



# **“Top 10 Secrets For An EXPLOSIVE Product Launch”**

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<http://www.therealim.com/blog>

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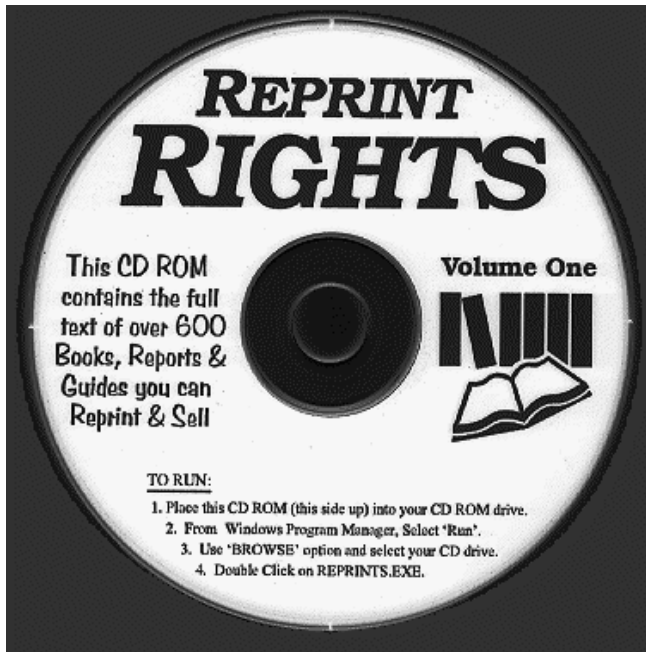
## **ABOUT THE AUTHOR:**



As you know by now my name is Jason James. I have actually been selling products and services online for over 10 years but didn't come into any real success until about a year ago. (2005) Now this About Me section is a few paragraphs long, but I want you to know where I began from, and how far I have come. My hope is to inspire you and motivate you to take action in your life no matter what your circumstances are.

I started out back in 1995 when I got my first computer. I started selling one of those Reprint rights CD's that contained 600 'how to' reports on CD. Maybe you have heard of the CD I am talking about? Here's a picture of the CD (*See Image 1.A Below...*) If that CD looks familiar then you were around back in the good ol' days of Internet Marketing. Things were a lot different back then.

**Image 1.A**



So anyway, I set up what I thought was a great website (looking back, it was truly dreadful) and was requesting people send me a check to my P.O. box if they wanted to order the \$20.00 CD. I had already done what I like to call 'newbie math'. I pulled out the calculator and started doing some calculations. For example...

What if I sold 1 CD per day (easy right?), there are 7 days in a week so I would have a gross income of  $\$20 \times 7 = \$140$ . Hey, not bad, \$140 a week, \$560 a month. I even plugged in how much I would make if I sold 3 CD's per day. That would be \$420 a week and \$1,680 per month! I was so excited... I couldn't wait to collect all that money. I even went as far as to go car shopping because with that kind of income I could easily afford a \$400 or \$500 car payment on a fancy car.

### **NOT SO FAST JASON...!**

Well as you can imagine I was only getting a small trickle of traffic from the search engines and selling around 1-2 CD's a week and after expenses like CD duplication and shipping I was only making a few bucks a week. My hopes quickly diminished.

This began what was to be a long string of business failures for me. If it's out there, I have probably tried it and failed. MLM, Real Estate Investing, Mystery Shopper, mail order and more. The list goes on and on.

I was spending a boatload of money on buying products rather than choosing one product to stick with. Sound familiar? I know for me personally, sometimes I never read more than the first few pages of a home study course as an example, and then it was on to the next thing. My life, finances and relationships were at a critical point. It's not cool to be broke and living with your parents and you're in your mid to late 20's. It was going bad, real bad until....

### **ONE DAY MY LIFE CHANGED FOREVER....**

I discovered a little website called eBay. Maybe you have heard of it? I'm being silly; if you haven't heard of it then you might indeed live under a rock! As of writing this ebook and according to the Alexa Rankings(TM), eBay(TM) is the 11th most visited website in the world. That's literally millions of visitors each day.

