PRODUCT LAUNCH

Success

A TELL ALL INSIDER'S KNOWLEDGE ON HOW TO

MASTER A PRODUCT LAUNCH SUCCESSFULLY

Disclaimer

This e-book has been written for information purposes only. Every effort has been made to make this e-book as complete and accurate as possible.

However, there may be mistakes in typography or content. Also, this e-book provides information only up to the publishing date. Therefore, this e-book should be used as a guide - not as the ultimate source. The purpose of this e-book is to educate. The author and the publisher does not warrant that the information contained in this e-book is fully complete and shall not be responsible for any errors or omissions.

The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this e-book.

PRODUCT LAUNCH
Success

Table of Contents

Introduction

If you've been online for any length of time, you have probably heard the phrase "launch a product."

However, you may not know exactly what that means. We will discuss exactly what that means below.

Launching a product means preparing for a major product launch of your digital product. This means that you have a pre-launch period where you build up anticipation of the product to entice people to prepare for its arrival so that they will be ready to buy as soon as it is released to the public.

Additionally, you will be recruiting joint venture partners to join you in promoting your product in return for affiliate commissions as well as competing to refer the most sales so they can earn high-value prizes such as cash, vacation packages, and electronic items.

You will also be sending out promotional emails to your lists, as will your JV partners to their lists, in an effort to build up anticipation of your product being released to the public.

When that day finally arrives, you will allow access to your product's sales page so that people can reach the page and order your product.

Your JV partners will also send out appropriate emails (usually promotional ones you provide them with) at that time so that there is a flood of traffic headed to your product's sales page.

On many launch days, there are massive amounts of traffic flooding the sales page, so much so that the sales page could be offline if the bandwidth is exceeded.

Of course, it's your responsibility to ensure this doesn't happen and to have a back-up Web hosting provider ready in the event your sales page does go offline, as you could lose sales and credibility if your sales page does go down during launch day.

Usually, a product will be available for a specific period of time, usually known as the launch period. After this launch period is over, either the product will be unavailable or it will only be available at a much higher price.

This "post-launch" period includes you thanking your JV partners who assisted you with the launch, awarding the prizes that were earned, and assessing what went well with your launch and what could be done better the next time.

Additionally, you need to follow up with your new customers and ensure they are well-taken care of when it comes to product support and in developing the relationship to where they purchase from you again in the future.

Chapter 1: Steps To A Successful Product Launch

A successful product launch is key to making large money on the Internet, as well as boosting your credibility and reputation in the eyes of your fellow Internet marketers and even customers.

You will find five steps below that will help you to have your own successful product launches.

First, you need to ensure you set aside enough time between now and the product launch date. Trying to launch the product too soon will likely end in disaster, as you'll try to rush through everything in order to make the launch date, likely leading to critical mistakes that can damage the launch.

Additionally, there is often some unexpected issue or problem that pops up that can damage the launch; giving yourself extra time will ensure that such an issue or problem will not curtail the launch.

Plus, you want to make sure you have enough time to build up enough interest in the product before you actually launch it.

Second, put a great deal of effort into getting the word out to potential JV partners on why they should be promoting your product. This means that the product must be of high quality to begin with.

Additionally, allow your potential JV partners access to the product ahead of time and be willing to consider and implement any feedback they provide to make your product even better. This will make it more likely they'll be willing to promote it before and during the launch period.

Third, put a great deal of effort into building up anticipation for your product. This is why you should always give yourself plenty of time between the current time and the product launch date – two months at least.

This way, you have time to send out a series of emails promoting the product and its benefits to ensure you build up enough anticipation for it so that plenty of sales come through for it on launch day and not have it be a dud.

Fourth, make sure to provide your JV partners with everything they need to successfully and effectively promote your product. That includes email messages, banner ads, social media messages, forum posts, etc.

Most marketers are busy and will not want to promote your product if it's not easy for them to do so; expecting them to write their own material is unrealistic. Thus, be sure you provide the marketing materials for them.

Fifth, have a back-up Web hosting provider and payment processor on launch day. This way, in the event you have a breakdown of your site or in the payment processor, you have a back-up option that will allow you to keep accepting visitors and taking orders.

Otherwise, you will lose out on considerable profits, both now and in the future because those missed visitors won't be added to your email list either.

Benefits of a Digital Product Business

If you're looking for a business model that allows you to generate genuinely passive income and to make a lot of money in the process, then a digital product business might just be right for you.

Digital products are products that exist solely in a digital format and include the likes of software, eBooks, e-courses and computer games.

They also just so happen to offer perhaps the best business opportunity of any type of product, so read on to find out what makes them such a great choice for making money online.

No Overheads

Right away, with a digital product you have no overheads. That is to say, you might have overheads initially while you're developing your product but from that point on you will then be able to sell as many copies as you like with no need to pay for materials or anything else. Every sale will be 100% profit which can't really be said about any other business model.

It's Truly Passive

Of course, some services are also like this. If you are a writer or web designer for instance, then you probably won't have to spend any money to make money and that means that you can keep 100% profit.

But where a service business falls down is in the fact that you will be exchanging your time for money. This in turn means you'll need to constantly be available at specific times of day and you might even need to travel.

A digital product though is truly passive. Once you have set up an online store and you have people visiting your site, you can make money while you sleep or while you're on holiday somewhere sunny.

