

Running **YOUR LAUNCH**



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Running Your Launch

Running a product launch takes time, commitment, and energy. Before you start, take care of yourself. Ensure that you are ready for the challenge physically and mentally. Drink plenty of water, eat right, exercise, get in your zone, and then get ready for a roller-coaster ride. You'll experience joys, concerns, and fear as you run your launch. However, if you get your planning in order and know exactly what you need to do each day, the process will be much easier.

The point of a launch is to get buzz so that you can encourage sales for your new product. A well-defined and planned launch can build momentum in your sales for not just your new product but for all the products in your funnel if you organize and plan everything accordingly. A product launch is just a process more than a huge party. Often we treat product launches like grand opening events with all the bells and whistles and while this is awesome because doing something big gets more eyes on you, it's not just one event. It's a series of planned tasks and events that create a successful product launch.

During your launch, you'll get more traffic, add more people to your lists, make more sales, and create amazing momentum in your business that cannot be matched. Therefore, professionals often say to make more money online, launch more. Let's go through the launch process.

Pick Dates for Your Launch

One of the first things you should do when you want to plan a product launch is to pick dates. The dates will drive everything else you do in terms of your timeline. Therefore, the first step of your launch is to pick the dates. But, how do you ensure that you pick the best dates for your launch?

- **Your Audience** – When is your audience more apt to buy a product? What about your current customers? What about your current lists? You can survey them to find out.
- **Your Competition** – Do you know if anyone else is planning a big launch? Try not to pick the same dates. Instead, if your product is similar, try to launch sooner rather than later. You want to beat your competition, not join them.
- **Timeline** – There is a combination of factors to consider, as you choose the date. Do you have enough time to accomplish the work prior to launch date? Don't press it and create an impossible situation. Look at the things you need to do. Choose a date that allows enough time to complete the project, plus a little extra time.
- **Avoid Holidays** -- Don't launch during major holidays. Most people are busy with family or friends and won't take time to participate. In addition, they have other things to spend their money on. The one exception is if your product has something to do with a holiday but then again you'd need to do that before the holiday.
- **Studies** – Go by what others have done successfully. Mondays or Tuesdays are often the best days to go live with your launch. Statistically, these seem to get the most attention. You can verify these stats in the literature for your autoresponder service.

It's also important to look at the rest of your duties and responsibilities during the potential launch dates. Confirm that you don't have anything coming up to make it hard to reach your goals.

Furthermore, make sure your dates don't overlap with any of your 3rd party technology maintenance schedules. Third party apps like PayPal.com, LeadPages.net and so forth may occasionally undergo maintenance. Usually, you get a warning so pay attention to any third-party apps that you use so that you'll know if there is a conflict.

How Long Should Your Launch Be?

The best rule of thumb for a launch is to make it no more than 5 to 7 days long. An entire 7 days gives everyone a good chance to participate in the launch. After that, it's no longer a launch it's a product that should be practically on autopilot now – which is another benefit of launches – it helps get out all the kinks.

- **Set Goals** – Everything starts with setting a goal. Use SMART goals to ensure that you're making a worthy goal. Specific, measurable, attainable, realistic, and timely goals are those that are more likely to be met because you gave some thought to it.
- **Consider Technology Issues** – Technology can give you a lot of problems during a launch if you're not careful. Be sure to test everything out ahead of time. That means you need to be ready with everything prior to your launch for testing.
- **Analyze How Well It's Going** – Sometimes if the launch is going exceptionally well, you may want to extend the launch. After all, launching is mostly about advertising and marketing but, it's best to stick to your plans so that people don't think you're lying about the limited time offer.

The short answer is that you should make your launch long as you need it to be, but try not to go over 7 days. After that, the number of messages, social media posts, and ads you need during a launch may not be sustainable.

Steps in a Launch

It's important to keep in mind all the steps involved in your launch. That way you can keep track of each part of your launch ensuring that you don't shortchange yourself or your audience along the way.

Step #1 -- Pre-Launch

Before launch day, you need to create buzz. One way to do that is to create content that describes the problem to their audience. Find a way to stimulate an emotion associated with your audience's problem. This helps to motivate an emotional buying response, when you can deliver the solution, your product. Make sure that the pain-points and the emotional motivations you use fit your audience and solve their issue. This enables you to keep your messages on target and you reach your audience.