Here's how I discovered the true power of eBay(TM). One hot summer day my Mom approached me and told me she had an old cell phone that she didn't need any more as she had upgraded to a new model. She asked me if I knew anyone who would be interested in buying it and I said I had no idea. In a somewhat joking way I said, "Why don't you sell on it eBay(TM)?" She said, "hey that's a great idea!" I was like, ya right, good luck. My Mom is a bit computer illiterate to put it mildly. I was thinking I could probably sell it on eBay(TM) but I have never done it before and then right on cue my Mom said, "why don't you sell it on eBay(TM) for me and we can split the money?" Being the ultimate opportunist and in no position to turn down a possible pay day I said OK emphatically!

To make a long story short... I took some pictures of the phone, set up the auction as a traditional auction with 'Buy It Now' also set, and within 3 days I got an email saying... "Congratulations Your Item Has Sold!" It turned out a man in Ohio bought the phone for \$100. I was shocked and amazed... I shipped the phone out the same day and told my Mom about it when she got home from work. She was excited to get rid of the phone and she told me to keep most of the money.

I was so excited not only because there was cash in my pocket, but because of what the future held. All I wanted to do was find more and

more items to sell on eBay. That I did... I just kept finding and selling item after item from around the house and many times selling items my friends wanted to get rid of.

There was a problem however. These sources quickly diminished so I ended up selling refurbished electronics that were sourced by a Drop Shipper in New York City. I became an eBay "Power Seller" and was making a nice income each week from eBay. Life was going pretty darn good.

### **But I still had higher hopes and dreams...**

Over the months that followed I had learned a lot of the in's and out's of eBay selling, collected a huge amount of eBooks on eBay selling, written over 100 articles on eBay, and just had this vast amount of knowledge on eBay.

So then one day it just hit me, why not package all this information up and start selling it online? So over the course of 4 months I compiled everything I had learned and acquired, and put it all into this membership website, which I called "**The Auction Resource Network.**" **You can visit that website here:** <http://www.auctionresourcenetwork.com>

I can honestly say this site has to be one of the best, if not the best resource out there on the topic of selling on eBay. I put my heart and soul into this product and the payback for me was huge.

From May 2005 when the site went live to May 2006 (my first year in business) I had gross sales of \$246,038.29! Not to mention my eBay sales! Needless to say, it was a pretty good year.

### ***But once again I still had higher hopes and dreams...***

So like all of my great ideas, this next one just sort of came to me. I was sitting there thinking one day that there is just so much junk information out there about how to make money online. It's like information overload. I went through it, and I can't even imagine what people just starting out go through. Everyone seems to be pitching the latest and greatest thing.

Shortcut to this, shortcut to that. Everyone had that magical shortcut to success. Well guess what folks, there is no shortcut! So keeping that in mind I also noticed the insurgence of audio, video, etc. online.

I'm talking about the use of multimedia online. Which to this day is getting more and more popular. For good reason, I know personally I would rather watch a video than read a 100+ page eBook or article.

***So here's what I did....***

I went out and found who I thought were the most trusted, most respected, and the most successful marketers out there and I asked them to make a video for this website which I was creating called "**UNCUT! Internet Marketing.**" Found at:

<http://www.uncutmarketing.com>

I asked these marketers to dish out some of their best secrets and tips for making it big online and record it all on video.

Boy did these marketers come through. I ended up with over 34 different marketers contributing a video to the project and what turned out was one of the best low ticket product launches in a long time. I sold access to all 34 videos in a membership site format for \$97.00.

So after a short pre-launch, I went full speed ahead promoting this site, getting JV's, and doing everything in my power to sell memberships. As it turns out, I had a very successful product launch. **How does \$214,352 in one month sound?** Well that's what I did and I was thrilled!

Pretty good for an amateur right? I was so excited; it really was the best month of my life business wise and personal wise. Everything just seemed to be going right for me. It's funny how things just align like that.

And you'll notice I referred to myself as an 'amateur' That's because I'm no guru, I have no special connections, no special skills, or anything that makes me different from the guy or girl struggling just to make a few bucks online.

I was able to make \$214,352 in sales in July 2006 with nothing but hard work, determination, and education. I want you to know that you too can have this type of success online. *You can't do it if you don't believe it yourself.*

That's the beauty of Internet marketing... anything is possible, the sky truly is the limit. So from this point on I want you to keep it in your head that anything is possible and that you CAN do it.