No Stock

With a digital product you require zero digital space for stock and that means you don't need to rent a warehouse or fill your front room with books.

No Investment

Just as there are no overheads, there is also very little investment necessary. This means it will take barely any time for you to break even and to start generating real profit. In turn this also means that there's no risk so you'll be able to start your business without taking out a huge loan and putting your family in danger.

No Delivery

As though all that wasn't enough, digital products don't even require delivery. That means you won't have stock going missing or customers claiming they never received their goods. Digital products are cheaper and faster in every way.

Chapter 2: How a Product Launch Can Explode Your Sales

Having a product launch basically means that you're going to make your new product into an event.

Rather than simply adding a 'buy' link to your website and being done with it, having a product launch means that you're going to build hype for your product, get your audience excited about it and then build up to a big official 'launch date'.

There are countless ways that this can benefit your launch, so read on and we'll look at a few of the ways that launching rather than releasing under the radar can make all the difference to your sales…

Buzz

The first reason you want to create a product launch is that this will create hype and buzz. And by creating hype and buzz, you'll be able to ensure that people are more receptive to your product when it eventually goes live.

The best way to make people want something is to tell them they have to wait. This also gives them time to save the cash and generally it means that when the product goes live, a lot of people are going to buy then and there.

Authority

Believe it or not, a product launch can help you to build authority. Simply by launching a product rather than releasing it quietly, you make that product seem far more desirable and much more interesting and this ultimately means you're likely to get many more sales when it eventually goes live.

Affiliates

Affiliates love a product launch, so if you want an army of professional marketers to help you get word out and build more buzz for your product, then doing a launch is one of the very best ways to accomplish that.

Verification

Verifying an audience is a very important thing to do before you launch any product. In other words, you need to ensure that there are people out there who actually want to buy your product before you go ahead and spend time developing it.

By having a product launch and a build-up to that launch, you'll be able to consult your audience and ensure that they actually want to see your product before you spend a lot of time and effort to make it happen.

You can ask your audience for ideas and essentially end up making the exact product that they request, thereby essentially guaranteeing your success!

Create Products That Will be Conducive to a Successful Launch

Launching a product is a great way to ensure you build some massive momentum for your product when it goes live. Rather than quietly releasing the product you worked so hard on to zero fanfare, creating a product launch allows you to get people talking about your item and excited for it prior to the big day it goes live.

This can cause a real explosion of sales and significantly enhance the success going forward.

The key to a good launch is knowing how to go about promoting your product and making it sound exciting. But what's actually just as important, is the product itself and the way this marries with your marketing activities. In short, some products are simply more conducive to a big launch than others. How do you make sure that yours is?

Make it Mysterious

One of the best ways to make a product more interesting is to release only a small, tantalizing amount of information about it. This is something that you can see when you look at any other product launches – whether that's a film, a smartphone or a computer game.

Prior to the official announcement, there will always be a drip-feed of information first. That might include some leaked footage, some photos or just a few quotes from members of the team.

Either way, this gets people speculating and talking and it makes the product seem significantly more interesting as a result!

Tap Into Dreams

Another thing to ensure, is that your product is able to build a big emotional response. How do you do that? By tapping into the dreams

of your audience. Some of us wish that we were fitter, healthier and stronger. Some of us wish that we were rich, or highly successful in our love lives. A great product is one that promises to deliver in an area like this.

Provide Extras

Another tip is to provide extras and to make sure that your product is more than just an ebook, a course or a seminar. The more value you pack in, the better the deal will seem and the easier it will be to get excited for.

So, don't just sell an ebook – offer free videos, reports and more to make it all the more interesting and to make it seem like an 'ultimate package'. Using wording like that can also help a lot to make your item seem more desirable.

Ways to Create a Sense of Urgency With Your Sales

If you want to make more sales, then adding a sense of urgency can make all the difference.

The key thing to remember here is that most things that we buy, we buy on impulse and for emotional reasons. If you stop to think about any purchase, or go away to mull it over, then often you will realize that you don't actually need it.

On the other hand, though, when you're in the heat of the moment and you're feeling that sense of desire and urgency, you will often make snap judgements.

As a marketer, you need to leverage that fact and create a sense of urgency in your buyers so that they click buy now and not later.

Here are some ways to do that…

Leverage Color Psychology

The color red has a profound effect on us psychologically and studies show that people put more money into red collection boxes for charity than any other color. The lesson? Make your 'Buy' button red!

Use the Right Language

The right language can be used to subtly paint a picture and to encourage a sense of urgency. Words like 'must' and 'now' can gradually build a sense of tension and get people to want to act quickly. Likewise, so too can using exclamation marks and even shorter, sentences that read more quickly.

Think About the Neurochemistry

The other trick to think about with your language is neurochemistry. The perfect scenario from the perspective of a seller is that buyers experience a combination of serotonin (desire) and adrenaline/cortisol (anxiety). You want them to feel anxious and to want what you're selling.

Getting the desire up is a matter of telling your customers about your value proposition and getting them to imagine how what you're selling will change their life. The anxiety comes from showing them what could happen if they fail to listen to advice.

Offers

A special offer such as a 50% off deal is a great way to motivate people to act fast, rather than waiting for a while to see if they change their mind.

Limits

A limit of some sort can drastically increase sales because it has the double impact of a) telling customers that the option to buy won't

always be there and b) making your item more exclusive and rarer and thus instantly more desirable.

