Product Launch Success

Table of Contents

Is there a Wrong Way to Launch a Product?

Today, there are more product launches – or so it seems – than one can shake a stick at. Furthermore, it seems that when there is a product launch, you receive emails about it from at least ten different marketers, if not more. Is this how a product is supposed to be launched?

Is there a wrong way to launch a product? Well, as a matter of fact, there is a wrong way to launch a product. If your product launch fails, or at the very least does not bring you the results you expected, than you launched that product in the wrong way. So, yes, in a sense, there is a right way and a wrong way to launch a product, it is just that the right way constitutes many different methods, just as the wrong way does.

This means that although there have been documented processes for successful product launches; there is no guarantee that the process you use will actually work. What works for some products may fail miserably for others. With that said, however, there are certain key elements that will work for all product launches, to give those launches the opportunity to become hugely successful.

Before you start looking at how you should launch your product, you must first consider why it is necessary at all. Naturally, you want to launch your product, because you want to make sales. The point here, however, is that launching a product on the Internet is much different from launching a product in the brick and mortar world.

In the brick and mortar world, you may do a little advertising, but for the most part, your biggest concern is getting the product in the hands of the consumers. In the brick and mortar world, this is most easily done by getting stores to stock the product on their shelves. It simply does not work like that in the online world – for the most part.

Unless you tell consumers about your product, they won't know about it. They will not be browsing store isles and stumble upon your product. Therefore, you have to let them know it exists, tell them why they need it, and tell them where they can find it – and you have to do this loudly in order to be heard over all of the other marketers launching products.

So, if you have a product, and you want to launch it, go into this understanding that you can implement numerous methods of launching, or just a few. The important thing is that you launch your product in a way that will get the results that you want. In the following pages, you will find information that will help you to effectively launch your product, no matter what that product may be.

Step One – Create a Product worth Buying

Earlier, I mentioned that there are an incredible number of product launches these days. You may fear that your product could get lost in the mix, but there is good news. Many of the products launched today are pure junk…or they are absolutely wonderful products launched in poor ways. Either way, if you have a product worth buying – you put the right price on it, and you launch it in the right way, you win.

Hopefully, you've done a great deal of market research before creating your product, in an effort to create a product that your target market truly wants or needs. If you've done this, you have a product worth buying. Hopefully, however, you've taken your research a step further, seeing what the competition is offering and the price they are charging, and you've based your own price on what you are giving your customers.

First, a product is only worth what someone else is willing to pay for it. Second, it doesn't matter how great your product is, if it is over priced, few people will buy it. On the other hand, if it is under priced too much, people won't see much value in it, and will assume that it isn't worth having. You must find some sort of 'happy medium' when pricing your product. It can't cost too much, and it can't cost too little.

Would you believe that many high ticket products aren't really launched at all? Many marketers have found that identifying levels of products is more profitable, and they actually launch what are known as 'front end' products, and never actually launch a 'back-end' product, even though they do indeed sell a back end (high ticket) product.

The idea here is that it is easier to get a new customer to buy a less expensive product, capture their name and email address, and work them up to the back-end product with constant communication through your autoresponder, or through the front-end product. This is a technique that has worked miracles for marketers around the world, and some people call this a 'funded proposal.'

Some marketers sell the front-end product in an effort to raise the money to promote the back-end product more effectively. Some sell the front-end product in an effort to create a back-end product in the first place. Teleseminars are an example of this.

For example, the customers pay to participate in the teleseminar, and the cost of participating is low. The teleseminar is recorded and transcribed, and this becomes the back-end product, which can then be sold for hundreds or thousands of dollars. In reality, the initial customers actually paid to create the product that you plan to make your big money from.

Regardless of how it is done, or what your sales plan is, it is vital that any and all products that you launch – or don't launch – are quality products that are worth the price that you are charging. Without that, you will fail. It is equally important that you are creating a product that is wanted or needed by your target market…and you should never assume that you know what they want or need without asking them first.

You can easily ask your target market what they want before creating your product. The first step to doing this is to visit the forums and communities where you will find your target market. Pay attention to the questions being asked repeatedly, as well as new questions that has never been asked before. Pay attention to the hot topics in the forums. This is where you will discover a need or desire for new products.

From there, create a free product, with a survey. The idea is for people to take the survey, in exchange for the free gift. The questions should be asked in a way that essentially tells you what your potential customers want or need in terms of a topic related product. Some marketers do this once, and run with the results, while others take a great deal of time with their research, narrowing down the topic further and further until they know precisely what it is that their customers want…and then they create that desired product.