That's my story, and in this ebook I will fill you in on the top 10 things that made the launch of UNCUT! Internet Marketing such a huge success. But just reading this ebook won't put money in your bank account. You have to go out there and apply these theories and techniques. Most people aren't willing to put in the hard work to be successful and what results is excuses and failure. The only secrets you need are to educate yourself, work hard and take action. I cannot understate that last point enough.

But for some reason almost everyone won't take action. They are overcome by fear. Inaction breeds doubt while action breeds confidence and courage. But you have read this far in my book and that tells me you are on the right track. **Remember, you CAN do it, and ANYTHING is possible.**

## **INTRODUCTION:**

**Thank you for purchasing access to my eBook: Top 10 Secrets For An EXPLOSIVE Product Launch.** *"The inside story of 'UNCUT! Internet Marketing' which grossed \$214,352 in sales in only 1 month."*

As you read above I am just a regular guy with no special skills or training. The fact of the matter is you can achieve this kind of income and probably more if you are simply willing to work hard and take advice from others who have been successful and run with it.

One of the hardest parts of product creation and product launches is fear of the uncertain. Seeds of doubt kept creeping into my mind during my pre-launch and while I was putting this product together. I was wondering... Was I going to make any money? Would I get any joint venture partners to help me promote my product? Will my product be a total failure that no one is interested in? There were some dark days where I even wondered if it was all worth it.

With a long to do list, no guarantee of success, and production costs mounting, launching my product became overwhelming at times. My best advice is just to have faith that things will work out. Just take things day by day. What I did was, I created a prioritized 'to do' list each night before bed and the next day I would have a game plan as to what I needed to accomplish for the day.

It's not easy, but 'easy' is for fast food employees. I'm sorry if that offends you but it's the truth. The day my life changed was the day I stepped out of my comfort zone and started taking action and applying what I had learned. Nothing great was ever accomplished without hard work and challenges.

This e-book will deal with specific technique as well as some theory. I will be including links to the products and services I used for this launch, not to make an "extra buck", but to illustrate the exact methods I used to pull off a \$200,000+ product launch.

One major take away I learned from **Jeff Walkers "Product Launch Formula"** which is probably the best, most in depth course out there on product launches, is to turn your launch into an "event." Make every aspect of your product launch exciting, thrilling, and try like crazy to build a huge buzz. Let's get started shall we?

### **SECRET #1:**

**"Make sure you have a quality product there is a market for!"**

So many marketers, especially the ones just starting out get this one all wrong. The first thing you should do is test the market. See what's hot, see what people are buying, do keyword research to find your niche. That's the right way to start when producing and launching a product. The wrong way is to just think of an idea and then start developing a product based on your idea. While you might get lucky and become successful, chances are, you will fail or have minimal success.

Now the 2nd part of this is, make sure you have a quality product. Because if you don't... you will sense it, your JV partners will sense it, and ultimately your customers will sense it. If you have a sub-par product, take the extra time to make it a good or even a great product. If you don't, then your launch will fall by the wayside like almost all product launches these days. Some ideas that come to mind are; add new, never seen before bonuses to your sales letter; include audio/video presentations with leaders in your chosen niche; get a professional copywriter, and have your product critiqued by as many people as possible. The list goes on really...

And yes, it is my opinion that at least 75% (that's a modest estimate) of all Internet Marketing related product launches fail miserably. I see it daily... So many marketers out there just don't "get it". The good news is you are reading my ebook, and just these 10 tips alone will put you on the right path to success, there's no doubt in my mind.

## **SECRET #2:**

### **"Conduct a great pre-launch to build BUZZ!"**

There's no doubt about it, one of the reasons my launch was so successful was because of an effective pre-launch campaign. I had built up a list of 4,500 subscribers before the product even launched. These were all folks who were anxious to find out when the product launched.... talk about powerful. Once launch day came, many of these folks were salivating just to buy the product.

How do I know? Because literally about 60 seconds after I clicked the send button on my autoresponder program **aWeber** <http://www.uncutmarketing.com/Recommends/aWeber> letting the folks know the site was live, orders started coming in. \$97.00, \$97.00, \$97.00, \$97.00, \$97.00 one after the other. It's quite a rush actually.

Now lets get specific... in order to collect subscribers during your pre-launch, you need 2 very important things.

