

Issue #5

How To Get Free Traffic With A Product Launch

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Introduction

This report has me pretty excited. And after you read it, I know you'll be pretty excited, too! That's because –

You're about to discover how create a buzz and a huge flow of traffic and sales using a pre-launch event!

You've seen it in action before.

Just think of how movie companies launch their movies. They get people talking. They arouse curiosity. They whip people into such a frenzy that the lines go around the block on opening night.

You've seen it online, too.

Just recall back to the big product launches that had everyone talking on niche forums and blogs. Seems like every email you received mentioned the upcoming launch. And sometimes on launch day the product sold out in a matter of hours or even minutes. Meanwhile, the marketer pocketed six or even seven figures for his efforts!

Sounds exciting, right?

Good news: **That's what you're going to learn how to do in this guide.**

Let me give you a taste of what's coming:

- ✓ You'll find out how to recruit eager and willing marketing partners – even if you're one of the "little guys" (or gals) in your niche!
- ✓ You'll find out how to whip your prospects into a pre-launch frenzy so that they're busting down your virtual door on launch day!
- ✓ Plus you'll find out what others hardly ever mention: Namely, how to KEEP the sales rolling in long after the launch day is over!

I'm going to assume that you already have all the other pieces in place: Namely, you have a good product with a strong sales letter.

Here's what you'll be doing next:

- Recruiting marketing partners.
- Creating a buzzworthy freebie (which your partners will promote).
- Delivering a two-week-long sequence of frenzy-inducing emails to all prospects who claimed your freebie.

Let's start with recruiting those marketing partners...

Recruiting Marketing Partners

You're *not* going to do this launch alone.

Instead, you're going to gather together the "big guns" in your niche to help your product launch go off with a BANG. They'll help you kick start the viral effect, which will then start spreading on its own.

Now, maybe you're not well-known in your niche. Maybe you're not on the level of the "big guns."

That's OK, because even a "little guy" or gal can recruit some of the top players – and you'll find out how in just a moment.

Basically, there are two ways to do it:

1. Enlist the help of a JV broker.
2. Recruit the partners yourself.

Or, technically, you can even combine these two methods if you're so inclined (although that can get a little tricky if your JV broker is trying to recruit the same people as you).

Let's look at each of these two separately...

Enlist the Help of a JV Broker

Maybe you're new to your niche. You don't know any of the big marketers, and they certainly don't know you. And perhaps you just don't have the time or inclination to get your foot in the door, start building relationships, or otherwise directly recruit them.

The solution? Get a JV broker to help you with your launch.

A good joint venture broker is someone who's already established relationships with many marketers in your niche. Thus instead of you having to establish your own credibility with all the different marketers, your broker will simply vouch for you.

He'll tell the marketers, *"Hey, this person has a great product launch coming up – you'll definitely want to get on board."* And because these marketers know and trust the broker, they'll readily agree to become your marketing partners.

There are a few different ways to find this broker, including:

- ➔ **Search Google.** Typically, this involves running a search for your broad market keywords alongside words like "JV broker" or "joint venture broker."

Example: Weight loss JV broker.

- ➔ **Ask around.** You can ask around on business forums (like WarriorForum.com), ask your Facebook contacts, ask your colleagues or even directly ask people that you know have used a JV broker in the past. Indeed, this is often one of the best ways to find a reputable JV broker in your niche.

Now, before you agree to partner with a broker, make sure that both of you are completely clear on the terms of your agreement. This includes:

- **The extent of the broker's responsibility.** Some brokers merely recruit people into the affiliate program and then you take over from there. Others offer more of a full service, meaning they'll manage your JV partnerships until the launch is over, which may include duties like handling partner inquiries, motivating partners, maintaining a JV blog, paying partners, creating marketing materials and so on.

Point is, just make sure you both agree to what responsibilities your broker will be performing.

- **Payment terms.** Typically, JV brokers take a cut of the profits generated by the people they recruit onto your team. So, for example, perhaps they'll take

10% of the profits. However, you need to get this in writing so that you both understand these payment terms.

Note: Another option is to hire an affiliate manager. However, this person doesn't necessarily have direct connections in the niche. That means that an affiliate manager will basically do the work you'd be doing - trying to establish relationships, recruiting partners and motivating partners. However, it's better if you develop these relationships yourself, rather than having partners going through an unknown staff member.

Here's your other option...

Recruit the Partners Yourself

Yes, you can find and recruit your prospective joint venture partners yourself. First, let's talk about how to find them - and then in the next section you'll learn how to approach them with a strong proposal.

One note before we start...

You'll note that there are different "tiers" of marketers.

Example: The "first tier" marketers are the biggest, most influential marketers in your niche. You'll contact these folks, but unless you've already developed relationships with them, you probably will only bring a handful of them on board. That's why you shouldn't limit your search to top-tier marketers only. You can have just as big of an impact by recruiting plenty of "second tier" marketers.