Want to drive your customers even wilder? Then include a countdown timer or even a number showing how many items are left in stock!

Chapter 3: Preparing For Your Next Product Launch

Once you have completed your product launch and are in the post-launch phase, evaluate your just-completed product launch and see what has taken place.

Evaluate what went as well as expected, what went better than expected, and what went worse than expected. It's important to figure out exactly what parts you did well in and what parts you fell short in so you don't make the same mistakes with your next product launch.

Make sure to thank your JV partners who assisted you with your just-completed product launch. Award the prizes that have been earned in a timely fashion and even consider adding an additional prize that was not announced as a "thank you" for their efforts to making this product launch a success.

Also, be willing to accept feedback and suggestions from them on how your next product launch can be better. Also inform them that you'd be willing to promote their next product launches- just have them contact you and let you know about their next launches.

In regards to evaluating your own product launch, look at your sales conversion's metrics, your website loading speed, and how long a time the website was offline, if any.

Also evaluate your upsells and downsells and see how well they did. Evaluate every facet of your launch to see where there were weaknesses in your sales funnel and how you can improve your tactics for your next product launch.

Consider whether you should set aside more time for your next product launch, if your sales copy could do a better job of converting prospects into customers, if your affiliate prizes weren't as good as they could have been, if your affiliate sales commissions weren't high enough, if you didn't provide good enough promotional material for your JV partners to make sales, etc.

Also look carefully at which JV partners provided the most sales and take note of them, as you'll want to enlist them in your future product launches.

Thus, you've seen what you need to evaluate with your just-completed product launch in order to improve your next product launch. You need to evaluate everything from your sales copy to your sales funnel to your promotional material to your affiliate prizes to the amount of time you set aside for the whole product launch.

Also take careful note of which JV partners really promoted your product and were successful in selling it, as you will want to enlist them again for your future product launches.

Your Post-Launch Follow-Up Strategy

When you reach the post-launch period of your digital product launch, the work hasn't ended; in some ways, it has just begun. You need to thank your JV partners for the hard work they have done to make your product launch a success.

You also need to ensure that your new customers have received all of the products they were supposed to receive and begin building the relationship with them so that they will be more open to trusting you and purchasing your future product offers.

In regards to your JV partners, you need to ensure that you have thanked them for their hard work and have awarded the prizes they have earned. You can also surprise them (whether the top ones or all of them who have referred a sale or more) with a surprise gift.

Also, be willing to take feedback and suggestions from them to improve your next product launch and make it easier for them to make more sales of your future products.

In regards to your new customers, you need to send out emails to ensure that they have received all of the products they were supposed to receive. Any issues that they have experienced, you need to get them resolved immediately.

Even be willing to offer something for free, such as a product, a question-and-answer session with them, etc., especially if they've had issues with getting the products they were supposed to receive.

You also need to provide additional quality information in future emails to them regarding the topic or issue that your product is based around and that you are an expert in.

Failure to continue providing value to them will likely lead them to unsubscribing your list and ending all future relationships with them and all future profits as well.

Thus, you have to show that their buying your products and upsells/downsells is not the "be-all, end-all" to their relationship with you and then depart to go their own separate way.

You need to continue provide value to show that you still have much to offer them in ways of helping them, whether that's helping them build their business, learning more about a specific topic, etc.

Thus, you have seen what you need to do in the post-launch period of a digital product launch. You need to thank your JV partners who have

made your current launch a success, provide the prizes they have earned, and take feedback on improving your next product launch.

You also need to ensure that your new customers have received the products they were supposed to receive, plus show them that you have much more value to offer them, thereby continuing to build the relationship so that they will purchase your future product offers.

Use Press Releases During Your Product Launch

When you are building up to a big product launch, your job is to ensure that you are building as much excitement, buzz, hype and anticipation for your product as possible.

Imagine the excitement of your audience like a fire. Your job is to stoke that small ember to make it into a raging flame that will engulf the entire internet!

One tool that can help you to do this, is a press release. But that's also one of the most misunderstood tools in digital marketing, so read on to see how you go about using this properly…

What is a Press Release?

A press release is essentially a story that you are going to submit to media outlets. That might mean other websites and blogs, or it might mean magazines.

Either way, you're looking for people who cover breaking news in your niche and you're going to give them the release which will basically detail what your product is, who it is for and why it is something people should be excited about.

But the key thing to remember here and what many marketers get wrong, is that the press release is for the readers. In other words, your press release needs to detail an interesting story that the magazine or website thinks its readers will enjoy.

It is not enough to tell the writers about an 'exciting new product' because you both know it's not that exciting if it's just an ebook on fitness.

Instead, you need to talk about what makes it different and why it might change the industry (which may involve giving away some of your secrets).

Either that, or you need to talk about the development process, or you need to run an event and then make the story about that event.

In short, it needs to be something that people would want to read about – not just blatant self-promotion.

How to Make the Most of Your Release

The next tip is that you should consider picking just one media outlet and providing them with the press release. Media companies love to get exclusives and if you can provide one, then you may find that this makes that site or magazine much more likely to cover your story.

Once they cover the story, you'll find that all the other sites in your niche steal the story from them, thereby ensuring you still get coverage from everyone!

Finding and Recruit Affiliates To Promote Your Product

Affiliates are marketers that sell products other than their own in exchange for commission. Often, they will get anywhere from 40-60 percent of each sale which sounds like a lot but is actually the very definition of a win-win situation.