- 1.** An attention grabbing email capture page or squeeze page as it's also called. Include a picture of yourself, some audio, video and some descriptive text about your product. Make your prospect excited. Most of all, get your prospect to enter their name and email address so you can keep them updated on your launch. How do you do this? See #2.
- 2.** Offer something of real value as incentive for people to enter their name and email address. Just asking them to sign up for a notification list is not good enough. Try giving away a valuable ebook, 7 day ecourse, free teleseminar, something like that. The main goal of your page should be to get your prospects to enter their name and email address, that's it.

Ways to get people to your squeeze page include: email signature, forum signature, letting your own in-house email list know about it, use myspace and youtube to get visitors to your squeeze page, and if your affiliate script supports cookies, get affiliates to send out an email

for you during pre-launch and let them know these visitors will be tracked and they will get credited with sales from their efforts once the product launches.

Now, make sure to let your JV partners know and your customers know the date AND time your product launches. Which means of course, you have to pick a day. I have always heard that Tuesday is a great day to launch a product at 9 a.m. or 12 Noon. Make sure your launch isn't anywhere near a major holiday where people will be away from their computers. If possible, try and find out if there are any other launches going on at the same time as yours so you can make changes accordingly.

For example, if you and another marketer are both launching an ebook on how to start your own pet grooming service this Tuesday, you will probably both suffer because people won't buy both; they will pick one. Not the best example, but I think you see what I mean. It's up to you, change your launch date if this happens, or just commit yourself to work harder than the other guy and make more sales than he does.

Remember, if you choose the launch date of let's say Tuesday, Dec. 5th, 2006 at 9:00 a.m. EST. Well obviously that's a different time in Australia..., so **use a free service like <http://www.timeanddate.com>** to let people know what Tuesday, Dec. 5th, 2006 at 9:00 a.m. EST is around the world.

The main goal here is to create a huge buzz, get people talking, and create anticipation so your prospects just 'can't wait' to see what your product is all about and of course order it.

Conducting a massive scale pre-launch could mean the difference between a \$50,000 launch and a \$100,000 launch.

### **SECRET #3:**

**"Get a firm grasp on the technical aspects of your launch."**

Imagine..., you put together a masterful pre-launch campaign, recruit boatloads of JV's, and on launch day your website goes down. It happens time and time again to even the most skilled marketer or guru, if you will. So secret #3 is all about getting a firm grasp on the technical aspects of your launch, as well as having back-ups in place to avoid disasters.

First things first, get a reliable web host with plenty of bandwidth. Ask around for recommendation from friends. DO NOT use a web hosting service like Go Daddy or Yahoo! whose services are mostly geared towards business owners who just want a simple and easy web presence.

You need a web host that has been around at least 3 or 4 years, a web host that has 24 hour phone and email support, and a web hosting plan that has plenty of bandwidth (At least 100GB).

Once you have that in place, get another web hosting account with a different company as a backup. Then, upload all your files to the new web host as well, so this way if your original web host goes down, all you have to do is switch the DNS on your domain to switch web hosts as seamlessly as possible.

**The service I use and highly recommend is called Host for Web**  
<http://www.uncutmarketing.com/Recommends/HostForWeb>

They have a great support department and I have never had an outage even during my launch when I had over 55,000 pages views in my first day; made it to 785 on the Alexa traffic rankings out of millions of sites, and burnt through 268 GB's in the first day! (That's a lot!)



**The back-up service I used and recommend is called "Lunar Pages"**  
<http://www.uncutmarketing.com/Recommends/LunarPages>

Now let's move on to your payment processor. **I used 2Checkout.com**  
<http://www.uncutmarketing.com/Recommends/2Checkout>

exclusively during my launch and they held up nicely. There were no processing issues and they pay on sales weekly. Another popular choice is **PayPal**

<http://www.uncutmarketing.com/Recommends/PayPal>

which is still a viable option but I couldn't use PayPal for my launch because I ran a 2 tier program which is not allowed by PayPal. Other options include your own merchant account (www.authorize.net) and www.1stShoppingCart.com.

**IMPORTANT:** If you are expecting a big launch, which I hope you are, it's always a great idea to let your web hosting company and your payment processor know you are launching a product on a certain day and to expect an influx of activity.