Hopefully, if you do this type of research, you will be building a list as you go, so that when you have discovered and created the product that these people want, you will be able to easily and quickly notify them of this.

Another way to create a product that is of high quality is to take an existing product, which isn't so great, and turn it into something great. This may mean joint venturing with the original product creator, or not, but one must be careful not to break any copyright laws. This is vital, and your reputation depends on it. Never steal anyone else's product! Just look for ways that you can create your own product, based off of their idea, but make sure that your product ends up being completely different, and of course, much better quality.

As stated, the idea is to give your potential customers what they want or need, based on what they have told you or demonstrated – as opposed to what you assume that they want or need. When you assume that you know what they need, without asking them, nine times out of ten, you will be way off base, and your product that you worked so hard on will just kind of sit there.

So, before you even think about launching a product, think first about creating one, and if you have already created one, without doing the proper research, before you spend the time and money needed to launch that product, go ahead and backtrack. Do the research to make sure that what you have is what your customers want or need, and if it isn't, change your product until it is.

Step Two – Let People Try Your Product For Free

Pre Launch

Once your product is created, you need to give it away to a few select people, for free…or almost free. Now, before your eyes bug out of your head, or you assume that I'm a complete nut, let me explain why you need to give the product away. First note that you will be doing this very quietly, and there is a good reason for it.

When you create your sales letter, which is what we will be discussing next, you need testimonials for that sales page. If nobody has seen or tried your product, how can they possibly write an honest testimonial about it? They can't, and you don't want to ask friends and family to lie for you. First, a false testimony is easy to spot by anyone who has read their share of sales pages. Second, dishonesty always comes back to bite you.

Instead, you need honest testimonials from people who have actually tried your product. So, who is going to try it out? Some people have their joint venture partners try out the product and write testimonials, and this is one option. However, you will actually get testimonials that have more power if you select average customers for your product trial.

One way to select these customers is to send out an email to the people on your list, and tell them that you want to give your product away to a certain number, and have them respond. Once the right number has responded, stop giving the product away.

It is important that the people who are getting your product for free agree to give you feedback on the product. You can have a form created for this feedback, or ask them to simply send you an email. They must also agree to let you use their testimonial on your sales page. Make sure that you cover all of this before they are allowed to download the product.

How many people should receive the product for free? Remember that this is cutting into your future sales, so you want to keep this number low, but at the same time, it needs to be high enough to get accurate feedback. A good number is ten, but not less than five, and no more than twenty.

This small giveaway should occur two to three weeks before your actual launch. This gives the customers the opportunity to try the product, and it gives you the opportunity to review the feedback…and to correct any problems that may have been discovered with the product. It is essential that you read all of the feedback and that you address any problems before your final launch. Fix the problem, and ask the customers who are trying the product to download the updated product.

By allowing people to try your product for free, remember that you are benefiting in two ways. First, you get those honest testimonials to use on your sales page, and second, you get to find any problems with your product before your paying customers find those problems, enabling you to launch a higher quality product on launch day.

Your joint venture partners will also want to see your product. No marketer worth his or her salt will promote a product that they have not had the opportunity to try. It just isn't done, because if they put their stamp of approval on it, and the product turns out to be less than quality, it damages the marketer's reputation. So, expect your joint venture partners to ask for a copy of your product, and in fact, you may as well go ahead and send them the product when you ask them to joint venture with you.

Your joint venture partners will also be a source of information for you. Ask them to give you feedback on the product as well, and listen to what they are telling you – especially if they are experience, successful marketers. It could be that you can quickly make more changes to your product, based on the advice of your joint venture partners, to create a product that is even more outstanding.

Before you send your product to joint venture partners, or to customers, who have asked to try it out, make sure that you have agreements in place, so that your idea is not borrowed, shared, or outright stolen. This can easily be done with non-disclosure agreements.

Don't be afraid to change your product…even at the last minute. All of the feedback that you are getting is very valuable, and you should change your product as your customers and joint venture partners indicate, for the most part. In the end, however, it is your product, and it is your decision as to whether or not you make those changes. Weigh the advice that you receive carefully, but don't be afraid to make changes that will make your product more valuable.