While 60% might sound like a large amount, remember that you're getting 40% of 100% profit if it's a digital product. What's more, that's 40% that you otherwise wouldn't have gotten at all. Offering a large commission is a great move because it ensures more people will sell your item meaning more exposure and more sales.

So how do you find people who are willing to sell your product?

Where to Find Affiliates

The best place to find affiliates is on a forum with lots of digital marketers. Two great examples are Digital Point Forums and Warrior Forum.

On both these forums you will find legions of webmasters, marketers and salespeople that generate their income entirely online. If you can promote your affiliate offer there and you can make it sound really tempting, you'll get lots of people selling your product.

You can also find affiliates other places too. There are sites like ClickBank for instance that are specifically aimed at publishers who are looking for affiliates. You can even put your product on Amazon as that way you'll naturally be able to take advantage of the affiliate scheme that Amazon provides.

Believe it or not, social media can also be a good place to find affiliates. Looking on Facebook for instance can be a smart move and especially if you're a member of any groups. Google Plus is another good option, as is LinkedIn which provides lots of tools for marketing.

Another option is to contact blog owners in your niche directly and give them the opportunity to further monetize their site. Finally, make sure that you include the option to sell your product on your own site as long as that won't hurt your reputation.

How to Get Them Onboard

The next challenge is getting these affiliates to want to work with you. There are a few ways you can do this. The obvious one of course is to offer a higher commission Đ and you can always lower this in future once you have a few to start with.

Another important point is that you need to ensure your product is good. That's because you want your affiliates to believe they can sell it effectively.

Chapter 4: Pre-Launch, Launch, Post-Launch Explained

When you hear of digital product launches, you have probably heard of the terms "pre-launch," "launch," and "post-launch."

However, you may not know exactly how they differ. The differences are laid out below, which is especially important if you are considering launching your own digital product.

The "pre-launch" period of a digital product launch is where you build up anticipation of your digital product by marketing it via email to your email lists, posting it on your social media profile pages, posting about it via forum signature links, marketing it through other methods, etc.

Additionally, during this time, you are recruiting joint venture partners who will also market your product in return for a percentage of the sales and also prizes if they rank among the highest-converting affiliates.

They will also be promoting your product to their email lists and to others through various means, usually through marketing materials

you provide to them, including email messages, social media posts, forum posts, Facebook and social media advertising, banner ads, etc. This period can last anywhere from two weeks to two months or even more.

The "launch" period of a digital product launch starts with the actual release date of the product to the public. This is where people can reach the sales page and actually buy the product itself, along with any upsells and downsells in your sales funnel.

You and your JV partners will continue to refer people to the sales page during this period. You will continue to supply marketing materials to your JV partners, as well as check in with them to ensure there are no problems with the launch. This period can last anywhere from one day to up to two weeks.

The "post-launch" period of a digital product launch is the period after the product has either been taken off of the market or its launch price has been removed and replaced with a higher price.

Additionally, the JV partner contest on who can refer the most sales and earn the greatest prizes has also ended at this time. You thank your partners during this time, award the prizes that have been won, and evaluate what went well with the product launch and what could have gone better.

You also send out emails to your new customers to ensure they have received access to the products they have purchased and you work to build up the relationships with them so that they will be more willing to trust you and buy product offers from you in the future.

Motivate Affiliates During Your Product Launch

Keeping your joint venture (JV) partners motivated during your product launch is critical to ensuring sales continue to flow in during the entire launch period. If you don't keep them motivated, you may have a high number of sales the first day or two of the launch periods, but then have sales trickle down to few or none by the middle to end

of the launch period. Below is some information to help you keep your JV partners motivated throughout your entire product launch.

It always helps to provide promotional material for your JV partners to use during the pre-launch and launch periods. Most Internet marketers are too busy to write their own promotional material, especially when it's for a product that is not theirs.

Thus, the first step to keeping them motivated to promote your product is to provide promotional material for them. Additionally, you should take any feedback and critiques of your sales material and use it to improve your sales material during the launch period and update it accordingly; this will show your JV partners that you care about their success, which will encourage them to continue promoting throughout the launch period.

Additionally, you need to have valuable affiliate prizes for the top JV partners who refer the most sales. This will be an additional motivational factor to keep them promoting your product throughout the whole launch period.

Let them know what the prizes are during the pre-launch period, exactly which ranks earn those prizes, and how long the launch period is to where they can earn those prizes.

Additionally, you should update them daily on where they are on the leaderboard, including how far behind they are of specific prizes and how much time is left to move up that leaderboard.

This will give them additional motivation to increase their promotional efforts as the launch period winds down, which will help to bring sales coming in throughout the whole launch period.

It also never hurts to give your JV partners some encouragement during the launch period. Check in with them to see how they are doing and how things are going.

Ask them if they need anything to help them promote better, then provide that help to all the JV partners so you ensure it remains a fair playing field.

By using the information above, you can ensure that your JV partners will heavily promote your product throughout the whole launch period and not suffer from burnout or boredom by the time the launch period winds down.

This way, sales will continue to flow in throughout the whole launch period, benefiting you and your JV partners.

Chapter 5: Tips To Finding JVs To Promote Your Launch

One of the biggest keys to promoting your digital product launch is finding joint venture partners to promote and aid your launch.