**Here are some other areas in which you really need to spend time on getting ready:**

**-Autoresponder:** Get a good, reliable autoresponder to collect subscribers and email your subscribers with updates. The one I use and highly recommend is aWeber

<http://www.uncutmarketing.com/Recommends/aWeber>

**-Get an reliable affiliate script:** The one I use and highly recommend is called iDevaffiliate

<http://www.uncutmarketing.com/Recommends/iDevAffiliate>

It held up very well during my launch. It has great features like accurate sales tracking, robust real time stats and reporting, and it's very easy to use for you the site owner, as well as the affiliates themselves.

**-Get a help desk software program installed to keep track of all support requests:**

During your launch you are inevitably going to get a large amount of customer support requests, so get a help desk software program installed to keep track of all support requests. The service I highly recommend is called Kayako:

<http://www.kayako.com/esupport.php>

**-Get a good traffic stats program:** Most web hosts come with a stats program, but sometimes 3rd party stats are more robust and provide more data. I always like to look at referring pages, which pages on my site are most popular, users' path on my site, and exit pages. You get the picture, the more data you have, the better you can optimize your site. The service I use is called webstat:

<http://www.uncutmarketing.com/Recommends/WebStat>

Quite a lot to worry about huh? Don't worry. If you get a little bit done each day and prioritize like I said, you will get it all done in no time.

**SECRET #4:**

**“Keep in touch with your customers and JV’s consistently.”**

One of the great ways you can maximize your product launch is to keep in touch with your customers, subscribers, and your JV partners.

Let’s start with your customers and/or subscribers. Before and after your launch you should always be keeping your prospects in the loop. I mean sending an email at least every other day with updates. You could let your customers know about limited time discounts, more about the product, that there’s only x amount of products left before you are sold out, etc. etc. People like to be kept informed. Don't be afraid to email your prospects often to maximize results.

**IMPORTANT:** Keep in touch with your Joint Venture partners! I will discuss this more below in step #8, but having good quality joint venture partners can make or break your product launch. Because guess what, you can't do it alone. As a matter of fact, about 97% of my \$214,352 in sales for UNCUT! Internet Marketing was generated by my joint venture partners. Amazing huh.... now do you see the importance of JV's?

Getting back to my original point, you always want to be available via email and phone for your joint venture partners especially near your launch day. **Some JV's (as I call them) are going to have questions like:**

- Do you have any email copy I can use?
- What’s my affiliate link?
- Can you create an affiliate account for me, I’m busy?
- When will I be paid?
- What’s the commission rate?

The list goes on and on.



My point is, as soon as your JV partner emails you, calls or instant messages, you want to reply to them as soon as possible because they are your strongest asset during launch. I can think of 2 specific instances where I was an affiliate for a product that was launching and had some questions and both of the website owners disappeared from the face of the earth after launch. No email, no call back.

This is quite frustrating, so all this being said, just make sure you are around before and after your launch.

One final point here is, whatever updates you email to your JV's, customers, subscribers, etc. make sure you also post those exact emails on a blog of some type. I use [www.wordpress.com](http://www.wordpress.com) and [www.blogspot.com](http://www.blogspot.com). On the blog make sure you ask people to bookmark the page so they can stay updated.

**Remember, communication and follow-up is key!**

### **SECRET #5:**

**"Outsource certain tasks to save time."**

Your time is your most valuable asset. This is especially true during a product launch! Time will be of the essence as you come up to your launch date. It's always a good idea to outsource as much as possible without compromising the quality and integrity of the product.

Me personally, I am a perfectionist and I like to do everything for myself, so it was hard for me to outsource some things, but it just had to be done or I wouldn't have finished everything by my launch date.

**Some of the things you may want to consider outsourcing are:**

- Customer Service
- Graphics (sales page, e-covers, banners for affiliates, etc.)
- The Writing of Endorsement Emails (To send to your own customer list as well as for your affiliates to use)
- Sales Copy (See Secret #9)

The goal is to free up as much of your time as possible and concentrate your time on doing tasks that will make you more money. Such as calling up prospective JV partners! Now your JV partners are



going to expect perfection with every aspect of your launch. How do you achieve perfection? Let's move on to secret #6.

