someone has purchased, how do you have good customer relations? Rule number one is have a great product. Of course, it seems so logical, but a lot of people ... There are a lot of scammy products out there and a lot of people say, "Well, I know how to market well, so do I really need a product? Not that many people actually finish a product, so I'm not even going to try to create a great product." You have to create a great product if you ever want to build any back-end funnels. You have to start off with just a great product and give a ton of value.

Not only that, you want to start off with a welcome video. What I mean by a welcome video is you want to make it as easy as possible for someone to get

started and take action. Have you ever been in a product where it just wasn't clear what to do first? If you start off by creating confusion, not only does that set the tone wrong, but that actually creates a higher refund rate as well. You want to set the tone right. Just say, "Okay, here's step one. Here's where you start. This is what you do to get started. Then once you finish that, go here, go here, go here." The more you set the actual game plan for all your new customers, the better. Make sure that you're setting that game plan throughout.

Of course, other customer relations, kind of a no-brainer stuff, great customer support. If there are any issues, technical issues or people are having problems or questions or anything, the better customer support you can have, the easier it is to lead into a great back-end funnel. Make sure you have great customer support when you're building your product.

Other ways is to build a community like with a membership site. You can build communities with forums, things like that where people get to come together. They were excited in the pre-launch phase, but then you keep that excitement and you keep the sense of community by people helping each other and people knowing that they're going through the same issues or they're getting those kind of wins. They get to share those wins with others and help inspire others and boost other people up. That's a great way to continue building customer relations.

Yeah, easy to follow and get started, but then also you want to follow up with your customers. You want to see how they're doing. You want to send them e-mails, of course, to see how they're doing with the product, see if there's any questions that they had, if they're stuck on a certain part. Follow up with your customers as much as you can and try to make it as personal as you can, and you'll just have great customer relations. They'll buy again; they'll buy your back-end products. If you're giving value and it's something that they're interested in, of course they're going to keep purchasing the products that you're putting out.

This leads, of course, into retention. The number-one rule that I really like is make your customers feel like they're the most important person, every single customer. If you can make them feel like they're the most important person, that you're business relies on them, because it does, of course, it really does, then it just creates such a good sense. It's not just a business-customer relationship. It is just a very good bonding relationship where it's no longer just a company out there that's separated. It's people helping other people. That's what it ends up coming down to.

Do everything you can to make sure that your customers get results. If you promise them something, make sure you are doing everything, you're adding in extra value, you're finding ways to make sure that they get results, because if

you just got a bunch of new customers and none of them got results, that's not a good sign. You need to go back to rule number one and build a great product that will help people get results. That's what leads to retention, because if someone got results from your product, they're going to use it again and they're going to buy more. That's all there is to it, really.

Of course, it's just like what I've been saying, give added value whenever possible. Add in extra bonuses like live events. Even if it's an announced or an un-announced bonus, add in everything that you can to make it special. When someone comes in to you, your business, your products, your world, make it special for them. If there's any way that you can create VIP clubs or live events like that, it's a great way to keep retention. Then always think about the funnel. Have more products ready for your back end to keep them moving towards success. Keep moving them up the ladder, maximize your profit, maximize their value, and you have a successful business and a successful phase 2 for Profit Academy.

Of course, as a quick review, you're just taking customers through a full product launch, through discovery all the way to retention, all the things that you need to have in place to really just make it fun, successful, create the buzz and the hype, but then follow up with exactly what you promised. I think that's the biggest thing. If you're promising something, follow up with it, have great customer support. Make sure your customers get the results that you promised them and just keep moving forward.