- **Offer Review Copies** – Go to specific customers and audience members who've made you notice them by their online comments and commitment to being part of your circle.

Ask them if they'd like review copies of your product in exchange for honest reviews and improvement ideas within a specified timeline. If you already have affiliates, you can offer your top affiliates a review copy as well.

- **Update Marketing Materials** – As reviews come in, add them to your marketing materials. They'll go on your sales page, your website, LinkedIn.com, and anyplace else that you can put reviews for your products. The fact that others liked it will go far in convincing others to buy.
- **Fix Any Issues** – When suggestions and reviews start coming back, you'll also receive some great ideas. Ensure that you fix these issues prior to launch date. Remember, when you're dealing with digital items, updates at any time are acceptable.
- **Choose the Right Channels** – Ensure that you pick the right channels based on your research. You can't be everywhere so try to be where your audience is. Note where your affiliates market and let them concentrate their marketing efforts there, while you go elsewhere.

Pre-launch is all about everything you need to get done prior to launch date. Get every email and social media update scheduled. Get all the final product updates done. Test out all the technology to ensure it's working correctly.

Step #2 Launch

When you launch, you'll show your audience what their problem is, and then you'll offer to them the solution to their problem. You want to get started with a splash. You want to do something that gets noticed so that more people find out about your product.

- **Do Something Potentially Viral** – Most people think that when something goes viral, it is an accident. However, it's not. Accidents do happen; but, you can make sure the potential is there by doing something that will get it noticed. Some ideas include a video, a controversial blog post, going on a guest-post blogging tour, writing and publishing books, doing 30 YouTube Videos in 30 days, going on a live event tour, etc.
- **Get More Partners Involved** – Good partners to get more involved with the launch include JV partners, affiliates and others who like to help. Let these people know your plans for launching and encourage them to spread the word too.
- **Start Your Ads** – If you're not running ads yet, get those going now. They say that most people need to see an offer a few times before taking action it. If you hit your audience from multiple angles at the same time, you'll make more sales.
- **Make it Simple** – If you've done the pre-work all you should have to do now is set it all in motion. Don't make things harder than they are. Use automation. Use Technology. Hire help. After all, the more successful your launch today, the more successful your business will be tomorrow.
- **Measure & Adjust** – During the launch, check your numbers. If you have low sales-page conversions or low click-through rates in your emails and social media posts, you need to analyze why and make small tweaks to fix the problems.

- **Update Material as Needed** – As you go through your launch new questions will come in. Answer them fast and add them to your FAQ and helpdesk software. At some point, add in bonuses and announcements about your launch to your social media updates and email autoresponder messages.
- **Keep in Touch with Your Affiliates** – During the launch is a great time to create contests, praise successful affiliates publicly and doing what you can to motivate them to promote your product more. Ask them what they need. You can always host webinars, or offer extra bonuses and percentages of profit to affiliates who provide feedback and helpful responses.
- **Keep in Touch with Your Lists** – One of the most important things you need to do is keep your people informed. You likely have lists of buyers, potential buyers, partners, and others. Determine what type of messages should be sent and to whom. Send links to freebies designed to get people to buy the new product. Provide sharing information to partners. Send plenty of content about the problem and the solution you're offering, which everyone can use.
- **Ensure Support Is on Top of Things** – Send out a survey to buyers a few days after their purchase. Give them time to look at it and ask them if everything is going well. Ask them for product-feedback and suggestions of how you can further help them. If anyone has sought help from customer service, survey them separately to ensure that they're satisfied with the results.

Launching is an exciting time. You'll learn a lot with each launch that you do. The launch process is essentially the same no matter what type of product you have. The point of launch is to create buzz, get people interested and curious, and to convert those who are interested into buyers.

Step #3 Post Launch

Post launch only means that your "grand opening" is over. It doesn't mean that your product is dead. In fact, almost every single autoresponder email and message you created for your launch can be used again, for a similar product launch, or for people who sign up for information about this product under non-launch circumstances.

Listen to Post-Launch Feedback

During and after your launch you're going to start getting a lot of feedback. This feedback can be broken up into three parts.