Also note that you can, again, only allow your joint venture partners to receive a free copy and use their testimonials alone. However, you should think about your own reactions when you read sales pages for products that you are considering purchasing. You receive an email about this product, and you visit the sales page. Right there on the page are testimonials from well-known marketers. If you do a little checking, you will find that every one of those marketers are promoting this product…and since they stand to profit, their testimonials suddenly don't mean as much to you, as a customer.

The most you lose on this product, by giving it away for free to a select few, is the price that those select few would have paid, but the chances are good that without those testimonials, they wouldn't have paid your price anyway. So, in the end, when you look at the big picture, you have nothing to lose, and everything to gain by giving away a few copies of your product for free.

Step Three – Write a Killer Sales Letter

There is absolutely no doubt about it. You don't just need a sales letter for your sales page; you need an outstanding, killer sales letter. You need the sales letter to beat all sales letters, and the success – or failure – of your product launch depends on it. You depend on it, and your joint venture partners will depend on it.

You may opt to write the sales letter yourself, or you may opt to hire a professional copywriter to write the sales letter for you. If you don't know a great deal about copywriting, and you have never written a sales letter, or had a product launch, you will usually do better by hiring a professional copywriter. However, copywriters – good ones – are very expensive.

Your best option is to check with your joint venture partners first. Find out if any of them have written sales letters – successfully. If they have, enlist their help. Remember that they have a stake in the success of the sales letter as well; however, you may want to offer the joint venture partner who writes the sales letter a higher percentage of the sales price than the other partners. This is one way to get a professional sales letter, without having to pay a huge price for it.

Failing this, you do indeed need a professional copywriter, and again, you should check with your joint venture partners first. Find out who they have used in the past, or who they know of. Take a look at the work of potential copywriters, and contact their past clients to find out what the results of those sales letters were.

Of all of the launch tasks that you will perform, acquiring the perfect sales letter will generally require the greatest amount of time, and in many cases, will be your largest cost. This step, however, is the most essential. You and your joint venture partners can generate traffic without a problem. It is your sales letter, however, that will – or will not – convert that traffic to paying customers.

The quality of your product matters, but the effectiveness of the sales letter matters just as much, if not more, because without an effective sales letter, the quality of the product doesn't matter one bit.

Also note that the actual words are not all that you need to focus on. When you are launching a product on the Internet, the layout of those words, the colors used on the page, and every element of the webpage where the sales letter resides all make a difference.

Some copywriters are very knowledgeable about this, and your joint venture partners may know a thing or two as well. Get as much help and advice as you possibly can to ensure that your sales page is as good as it can possibly be. Don't leave anything to chance when it comes to your sales letter and page!

Step Four – Set Up an Affiliate Program

If you want to launch a product, you need an affiliate program. When you create an affiliate program, you are actually making it possible to have an entire sales team working for you. Instead of being limited to the market that you can reach, your limits have expanded to the markets that your affiliates can reach.

Setting up an affiliate program is easier and cheaper than ever before. There are many companies that you can contract with for affiliate program management. If you want to use a third party manager, you could consider ClickBank, at http://www.clickbank.com, PayDotCom.Com, at http://www.paydotcom.com, or a company such as Commission Junction, at http://www.cj.com.

You can also opt to manage your own affiliate program. This requires setting up scripts on your site, in many cases, but today, one of the easiest ways to start an affiliate program is through the Ultimate Marketing Center, at http://www.ultimatemarketingcenter.com. Here, you will find a wide variety of tools that you can use, and the cost is quite reasonable (about $20 a month).

Furthermore, by using this affiliate program manager, you won't have to pay any additional fees to the company. Depending on the price of your product, this can be very important, because you will have to pay your affiliates a percentage of their sales, which means that your profit is cut by that percentage. You don't want to also have to pay a percentage to the affiliate management company.

You can open up your affiliate program to anyone, but your best option is to only open it up to selected joint venture partners in the beginning, which will be discussed in the next chapter. Joint venture partners will usually command a higher percentage of sales that they make, but you end up coming out further ahead regardless of this, because select joint venture partners will make more sales than average, everyday affiliates will.

By using the affiliate program manager at the Ultimate Marketing Center and by working with select joint venture partners, setting up and operating your affiliate program will be quite easy. This isn't time consuming or costly at all, and you only stand to benefit from it. You can pay your affiliates via PayPal, at http://www.paypal.com, or pay them by check. PayPal is easier and faster, of course.