The reason why is because, without other Internet marketers promoting your launch, you won't reach as many people across the Internet, and your profits won't be as large as they can be with JV partners assisting you.

Thus, you need to find joint venture partners who can help you to promote your digital product launch. Three tips to help find them are below.

First, check with Internet marketers you know or whom you have worked with before to talk about your new product and see if they would be interested in promoting it.

Be willing to provide them with early access and be willing to incorporate any feedback and suggestions they provide to you, as this will make it more likely they'll be willing to promote your product to their lists and elsewhere.

Second, check related forums to your industry or field and mention your upcoming product launch. This tip will especially be effective if you are already an active member to that forum.

Contact members via the forum's communication methods, such as email and private message, to ask them if they'd be willing to promote your product. Again, be willing to provide early access and be willing to incorporate any feedback and suggestions they have to improve your product.

Third, consider listing your product on JVZoo and/or ClickBank, as this will add your product to their product listings. Then, any interested person who wishes to promote your product can do so by clicking a button.

Note that JVZoo allows you to control who can and cannot promote your product, as JVZoo actually will send you a "Request" notification when an interested person wants to promote your product.

You can reply to the person and ask him/her how he/she plans to promote your product, the size of his/her list, how much experience he/she has with marketing, etc.

This can help you to weed out inexperienced marketers or marketers with shady marketing tactics and help you to only accept those marketers with a good deal of experience, sizable lists, and ethical marketing practices to promote your product.

The big key with all three methods above is to start early; do not wait until near your product launch date to do this if you want a large number of JV partners to promote your product.

By starting early and using the tips above, you will have a sizable number of JV partners ready to promote your product and increase the profitability of your sales funnel.

Boosting Your Launch With Affiliate Prizes

Having dedicated and devoted JV partners and affiliates is key to having a successful and profitable product launch. You are only one person; if you have few to no dedicated JV partners and affiliates promoting your product launch, you have little chance of making sizable profits from that launch because you'll only have your email list and any other locations you directly marketed to bring you sales.

To have your JV partners and affiliates be more devoted and committed to your product launch, be sure to have great affiliate prizes to reward them.

With the length of a pre-launch period and launch period, it's hard to keep up momentum among those who are promoting your product. This is why you need quality affiliate prizes to help encourage them to keep promoting throughout the pre-launch and launch periods.

Items such as cash, vacation packages, electronic items (smartphones, tablets, laptops, electronic voice assistants, etc.), gift certificates (to restaurants, retailers, Amazon, etc.), etc. can help you to keep the selling momentum up among your JV partners and affiliates.

Usually, you award prizes to those JV partners who referred the most sales during the pre-launch and launch periods. The highest number of sales get the most valuable awards.

Awards can be presented to the top three, the top ten, even the top twenty affiliates, with different rankings getting different prizes.

The enticement is for the JV partners to work as hard as they can with their best marketing techniques to boost their rankings so that they

get the best rewards. Additionally, it's also a sense of pride and accomplishment for them in the industry, as they are going toe-to-toe with some of the best in the industry; if they outdo them, that makes them more noteworthy in the eyes of their peers, not to mention earns them better prizes and more affiliate sales as well.

Therefore, you need to ensure you provide quality prizes and alert your JV partners to exactly what they are and how they will be awarded, as well as the time frame for earning these prizes.

This is usually presented on the joint venture page where they signed up and also where they can get the promotional materials you created for them to promote your product.

By providing quality affiliate prizes to your JV partners, you can encourage them to promote your product more using their best marketing techniques and to keep up the sales momentum of your product launch all throughout the launch period.

Chapter 6: How to Get Affiliates to Promote Your Product Launch

If you're launching a product, then it is very important to ensure that you make the biggest splash possible when you first go live.

This will help you to build massive momentum for your product and will encourage more and more sales as you go forward.

One way to do this is to find affiliates: marketers who will promote your product in exchange for a commission. The more marketers you get behind you, the more you can multiply your sales and eventually, the more profit you will make.

So how do you get them to come on board?

Offer a High Commission

One of the most obvious ways to get more people to sign up to help promote your product is to offer them more money.

That means offering a larger commission and it's actually not unusual to find product creators offering as much as 70% commission to their marketers.

That feels like a lot to give away but remember: these are all sales on top of what you would have been getting anyway. And the more affiliates you attract, the more you can increase your units sold. It's better to have 30% of a thousand sales than 100% of 20 sales!

Provide Free Materials

Another tip is to provide free materials. This might mean offering a free sales page that they can use, email swipes, banners or free reports.

This way, you can provide your marketers with the tools they need to successfully promote your product and in doing so, you help them do their job and keep more control over the way your brand is being represented.

Make a Contest

It's common to see contests for affiliates. These can involve a cash prize or another kind of prize but either way, it will essentially encourage your affiliates to work harder to be the best seller and you can even update them with regular leaderboards. This has the added advantage of providing an additional incentive for your product, on top of the commission.

Make a Brilliant Product!

Most importantly of all though: you need to make a brilliant product. If your product is low quality, then affiliates will know it is going to be hard to sell.

If it is high quality on the other hand, then they'll be able to think of all the ways they could promote it – which will encourage them to get involved!

How to Make Your Digital Product a Hit

If you're launching a digital product, then you have the potential to make a large amount of profit with absolutely zero overheads.