- **Pricing** – You may get feedback that your prices are too high, the check-out process is too complicated, or you have too many upsells. Numerous issues will pop up in feedback. It's up to you to determine which have a point and which do not.
- **Messaging** – Some people might complain about your message. They may feel it's too confusing, misleading, or problematic in some other way. It's important to listen to this feedback so that you can adjust the issues. Just because you understand it, doesn't mean others will.

- **Technical** – This is probably one of the most important feedback topics. It may indicate your customers aren't getting delivery, that there are bugs, integration issues, and so forth. It's imperative to consider every technical issue immediately and fix it right away. Thankfully, with digital products you can make changes on the fly without any issues.

Keep track of the feedback and send it to the right person to handle that area. If that person is you, consider getting some help with these things. A CEO doesn't do everything alone. They find appropriate people who are experts in their fields to handle things so that they can keep coming up with ideas and creating more products.

Look at Your Metrics

Now that your launch is over, you should have a lot of numbers to look at. You'll want to check your conversion rates on ads, social media, blog posts, and so forth. You'll also want to find out what your conversion rate is on your sales pages. When you combine this with the amount of traffic, you get an answer.

- **Low Converting Sales Page** – If your sales page is getting a lot of traffic but conversions are low for your industry, then the problem is either with poor ad targeting, or poor audience targeting with the sales page. If you've mixed up audiences and aren't consistent your sales page won't convert as well.
- **Low Traffic/ Low Click-Through Rates** – This often happens simply due to poor messaging. You must use the language that your audience wants to hear. You should appeal to your audience and no one else. Create audience personas to create messaging for to help keep you on track.
- **Abandoned Carts** – If people go all the way through and try to buy but abandon the cart there are a few issues that could be causing that. The price wasn't clear on the sales page, or the checkout got hung up with too many upsells, cross-sells, or add-ons. Try retargeting the cart abandoners, and if it's a high number, fix the check-out process.

There are numerous metrics to look at that will help you determine if your launch was a success or not. Remember, if you don't meet all your goals, it's not a failure. Remember that you can learn even from a less than perfect launch so that your next launch is even better. Take note of what you'd do differently so that you can do even better next time.

Update the Product as Needed

Post launch is also the time to fix any problems with your product that has come up during the launch that you've not fixed already. For example, now that you have made money you can up-level your product or you can create a new product to market to the people who bought this product.

- **Typos** – When someone tells you about a typo, thank them for it. One typo isn't a big deal, unless your product is about writing. But, what's super awesome about digital products is you can update a typo on the fly without a problem. Simply fix it and upload the change in the download area.

- **Inaccuracies** – If someone contacted you because you got some of your facts wrong, it's important for you to do your research to find out if what they say is true. If it is, correct it as soon as you can. Thank the person who sent the information.
- **Out of Date** – If later, some information in the product is out of date, it's important to fix it so that the product will last longer. You can increase the shelf life of any product by updating it with current information and removing out of date information.
- **Poor Check Out Experience** – If your audience seems to dislike the checkout procedure required with your chosen shopping cart, consider whether you need a new one. If you're not using something like amember.com, 1shoppingcart.com, or another well-known shopping cart consider upgrading.
- **Poor Affiliate Sales** – If overall sales were due to your own efforts, but you didn't sell much via your affiliates you'll have to contact them. Ask them what you can do to help them sell more. Often your best feedback can come from affiliate marketers.

Updating your product after receiving feedback is a great way to wow your audience. If you send a new version to everyone who bought one already and thank them for their feedback, you'll be shocked at how effective this is to creating loyal customers.

Create a Post Launch Series

This can add to your bottom line in a way that other things can't. Usually, when people have a launch that has a deadline for the pricing mentioned in the launch, they will either buy right away or they'll wait until the very last day of the launch to purchase. However, some people will abandon the cart and not purchase. These people want what you are offering but something stopped them.

Assuming you've fixed technical issues, it's probably an emotional issue. You'll need to address those to encourage people on the fence to finish the purchase. The best way to do this is to create a post-launch series directed toward the cart abandoners.