If you've never thought that you had what it took to set up and operate your own affiliate program for your product, think again. In fact, when it comes to product launches, an affiliate program is essential to your success. Look at all of the affiliate program options, and choose the one that will work best for your product and your affiliates.

Step Five – Bring Others In To Help You Launch

Earlier, you saw lots of information about joint venture partners, and this is where you will learn more about that, and the importance of joint venture partners for successful launches. As mentioned earlier, without joint venture partners, you are limited to the market that you can reach, but with joint venture partners, your limits expand to the markets that they can reach.

This may make you think that you need as many joint venture partners as you can possibly find, but this isn't necessarily so. In fact, what you need is a few of the right joint venture partners.

There are a few things that you need to know before you start approaching potential JV partners. First, you need the right proposal. You can't go into this half-cocked. The people that you want get JV offers every single day. They will completely ignore most of them, look at some of them, and actually agree to very few, if any, of them. What is it about your proposal that is going to get them to even look at it and consider it?

First, if you are an 'unknown' in Internet Marketing circles, it will be very hard to get them to take a look at your proposal. You may need to work your way up to them, by first contacting people that you know, to see who they know, and so on and so forth, in order to get an introduction to the people that you want to know for your joint venture.

When you do get to the people that you want for your joint venture, don't waste their time. Have your proposal, or your pitch, ready to go. Let them know, right away, how they stand to benefit. The first question any joint venture partner has in mind, even if they don't say it, is 'what's in it for me?' Let them know, right away, what's in it for them.

Before you send them your product, first get them to agree to look at the product. Then, send the product, and wait for their response. You can contact them by email, but telephone contact is best, followed by an email, followed by more telephone and email contact.

With that said, however, do not drive them crazy with non-stop phone calls and emails. Just keep them up to date about the launch preparations, and make sure that they stay on board, and they remember when the launch date is.

Here are the things that you need to be prepared with before contacting any potential joint venture partners:

1. Know exactly what is in the deal for them. Be prepared to tell them this right up front. Joint venture partners more or less expect to receive between 60% and 75% of the sales price on all sales that they make. Make the deal sound good.

2. Know exactly what it is that you want from them. In many cases, the only thing that you will need from your joint venture partners is for them to promote your product on launch day, or during launch week. Make their part sound easy.

3. Know exactly which day it is that you plan to launch the product. This is covered in more detail later, but you need to know the date of your launch when you contact potential JV partners. They will need to check their schedules to see what else they have on deck.

4. Know exactly how their sales will be tracked. Have your affiliate program in place, and have the link for them to sign up ready for them. Your joint venture partners should also have an interface where they can track their sales as well.

5. Be prepared to give them a copy of the product. This is a given. No marketer will promote a product that they haven't tried out. Make sure that the product is complete.

6. If they say no, be prepared to ask them why, and be prepared to hear the answer. Can you make the deal better? Ask them what, if anything, can change their mind, and listen to what they have to say.

7. While you really want your joint venture partners advice on copywriters and on the sales letter, many potential joint venture partners won't even look at your deal without a sales letter in place. Be prepared for this.

8. Give them copies of all sales materials that you have prepared. This may be ebooks that will be given away for free, emails that you have written, articles, and whatever else you have prepared that they will be able to use. Many top marketers will want to create their own marketing materials, because they want to be different from others.

9. Create a contest. Let your joint venture partners know that there is a contest, and that the person with the highest number of sales on launch day will win the grand prize. Make the prize worth having, like a cash bonus.

Remember to let your joint venture partners know that these partners will be selling the product exclusively, and how long that exclusivity will last. This will be important information for them.

Step Six – Plan the Right Day

Which day should you launch? It may not be the day that you think. Logic says that you should launch on what may be a typical payday for most people, or the day after a typical payday, but research has found that this isn't actually so.

In fact, research has found that Tuesdays and Thursdays are the best days to launch a product. It's odd when you think about it, because these are both work days, for most people, and neither of these days are typical paydays. But research, and many product launchers, has found that these actually are the two best days of the week to launch.

The problem is that because there are only two good days a week for a product launch, your product launch may not be the only one going on, and that hurts you. This is where you and your joint venture partners need to get ears to the ground, and get up-to-date on what is going on in the Internet Marketing world. What products are launching the month that you plan to launch and what are those launch dates?

If possible, choose a day that nobody else is using for a product launch. Nobody wants to launch on the same day as somebody else, so start sending notices out about your launch date to your list as soon as you know when that date is. This allows other marketers to get wind of your launch, and they will plan theirs for other days as well.