This is the amazing thing about digital products: while it might cost you to create them if you outsource the process, it's not going to cost you anything to sell them. There are no 'COGS' (Cost of Goods Sold), meaning that you make 100% profit for each sale.

But there are problems here too. The biggest issue with selling a digital product, is that they can often seem less exciting than physical products and many of potential buyers might even question whether there's any point in them buying from you.

Imagine you've got an ebook about fitness. That sounds like a great product until you bear in mind that there are thousands of websites on the net that are all giving away the very same information… for free!

So how do you go about making your digital product seem exciting and fresh and how do you make sure that your audience are on board with it?

Have Something to Say

The first and most important thing to do about this, is to make sure you have something to say. In fact, you should flip the entire way you approach the creation of your digital product on its head.

Too often, we decide that we want to start selling a digital product and then we set out to look for a topic to cover. If you do this, then you're potentially setting yourself up for failure.

So, what should you be doing instead? Simple: you wait until you have something to say and then you set about creating a digital product in

order to say that. This is why it is so important to always write about subjects that you are passionate about. Don't write a book you think will sell, write a book you want to write and then try and sell it.

Now you have something different. Now you have something new to say. And now you have something that people will be excited to learn more about.

And you can see this when you look at the top selling digital products on the market. They're always 'new systems' for making money, or whole new theories pertaining to fitness. They're new and different and that is how they spread and build a following.

JVZoo vs ClickBank vs WSO Pro

JVZoo, ClickBank and WSO Pro are three tools that allow you to set up affiliate programs for your products.

If you have spent time creating (or outsourcing the creation of) your own eBook, then an affiliate program essentially gives you an army of marketers who can help you to get make more sales and gain more exposure in exchange for a percentage of your profits.

This is all while you carry on making sales of your own, meaning that you'll gain extra sales at no detriment to your current business model.

But how do you decide which tool to use? If you're going to use something like JVZoo, CLickBank or WSO Pro which will result in the best profits and most exposure?

The Differences

One difference to understand right away is that WSO Pro is an option that's only available through Warrior Forum.

This means you can only use it within Warrior Forum which right away is a limiting factor and which prevents you from extending your roster of affiliates as much as you otherwise might. It's not a deal breaker

though, as Warrior Forum is actually a great place to find affiliates anyway.

On the other hand, JVZoo and ClickBank both works independently of any other site or service meaning there's no limit on how many people you can add.

In principle you would think that this would make them easier and simpler to set up, but this is where ClickBank has dropped the ball being a little dated in its user interface and some of its business practices.

It's complicated to set up and especially when compared to something like JVZoo which is very easy to get started with and to integrate with an autoresponder. This last point makes it great for e-mail marketers.

JVZoo also makes it very easy to create a sales funnel though in its defense ClickBank is perhaps the best known option and thus has the largest number of affiliates.

Another factor to consider is of course the price. Each of these services takes some commission, with the lowest being WSO Pro, the highest being ClickBank and JVZoo sitting somewhere in the middle.

So, Which One?

So, with all that in mind which one should you choose?

Well, this is going to depend on the nature of your business and your goals. If you are already a Warrior Forum member then WSO Pro is a comfortable place to start out.

On the other hand, though, for those wanting to create great sales funnels and integrate an e-mail campaign, JVZoo might be a better choice. In fact, JVZoo probably wins out just about as the best 'all-rounder'.

Then again though, why not just use all three? That's the brilliance of

having your own digital product, you are beholden to no one!

Biggest Benefits of Using JVZoo

JVZoo is a website like ClickBank that makes it easy for marketers and publishers alike to take advantage of affiliate programs.

Whether you choose JVZoo or other options like ClickBank, this is a fantastic way to make a huge profit and to drastically increase your sales. Read on to find out three of the biggest reasons why.

Benefit One: You Make More Sales

From the point of view of a publisher, this means that you can create a digital product such as an eBook and then allow affiliates to sell it. What this means, is that others will be able to direct traffic to your landing page or your checkout page and then when someone buys your product, you will have to pay a commission fee to the affiliate and a percentage to JVZoo as well.

At first this might sound like you're essentially giving away your profit to a bunch of third parties after spending months working on it. The reality though is quite different.

What is really happening here is that your extending your sales hugely by creating an army of marketers who will all be pushing your products to audiences that otherwise wouldn't have seen them.

This means your profits will grow hugely and more than cover the cost of the fees.

Benefit Two: You Carry On Selling

More to the point though, you can do all this while carrying on selling your product directly from your own landing page. In other words, any money you make through JVZoo will be made on top of your existing profits so there's literally no downside. Even if you only make one

extra sale and you pay 60% commission, that's still 40% of one sale that you wouldn't have made otherwise.

The only risk here is that your affiliates may be so good that they start to cannibalize your own sales meaning that people are buying from them instead of you directly.

The web is a huge place so this rarely happens but if it does then you can always just take your product off of JVZoo Ð you stay in complete control the entire time.

Benefit Three: You Get Free Exposure

Another point that often gets overlooked is that you get completely free exposure by using tools like JVZoo. In other words, when an affiliate promotes your product, they will also be promoting your brand.

Then, even if they don't make a sale, you'll still be increasing your brand recognition and absolutely free of cost!

Chapter 7: How to Write a Compelling Sales Script

Writing a compelling sales script is all about persuasion.

The question is whether you can convince your audience that the product you're promoting is interesting enough to look into further and whether you can compel them to 'convert' by clicking the buy button there and then.