### **SECRET #6:**

#### **"Test, Test, Test!"**

That's right, you need to test everything. This is something you should really get help with because after looking at something 50 times yourself you'll probably miss your errors, so it always helps to have another set of eyes to review your work. Things that need testing are:

- 1.** Test your sales process. Make sure the ordering process works simply and easily and that your payment processor is set-up and working seamlessly with your site.
- 2. REALLY IMPORTANT:** Make sure your affiliate script is working. Create a few test accounts and then make a purchase yourself and even have friends do it with the promise you will pay them right back, all to ensure your affiliate script is crediting each account with a sale. This is critical!

You need to make sure there are no hiccups in your affiliate script and commissions are being credited properly and for the correct amount.

**Test this over and over again.**

- 3.** Make sure you spell check everything. Sales page, affiliate area, endorsement emails. If you don't want to do it yourself, hire someone to do it. I highly recommend 20/20 proofers. They do a great job, the price is great, and they have a fast turn around time. Their website is at:

<http://www.2020proofers.com>

- 4.** Make sure your website looks great across all the major browsers. I see this mistake made by even the biggest gurus. Get a copy of the following browsers and make sure your site looks good with at least 800x600 resolution:

- Internet Explorer
- Netscape
- Firefox
- Opera

One thing I have learned over time is the importance of attention to detail. So remember, test, test, test!

**SECRET #7:**

**"Be different and get people's attention."**

These days there are so many product launches, some of them look exactly the same sometimes. Try and think of ideas to make your launch stand out from the crowd.

For example, incorporate unique audio and video into your sales letter and/or product. **For audio use:**

<http://www.uncutmarketing.com/Recommends/AudioGen>

and for video use a webcam or a professional camcorder, and produce videos with **Windows Movie Maker... free at**

<http://www.download.com> and produce those videos in flash

format for the web with **FLV Producer**

<http://www.uncutmarketing.com/Recommends/FLVProducer>

What's hot these days is "screen capture" videos. The best software for this is **Camtasia** <http://www.camtasia.com>

At \$300 it's a bit pricey, but really worth it when you use it as a sales tool.

**Here are some ways to utilize video:**

- Create a welcome video on your sales page
- Create a personalized video to recruit joint venture partners
- Create a video explaining your new product to paid customers
- Create a video blog to keep your JV's and/or customers updated
- Testimonials from clients
- Thank you page

The possibilities are endless really. Just be creative, be different and people will take notice, I guarantee it.

Another idea is to hire a professional graphic designer to create attention grabbing, professional graphics for your sales letter. I use

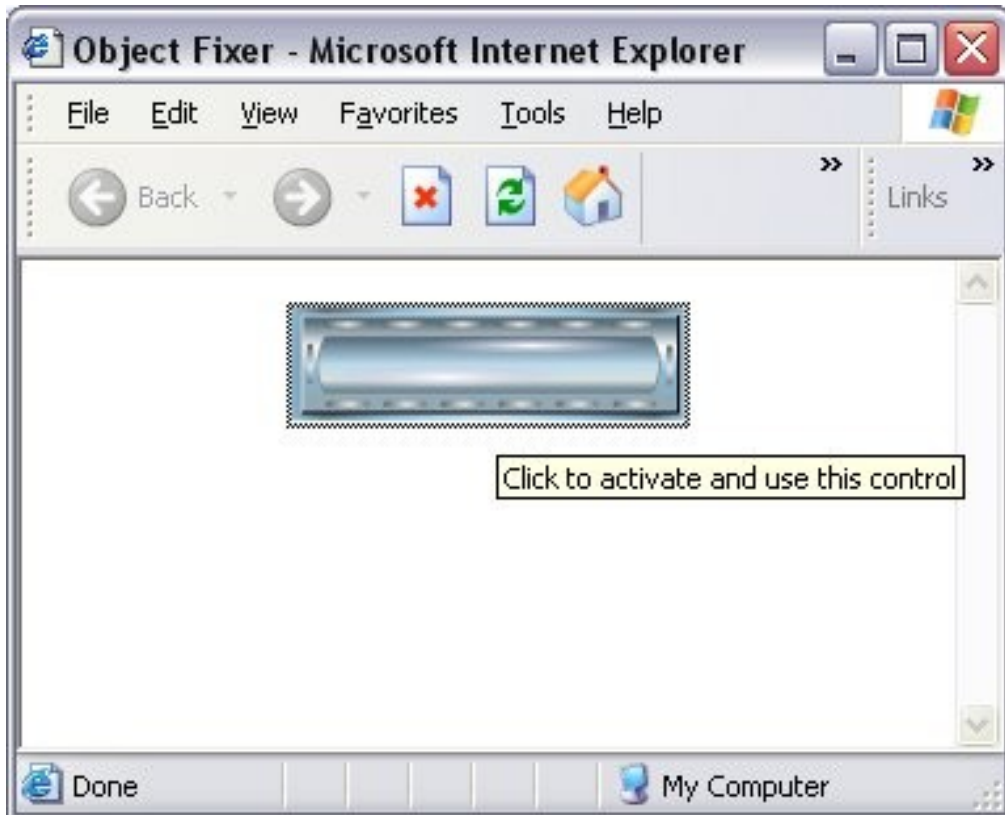
**Gary King at** <http://www.amazingcovers.com>