In case you are considering going rogue with your launch date, let's take a look at the other possible days of the week. You may think that Saturday and Sunday are good days, because it is the weekend. But in reality, people read their email every single day, including weekends, in most cases, so this doesn't make these days any better than others. However, on Saturdays, people are generally doing the things that they don't have time to do during the week. On Sundays, they are at church, and not thinking so much about buying things or doing business.

Monday is always a bad day. People are back at work and have a whole week before they are off again. Simply put, they are busy, rushed, and in a bad mood in general. Tuesday is considered a good launch day. Wednesday is a bad day. Its hump day, people are starting to think about the weekend, they are busy, and many attend church on Wednesday evenings. Thursdays are good launch days.

Fridays were once thought to be great launch days, because it's the end of the work week and people get paid. But in reality, people are cashing their hard earned paychecks, paying bills, and not looking forward to paying out any extra money. They also want to sit back and relax a bit on Fridays, and may have plans to go out for the evening.

Step Seven – Create Launch Day Materials

You and your joint venture partners will require launch day marketing materials. Professional marketers, however, typically want to create many of their own materials, but you still need to have them available, and you will want materials for your own use as well.

Creating launch day materials does not have to be expensive. You don't need full page photo spreads, in most cases. But there are specific things that will make your launch more effective.

Here is a list of potential launch day materials that you may need:

1. **Your website/sales page –** This has already been covered, but again, it is something that you need. Furthermore, you need to ensure that you are using a good web host, and that you have plenty of bandwidth for the onslaught of visitors.

    Make sure that you notify your web hosting company about your launch, and purchase any additional bandwidth that you may need in advance. You don't want your joint venture partner's customers showing up to a site that is down because it has exceeded its bandwidth!

2. **Email letters –** Most of your joint venture partners will write their own email letters, but you will need email letters for yourself. These letters should not be sales pitches, so to speak. Instead, they should be personal, friendly recommendation letters that address a problem, and offer a link to the product as a solution.

    You may want to consider hiring a professional copywriter to write your email letters. Also note that you will need more than one letter to send out. You need at least seven email letters to send out, one per day for one week.

3. **Ebooks –** You may or may not want to make an ebook accessible to your joint venture partners. If you do, this should be an ebook that they can brand with their own name and affiliate link. Ebooks don't have to be long, but they do have to be of value, even though they will be given away for free. Consider hiring a ghostwriter.

4. **Graphics –** You will need graphics for your site, but your joint venture partners may also want or need graphics for their own pre-sales pages. Make sure that you have a variety of graphics that they can use, such as ecovers. You can have these created by professional graphical artists,

found through freelance sites, such as ScriptLance, at http://www.scriptlance.com.

All of your graphics absolutely must look professional, and you need several different sizes of each graphic that you have. You can make your own graphics; just make sure that they are professional.

5. **Articles –** Pre-launch, you and your joint venture partners may want to submit articles to article banks, or send articles out to their lists concerning the product. You can have articles written by ghostwriters, or write them yourself. Just make sure that these articles have valuable content in them.

Your joint venture partners may also want to write their own articles as well, or have their own articles written, which contain their affiliate links. Remember that when articles have been submitted to article directories, they will be there long after the launch date, so make sure that you don't attach 'dates' to your articles.

6. **Teleseminar Content –** Before launch day, you will most likely want to hold one or more teleseminars to generate buzz, which is covered later. You need content for these teleseminars. This may be a list of interview questions, or instructional content that you will share with your participants.

You may also need to line up guest speakers for your teleseminars. Also note that many of your joint venture partners will want to host their own teleseminars, with you as the guest speaker, and in this case, they will usually write their own content, or work with you to write content for those teleseminars. The more teleseminars that are held, the more successful your launch will be. Teleseminars are the ultimate pre-sale.

7. **Video Content –** Video is very popular these days, and you and your joint venture partners may want video designed to sell the product to use on launch day. Get together with your joint venture partners to determine exactly what is needed. It could be that your joint venture partners want to do their own videos.

Make sure that all videos are professional, and that they offer valuable content, as opposed to nothing more than a sales pitch. Make them worth watching!

There may be additional launch day marketing materials that are more specific to your product, or that your joint venture partners have requested. Review your list of needed launch day marketing materials carefully, and make sure that these are prepared as far in advance as possible.