The best strategy here is to employ a number of psychological strategies and if you get this right, you'll find it's almost impossible for your readers to turn away.

Here are some of the things you need to consider…

Engagement

As soon as your readers find your sales page, you need them to get hooked. They need to feel so engaged that they can't possibly turn away without buying and to do that, you need to grab them and reel them in right away.

One fantastic tool you can use to do this, is a narrative structure. In other words, you start your sales pitch like a story and then go on to expand on that story throughout the entirety of the piece.

We are naturally inclined to listen to stories and find it very hard to cut them off mid-way. That makes this a highly effective strategy and one you should definitely use.

Social Proof

People are highly influenced by other people and if you can demonstrate that your product is successful and popular, then this can go a huge way to encouraging your audience to buy. Not only that, but social proof can help to remove the risk of buying a product from an unknown source.

Emotional Hook

To make any product all the more desirable and engaging, it's important to think about the emotional hook. In other words, what is it about your product that makes it truly desirable and makes people want to buy it? Ideally, you want to get your audience to picture owning it and to think about how much it will be able to help them in life.

Time Pressure

Finally, apply time-pressure and make sure that your audience buys right there and then. In other words, don't give them the option to go away and 'think about it', as the vast majority of purchases are impulsive.

Give your audience a chance to think about what they're buying and they'll be much more likely to decide it's not worth the money. Make them act quickly and they'll act on the emotions you've stirred up!

Use Social Media To Enhance Your Product Launch

With the amount of time and attention people spend on social media these days, particularly Facebook, you need to promote your product launch on social media as well, as this can bring in new prospects and customers.

As mentioned, Facebook is especially popular amongst all age groups; they like to spend time on social media connecting with family and friends and seeing what they are up to.

If you can provide informative posts on your product launch and how it will be of benefit to them, you could get people to notice your launch and come to visit your sales page.

Additionally, if people find your product useful, they could send messages to their family and friends on social media, creating a viral marketing effect that can spread quite quickly throughout people's social networks, leading to more traffic coming to your site.

Note that you should not just promote your product launch on social media during the launch period either; like with other channels, be sure to do it during the pre-launch period as well for maximum effectiveness.

Also note that Facebook is not the only notable, heavily-used social network out there; there are many others. Twitter, Google+, LinkedIn, and Reddit have been around for a while and are still effective.

Younger social media networks that are especially popular with millennials (born between 1980-1999) and GenZ (born after 1999) include Pinterest, Instagram, and Snapchat. All of these social media networks revolve around visual content; thus, you need to provide photos and videos regarding your product launch.

This can include pictures and videos of your product, including your product in use (whether it's an ebook, software program, membership site, email series, etc.).

It can also include videos of you showing off the site and providing additional information about the product and what it can do to address the problem or issue it was designed for, etc.

Being visual can go a long way on these social networks and can help to establish a connection with the younger generations in particular, a key to getting them to trust you and purchase from you.

Thus, you have learned how social media can enhance your product launch. By getting some people to notice it on Facebook and other social media sites, they can spread the word around, utilizing the power of viral marketing and significantly boosting the traffic to your site.

Utilizing the power of visual content (photos and videos) can really enhance your launch on sites like Instagram, Snapchat, and Pinterest, which are favorites of the younger generations.

They, in particular, need to feel a connection to you in order to build the relationship and buy from you- thus, reaching out to them via photos and videos is key to earning their trust and their purchase.

Chapter 8: A Mailing List is Perfect for a Product Launch

Launching a product is an amazing way to build hype and excitement for whatever it is you intend to sell, prior to actually taking it live.

This can cause a massive influx of sales and essentially help you to significantly increase your momentum that will carry on throughout the sales process going forward.

So how do you make sure that people are excited for your launch? What's the best way to build hype? Where should you be promoting your upcoming launch?

One of the very best options is to create a mailing list and to use that to promote your product. Read on to see why this is such a great option…

Your Squeeze Page

To build your mailing list, you're going to create a squeeze page. A squeeze page is simply a page on your website where you convince people sign up for your future emails.

That is the one purpose of this page and so you will do everything you can to convince people that it is a good idea to subscribe.

And often this means using an 'incentive'. That incentive will generally be a free ebook or perhaps money off of future products. Either way, it is something you are providing for free in exchange for the contact details of the people signing up.

This can be very effective at getting more people to join but the risk with a squeeze page, is that it can end up meaning people sign up only for the free product and aren't really interested in your subsequent emails. You'll know this has happened if you find yourself with excruciatingly low open rates.

How a Product Launch Changes Everything

But what if you weren't offering a free product as the incentive? What if the emails themselves were the incentive?

Imagine a scenario where you can make your product sound interesting and unique but you're somewhat vague about the specifics.

Your audience knows that the product can help them but they're not really sure exactly what it is or what's so good about it. Thus, they want to learn more.

They'll then sign up to your mailing list in order to be the first to be updated with more information about the product! And this only works with a product launch because no one would ever sign up to be told about a product that's already for sale!

How to Build a List of Subscribers

If you have a list of subscribers to your website and a digital product like an eBook, then this is a perfect combination that you can use to generate huge amounts of sales.

Many gurus describe mailing lists as the single most important tool available to webmasters and digital marketers and if you can build a relationship this way then you'll have an almost guaranteed market for your products Đ as long as they're good.