Gary also put together a product called "Object Fixer" to remove that annoying line around your videos, due to the Microsoft Security Patch

making users have to click several times just to view the flash elements of your website.

If you use any kind of flash animation, sound clips, or videos on your website then chances are you may be driving visitors away from your site without even knowing it.

You can learn how to instantly fix broken, audio, video, and flash web pages with a few clicks of the mouse with Gary's new "Object Fixer" software. *Does this screen shot look familiar?*



**You can check out Gary's "Object Fixer" here:**

**<http://www.uncutmarketing.com/Recommends/ObjectFixer>**

**SECRET #8:**

**"Recruit JV's early and often as this will have a major bearing on your success or failure."**

As I mentioned in secret #4, 97% of my \$214,352 in sales for UNCUT! Internet Marketing was generated by my joint venture partners. Do you think joint ventures are important? Ummm, YES!

You cannot do it alone. I repeat, you cannot do it alone. Every mega successful product launch has one thing in common... quality joint venture partners with responsive mailing lists. I would have only made **\$6,400** on my launch if I didn't have any joint venture partners!

You really need committed affiliates to promote your product, so this should be one of your top priorities. If I sound like a broken record, well it's because I really want to get this point across. A majority of your time before your launch should be spent recruiting JVs partners. There are plenty of courses on this topic, so I wouldn't go too much into detail.

**Some of the ways to recruit joint venture partners are:**

- phone calls*
- email*
- instant messenger/skype*
- physical proposal in the mail*
- live seminars*
- post cards*

One tactic I used for UNCUT! Internet Marketing was one this... I wanted to get this particular internet marketer to promote my site... and I knew from reading his blog he was an avid golfer. so what I did was, I found out where he lived by checking his website and then I purchased a gift certificate to a local golf pro shop where this person lived and then I mailed it (overnight via FedEx) to this individual as a thank you for taking a look at my JV proposal.

My JV proposal was simple... just gave the basics about the product, the cash contest, and about me. I didn't want to overwhelm him. So to make a long story short, this individual emailed me saying thank you, and the rest is history. This marketer became a huge contributor to my product launch.

Another item to keep in mind is to make things dead simple for your JV's. Sign them up for affiliate accounts on your system, give them a link to check out your product to review, provide endorsement emails for them personalized with their affiliate link. Most marketers are busy and believe it or not, most don't really care about your product even

though you may think it's the greatest thing in the world. Your goal is to change their mind enough so that they promote your product to their mailing list.

Stay on top of JV's; email those who haven't promoted yet and see if they need anything. This one step of following up can be invaluable. Never ever send out a shotgun JV approach where you mass email 50 people a generic letter. This is a really fast way to lose credibility and your response rate will be near zero.

Finally, suggest JV's create a bonus package to go along with their promotions. This works best with high ticket products like \$499 and up. And all my serious JV partners got free access to the product, no questions asked... be generous about giving your product away for free and you will be repaid quite handsomely in the end.

### **SECRET #9:**

**"Pay a copywriter to create an effective sales letter."**

You could have the greatest product in the world, but if your sales letter doesn't convey what the product is all about and does not convince your prospect to pull out their credit card and order, then all your work is for naught.

The fact of the matter is, getting a sales letter written can be very expensive. I'm talking about over \$10,000 expensive for a good one. That's way out of reach for many people, so here's the technique I have used quite effectively.