Step Eight – Generate Buzz

Well before your launch date, you need to start generating buzz. You want people to start talking about and anticipating your product launch. Your joint venture partners will also be generating buzz.

Buzz is generated in numerous places, in a variety of ways. You can generate buzz on email lists, in forums, on social networking sites, on blogs, and even in chat rooms. The trick is to generate as much buzz as possible.

The three most effective ways to generate buzz are with forum discussions, blog posts, and teleseminars. Of course other buzz generating methods work as well, but these seem to generate the greatest amount of buzz, and since time is always limited, you want what works the fastest, with the least amount of effort. Let's look at all three buzz generating outlets:

- **Forum Discussions –** This doesn't take much effort. Visiting forums that relate to your products topic and creating a post takes mere minutes. The trick, however, is to make a post that first, does not appear to be advertisement, and second, to create a post that will get attention. Furthermore, while you want to generate buzz in multiple forums, you do not want to make the same post in multiple forums.

  In order to accomplish this, you may need an accomplice. Just as you do not want to make identical posts in multiple forums, you don't want to use the same accomplice in different forums.

  The trick is to have your accomplice make a post asking a question or presenting a problem that your product addresses. You can then respond to the post, and let it be known that you have a product coming out on such and such date that the poster (accomplice) should check out for a solution.

  The chances are good that if you've done your market research, and have created a product that your target market is begging for, you won't need an accomplice at all. Instead, you can just look for posts that your product addresses instead.

- **Blog Posts –** Your joint venture partners probably have their own blogs, and they should be posting about your product regularly, pre-launch. Make sure that they are. This is another easy way to generate buzz, and it doesn't take much time or effort.

At the same time, make sure that you have your own blog, and that you are posting about your product as well. Also, make sure that you are using all of the blog promotion techniques in existence to get your blog noticed, and to develop a readership. Otherwise, it's just words on a page that don't amount to much.

Hopefully, you and your joint venture partners already have blogs that have a following. If not, your time generating buzz may be better spent on other buzz generating activities.

- **Teleseminars –** Teleseminars are a bit more complicated and time consuming. Hopefully, you already know about teleseminars, and if you don't, you need to take a crash course. However, teleseminars often generate the absolute most buzz concerning a product that is coming to the market.

  Ideally, your joint venture partners will host teleseminars, and will invite you as the guest speaker. They will essentially interview you concerning your new product, and they will be able to make pre-sales through you, during and immediately following that teleseminar.

  Most marketers will jump at the opportunity to do this for product launches that they are involved in, because it actually allows them to get a jump on the marketers who are not holding teleseminars. Make sure, however, that all of your joint venture partners have the same opportunity to host teleseminars, with you as the guest speaker.

Have something for people to look at. Have a pre-sales page set up, with an opt-in box for people to sign up for updates. Have screen shots of your product. Have a video. Have something prepared for people to look at, as this only makes them want the product even more.

Again, your joint venture partners should also be encouraged to generate buzz of their own as well. They may have their own methods of doing this, aside from the methods that you use, and if you've selected quality joint venture partners, you should probably watch what they are doing and take notes for future product launches. There is much to be learned!

Remember to start generating buzz as soon as possible. The more excitement you can generate pre-launch, the more successful your actual launch date will be. So, get out there and get people to talking about you and your product as soon as possible!

Step Nine – Check and Double Check Your Sales Process

A few days before the launch day, it's time to start checking things out. You will – or should – continue to check things out all the way up to the date of your launch. Remember that anything that can go wrong probably will, so you need to make sure that there is very little that can go wrong on launch day.

Here is a list of things that need to be checked:

- Check in with your joint venture partners. Make sure that they are ready for launch day. It is a good idea to hold a conference with all of them the day before the launch.

- Go through your sales process – from start to finish – yourself (personally). You want to see everything that your customers are going to see, and ensure that there are no glitches in the system.

- If you use multiple payment options, make sure that you make a purchase using each of those options just to make sure that everything is working correctly.

- Set up your own affiliate link, and ask a friend or relative to use that link to make a purchase. Ensure that the sales are being tracked properly.

- Send your launch email to yourself. In fact, send it to yourself and some of your closest friends or relatives. Make sure that it looks perfect when it arrives in inboxes, and make sure that everything is spelled correctly and that it is all grammatically correct as well.

- Double check all other sales materials to ensure that everything looks good, and that it is ready to go.

- Download your product yourself. Make sure that it is perfect, and that the download goes off without a hitch. Download all related sales material as well, such as videos and ebooks.