The question is though, how do you go about building a list of subscribers? Here are some basic steps that will set you on your way.

Sign Up for an Autoresponder

Autoresponders are services like Aweber, MailChimp and GetResponse which help you to manage your subscribers and send out confirmation e-mails etc. These are also what will allow you to create sign up forms that will look the part on your website.

Add a Form to Your Page

There are lots of places you can add a sign-up form. One option is simply to put them on your website in one of the side columns or even at the bottom of each article.

Alternatively, you can create a whole landing page designed specifically to drive conversions and sign-ups and you can then use PPC campaigns, SEO and social media to drive traffic to that page.

Pop-overs are also very popular (no pun intended) at the moment. These are windows that appear over the top of your content when readers have been on the page for a certain amount of time.

These have been shown to drastically increase subscriptions. Just make sure you're not frustrating your readers and causing them to leave.

Use an Incentive

An incentive can make a big difference in encouraging people to sign up to your mailing list. A common incentive is a free eBook or even just a chapter of an eBook that people will potentially buy later on.

Visitors love getting things for free and this will seem like a much fairer exchange than just getting them to give you their contact details for free.

Talk About Your Mailing List

If you run a blog then simply talking about your mailing list in your posts can be a good strategy do. Don't set up your form and then forget about it treat it as an integral aspect of your business and talk about why people should sign up and what exciting content they'll receive if they do!

Conclusion
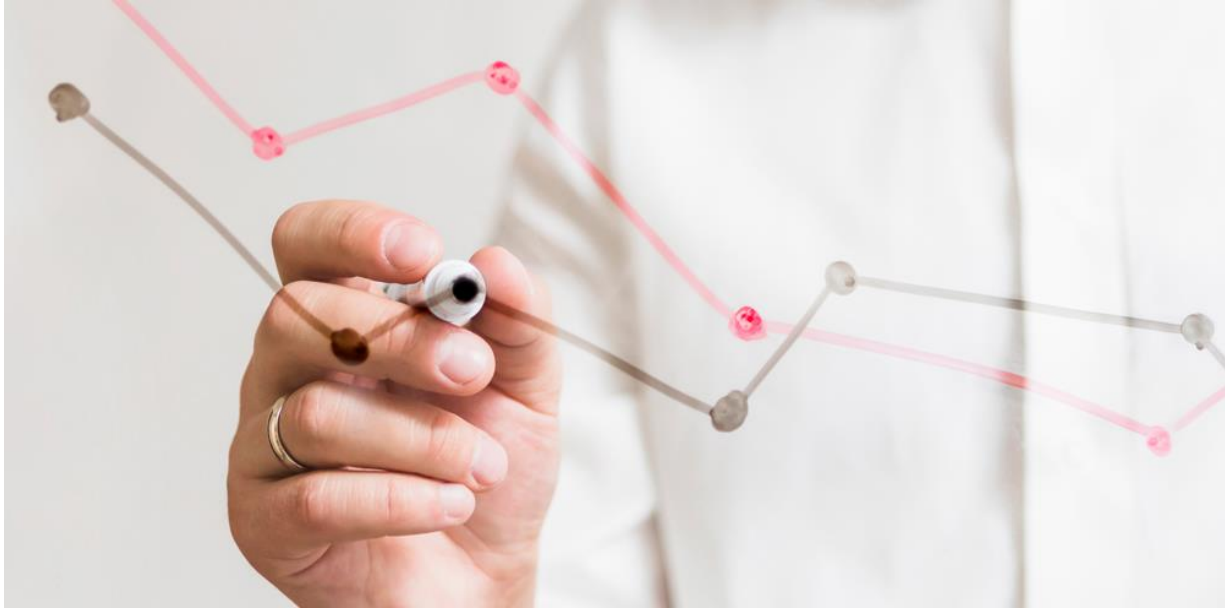
This is a highly exciting time and has the potential to create a massive influx of sales for the digital item you've been working so hard on.

But it also has the potential to be a huge disappointment! There are few things more upsetting than launching a product and finding that no one is interested in it.

So how do you go about ensuring that it will be the hit it deserves to be?

Ask the Audience!

If you already have a successful mailing list or social media channel, then why not ask your audience what they'd like to see?

This can make a huge difference to your eventual success because you can ensure you're making a product that there is demand for!

Run a Beta Test

Letting just a few people in on the production phase of your product is a great way to ensure that you get feedback about the product.

Moreover, it builds a lot of excitement and buzz and you'll get people discussing the product, which is precisely your aim.

Release a Press Release

A press release is an excellent tool that you can use to get media coverage for your launch.

A launch is inherently more interesting than a regular product, so you'll stand a good chance of getting a story – especially if you can find an interesting narrative about the creation of your product or its content.

Add Lots of Extra Materials

The more extra materials you can include as freebies, the more compelling your product will be. That should include video, reports, mind maps – anything you can think of!

Make Your Product Different

If you want your product to stand out, then it can't cover the same old ground as every other product in your niche. Cover something different and make sure you have something to say!

Get Affiliates Involved

One of the best things you can do for any product launch is to get an army of affiliates help you promote it. To ensure that they want to sign up, encourage them with a high amount of commission, free marketing materials they can use and contests with cash prizes for the best promoters.

Use a Countdown Timer

Making sure people can actually see your clock ticking down is a great way to make the excitement all the more palpable!

PRODUCT LAUNCH
Success