Write the sales letter yourself because you know what the benefits are, and why the product is so great. It doesn't have to be perfect, just sit down one day and start writing. Then once you have a rough draft, get a professional copywriter to **re-write it** for you at a fraction of the price of a full sales letter.

I have used this technique very effectively with **Jay White from <http://www.moneymakingcopy.com>** He's responsive, his rates are competitive, and he does a really great job.

You also should get a copywriter to write your endorsement emails. I use <http://www.elance.com> to find a reputable writer. What works best is a conversational tone and not using hype. Always **remember**

**the person you are emailing is going to be wondering "*what's in it for me;*"** always make sure you give them a strong reason to click the links in your emails.

People have short attention spans. If you have a bad sales letter (they are easy to spot), your prospect is gone forever.

### **SECRET #10:**

**"Set up a good "back-end" for additional profits."**

A large portion of my launch profits were made with affiliate marketing and coaching. I had affiliate links in my members' area of UNCUT! Marketing, and we called folks on the phone to offer them 1 on 1 coaching. One specific idea is to load-up your autoresponder series (**I use aWeber found at: <http://www.uncutmarketing.com/Recommends/aWeber>**) with related affiliate offers every week. As a matter of fact, sending offers to your paid customers is usually very effective as these types of customers who have already whipped out their credit card are very likely to buy another product if you can tie it in to your original product somehow.

Many marketers use the low end product to pre-qualify prospects who may be serious, only to call them up and email them an offer for a 1 on 1 coaching program that usually is in the range of \$1,000 to \$10,000+. That's great if you have the means and the expertise, but not many folks can offer such a coaching product. So, in the meantime just promoting complementary affiliate offers works like a charm and will mean a nice additional income stream for you.

### **SUMMARY:**

As you can see, a product launch is a lot of work and can be overwhelming at times. But with all your hard work comes huge rewards. Some immediate, some long term. In addition to the sales you make during your launch, you are also building a subscriber list, building your credibility, gaining new JV partners to work with in the future, and a successful product to build on for your next product launch.

A major part of continuing success in internet marketing is building upon past successes. You can leverage your new customers,

subscribers, and joint venture partners to create another successful product launch.

This is obviously a very short top 10 list on product launches, but if you want an in depth, step-by-step plan to launch a product **I highly recommend "Product Launch Formula" from Jeff Walker.**

<http://www.uncutmarketing.com/Recommends/plf>

Jeff is the man behind some of the most successful launches in Internet Marketing history like John Reese's Traffic Secrets launch which pulled in over a million dollars.

With an effective product launch you can make in a month what many folks make in an entire year. Even more than doctors and lawyers who went to college for 8 years. Pretty powerful huh? I have included a list of recommended resources I have mentioned throughout this ebook. In the meantime, I wish you the best of success online.

**Sincerely,**



**Jason James**

<http://www.therealim.com/blog>

<http://www.untoldmarketingsecrets.com>

<http://www.audiovideoriches.com>

<http://www.membershipriches.com>

<http://www.uncutmarketing.com>

<http://www.auctionresourcenetwork.com>

<http://www.greedygiveaway.com>

### **Recommended Resources:**

**aMember** – One of the best Membership website scripts

<http://www.uncutmarketing.com/Recommends/aMember>

**Article Marketer** – Saves you time by automatically submitting your articles to 100's article directories

<http://www.uncutmarketing.com/Recommends/ArticleMarketer>

**Audio Generator** – Add streaming audio to your website

<http://www.uncutmarketing.com/Recommends/AudioGenerator>

**aWeber** - The best and most reliable auto-responder around  
<http://www.uncutmarketing.com/Recommends/aWeber>

**FLV Producer** – Increase sales by adding video to your site  
<http://www.uncutmarketing.com/Recommends/FLVProducer>

**iDevAffiliate** – One of the best affiliate scripts out there.  
<http://www.uncutmarketing.com/Recommends/iDevAffiliate>

**Product Launch Formula** – The absolute best 'step-by-step' guide to launching a product online. By Jeff Walker  
<http://www.uncutmarketing.com/Recommends/plf>

**Web Hosting** – HostForWeb.com stood up strong during my product launch. Great pricing, support, reliability.  
<http://www.uncutmarketing.com/Recommends/HostForWeb>

**WebStat** – An inexpensive, yet very powerful and robust web stats program. <http://www.uncutmarketing.com/Recommends/WebStat>