- Notify your web hosting company about your launch. Make sure that they understand how important it is that your site remains functional, even if you exceed your bandwidth.

- Notify your payment processor or processors. These companies get very itchy when a ton of sales start happening. They almost invariably assume

that fraud is taking place, and will shut you down. This is one of those major things that can go wrong. However, if you notify them in advance, and make sure that you have an account representative that knows what is going on, this shouldn't be a problem. If you use PayPal, do not skip this step!

- Synchronize your watches. Your joint venture partners shouldn't just know the date of your product launch, you should also establish a starting time.

- Check your customer support process. Make sure that your customers are going to be well served, in the event that they run into a problem. Warn support staff about the launch, and make sure that they are ready to handle any problems in a timely manner.

- Make all necessary arrangements for launch day. Know in advance who is responsible for doing what – from answering the phone, to dealing with problems, to ordering take-out. There is a lot to be done, and every task should have someone assigned to it in advance.

- Think about your launch day, and consider anything that can go wrong. Go and check on those things. Furthermore, just because everything works now, don't assume that it will continue to work through your launch. Have a backup plan ready to go for every potential problem.

- When you reach the end of this list, start at the top and do it all again. First, you can never be too careful. Second, it will keep you occupied…otherwise you could drive yourself completely nuts with anxiety, waiting for the hour of your launch.

- Get a good night's sleep the night before your launch. You really have no idea when you might see your bed again. Take advantage of it while you still have the opportunity.

The worst thing that you can do is assume anything. Just because your sales process completely worked four days ago, or four weeks ago when you first set it up, this does not mean that it is going to continue to be working on launch day. These things need to be checked the day before the launch.

If you check everything, you will run into fewer problems on launch day. There is always the possibility that you will be the first person in the history of product launches to have a launch go off without a hitch!

Step Ten – Launch the Product

Launch day has arrived, and the chances are good that you are up very early, if you even bothered to sleep at all. The first thing to know is that despite how well you have planned, and how hard you have worked, inevitably, there is always something that goes wrong on launch day. That something may be very minor, or it may be very major. The important thing is to take it in stride.

If you've fully prepared, the chances are good that things will run smoothly, and the only thing that will go wrong will be very minor. Few people have launches that run perfectly, believe it or not, so if you assume that yours will not, you will actually be better prepared for whatever happens.

Launch day is a frenzy of activity for many, while it is a tense calmness for others. This is, after all, when you find out if your product is a hit or not…or is it? In reality, this is the day when you find out if your launch was a hit, not the product itself. This is the day that you find out whether your sales letter was right, if the joint venture partners that you selected were right, and even if the web hosting company that you chose was right. In reality, launch day has very little to do with indicating whether or not your product is a hit.

Regardless of the atmosphere, launch day is actually very hectic. You will have joint venture partners calling you. You may want someone to man the phones, and only take the calls that you absolutely must take. Obviously, you don't want to ignore your joint venture partners, but if you aren't careful, you may find that you spend your entire day on the phone with them, while everything else is falling apart.

The best thing to do is to hold a conference with your joint venture partners the day before launch day, and answer any questions that they may have then. Let them know that you are going to be busy, but that you will call and check in on them during the day on launch day.

Another thing that you must realize in advance is that the launch doesn't actually begin and end on the launch day that you have set. There will be pre-launch activity, of course, but the actual launch could actually run several days. Some people get the email from your joint venture partners, but don't act on them right away. Some of your joint venture partners will run a one day campaign, while others will run the campaign for an entire week or longer. The number of days that the launch can actually last varies depending on numerous factors.

With that said, how will you know when your launch is a success or not? By the end of seven days, you will have a good idea as to how well your launch went. If you've used the advice in this publication, your launch will most likely be a huge success.

Product Launch Resources

Affiliate Program Management:

Ultimate Marketing Center
http://www.ultimatemarketingcenter.com

PayDotCom.com
http://www.paydotcom.com

ClickBank
http://www.clickbank.com

Autoresponder Services:

Aweber
http://www.aweber.com

Get Response
http://www.getresponse.com

Joint Venture Partners:

Joint Venture Alert
http://www.jvalert.com

Joint Venture Broker
http://jointventurebroker.net/

Teleseminar Resources:

Teleconference.com
http://www.teleconference.com/

Free Conference
http://www.freeconference.com

Teleseminar Tools
http://www.teleseminartools.com