What you can do is give them a special window into the launch by sending them an email series designed to get them to finish their purchase during the extension. One way is to send them a special offer using Facebook Ads and Retargeting. Then send them to a special sales page that gives them the offer again with a few changes.

For Price Issues

You can give them a payment plan, if you think it's a money issue. You can appeal to them by giving them the facts again about your product. You can send them to a video sales page full of testimonials, designed to get people on the fence to buy. You may want to provide a bonus item. Another option could be to offer a coupon for a different product or on their next purchase.

Technology Issues

If you got feedback about technology problems, you might go that route instead of price. Extend the enrollment period for an extra 24 hours "due to technical issues." This is a great way to get people on board who were having issues with making that final decision to pay.

You can also, if everything went very smoothly, create a post-launch series for your buyers. Consider any higher-level products or services that you have. Don't start sending the emails to your buyers until enough time has passed for them to use your product. Then send a series that starts with Thank You and ends with new offerings that are either complementary or in addition to their purchase. Follow up series after launch are effective because whether to cart abandoners or to buyers they've each expressed interest and want what you should offer.

Secrets to a Successful Product Launch

Having a successful product launch doesn't happen by accident. It happens when you have created the product your audience wants and told them about it in a way that resonates with them and makes them want to buy.

Match Your Product to Your Audience

So many people get this wrong. They create a product and then try to find the audience. Choose your audience and their need first. Then use your skills to create a product that these people already want and need.

Create Clear Messaging

The messaging you create in blog posts, sales pages, email messages, social media updates and in advertising needs to be created with a clear understanding of your audience's needs and desires. The words you use to convey the value of your product are extremely important. Focus on benefits over features. You're not selling a course on earning money from home. You're selling freedom from soul-sucking jobs. You're selling the solution to a problem, the "good" feelings, and hope for the future.

Set Specific Launch Goals

Having and achieving goals is important to your success. You want your goals to be realistic so that they're attainable. In addition, your goals need to be about more than sales. Remember that a lot of your sales are going to occur after your launch, even when the price goes up to regular price.

Involve Other People

Don't forget to make connections with potential joint venture partners, super affiliates, and others who can help you get the word out about your products. Also, keep in mind that you can outsource large portions of the work. For example, you can hire a VA to handle customer service, a copywriter to write your sales pages, and a graphic designer to create your product and promotion related images.

Use the Right Technology

Use the right technology to automate as much as possible. This may include product creation tasks such as email messages, monthly orders, and product delivery. A project management system like Asana.com or Basecamp.com can help you create and maintain a good workflow.

The right technology will also help you sell your product. It may include tasks related to product purchasing, customer invoicing, automatic notices, and product delivery.

Seed Your Audience

Before your launch, make sure you prime the pump. You want people to be excited about the launch and ready to make a purchase. You can do this via cryptic blog posts about your process, social media updates, and education about the problem your audience faces and needs solved. Everyone loves anticipation. The more anticipation you can create for your launch the more successful it will be.

Time the Launch Well

It's important to choose to host your launch during times that your audience has money to spend. If you've done the research necessary to create an amazing product, then you should know enough about your audience to pick a good time for your launch. Remember to avoid holidays, and check with any important third parties to ensure there are no conflicts.

When you get this right, you will have a spectacular launch. Sometimes it takes a few launches to fine-tune things, but, if you follow the plans in this report, you will be running a winning product launch in no time.

Launching Is Where the Money Is

Running your product launch doesn't have to be difficult or scary. It is a lot of work but it will pay off. When you launch a new product, it causes buzz about your business because all your affiliates, your partners, and you are working hard to market to your audience. They'll be blanketed with your offer over the week. That's why a week is enough. You don't want to irritate, or bore your audience. You want to get them excited. You want them to buy. However, you don't want them to unsubscribe or to ignore your messages.

During the week of the launch, you'll need to double-check that everything is working as it should. Check the numbers and use them to ensure that everything is going as planned. If not, you can adjust on the fly and keep going. That's what is awesome about digital product launches. It's easy to make quick changes.

The key elements of a successful product launch are a great product that you know your audience wants and needs, which requires research, planning, and lots of testing and measuring. The great thing is that the process can be repeated with a new product. Each product launch gets easier, if you remember what's important.