Now, to start with you'll want to open a new spreadsheet or word document where you can list each prospective partner's name, contact information, websites and any other relevant notes. This is how you'll keep track of these folks.

Secondly, you can start your list by adding those marketers you already know about in your niche. Maybe you read their blogs, buy their products, read their newsletters and so on.

Once you've brainstormed in this manner, then you can use the next ten methods to uncover dozens if not hundreds of other prospective partners...

Search Google

Simple, but effective. Just search for your main niche keywords in Google, like "dog training" or "homeschooling" or "Paris travel." See who controls the organic traffic, especially on the first couple pages of Google.

Tip: To uncover as many marketers as possible, be sure to input multiple keywords. For example, "dog training" might be one search, "obedience training" may be another, and for still another you might search for "training a puppy." These words all belong to the same basic niche, but they're likely to have different sites holding the rankings on the first couple pages of Google.

The second thing you'll want to look at are the sponsored ads that are on top of and to the right of the regular (organic) search results. These are people who've paid for their placements, so clearly they're serious marketers, too. They're also good potential partners.

One note, however: Do NOT click on these ads. Every time you do, it costs the advertiser some money. So be courteous and copy the URL into your browser rather than clicking directly on the link.

Tip: Same as above - run multiple searches to uncover ads from a variety of marketers.

Become a Member of JV Sites

One of the more well-known JV notification sites is JVNotifyPro.com. These types of sites allow you to post your JV offer and recruit other members of the site to be your marketing partners.

Keep in mind, however, that most of these sites tend to have a heavy bias towards internet marketing products. So if you're in another niche, these general sites won't be as useful to you, UNLESS you can find a JV site in your niche. (Hint: Use Google, such as: weight loss JV.)

Browse Marketplaces

Clickbank.com, Amazon.com, RAPBank.com. e-junkie.com and similar marketplaces are full of bestselling products.

Usually, all you have to do is browse an appropriate niche category or search for your keywords, and those results appearing near the top are the bestsellers. The owners of these bestsellers are your potential JV partners.

See Who's an Affiliate for Top Products

Here's a sneaky one...

In the last step you uncovered the bestselling products in your niche. Now your goal is to find the top affiliate for these products.

All you have to do is run a search for the product name in Google. This should help you uncover dozens of affiliates (both in the organic search and sponsored results). All of these affiliates are your potential joint venture partners.

Join Other Big Affiliate Programs

You've probably heard about other big launches in your niche, which often include things like affiliate contests.

Often the affiliate manager or product owner runs a JV blog where they post the affiliate leader board. And that means that if you join these affiliate programs and/or search for these blogs in Google (e.g., [product name] affiliate contest), then you can find out who the top affiliates are in your niche.

Ask Others

Here's another simple but effective way of finding partners: Ask.

You can start by asking your existing partners if they know anyone who'd like to join the launch event. Secondly, you can ask your prospects and customers to tell you about their favorite marketers, products, blogs and forums.

You're sure to uncover a few marketers you never even knew about!

Look on Niche Forums

For starters, the owner of the larger forums in your niche are your potential partners. But keep in mind that many of the members – especially some of the top posters – could be good JV partners, too.

Finally, look to see who's advertising on the site, because these advertisers may be good partners as well.

Seek Out Partners on Blogs

Who owns the bigger blogs in your niche? These folks are your prospective partners. But also look for:

- Who's commenting on the blog posts. Sometimes other influential marketers join the discussion, especially if it's a well-known blog.
- Who's listed in the blogroll. These are the links that are listed on the front page of the blog, usually in the sidebar or at the bottom.
- Who's advertising on the blog. These may be paid advertisements or the blog owner may just be an affiliate for a product, but either way these ads will give you ideas about other potential partners.

Attend Offline Events

These events include conferences, workshops, seminars, trade shows, lectures, exhibits and any other event that's likely to have several marketers in your niche in attendance.

The speakers or other participants are all potential partners, but you're likely to find that many of the attendees are prospective partners, too.

Tap Into Social Media

Facebook allows its members to create Fan Pages and Groups. Fortunately, you can search for Pages and Groups by entering your keywords in the search box (located at the top left of Facebook, once you're logged in). The people who created these popular Groups and Pages are prospective partners, as are the top contributors to these pages.

Doing Your Due Diligence

Once you're compiled your list of prospective partners using the methods listed above, then you need to make sure that everyone on your list is reputable. That's because your name is going to be associated with these people, so you want to be sure they're honest folks.

Chances are, you probably know a great many of these potential partners by reputation. In other words, you've known about these folks for months or years, so you have no qualms about adding them to your prospective JV partner list.

If there are names on your initial list that you don't recognize, or people that you simply don't know all that well, then you'll want to do some research.

Search Google for their names, email addresses, products and websites. Then look for red flags like consumer complaints, complaints from business partners, and similar unsavory history. If you see anything like that, cross them off your list and move on to the next person.

Once you're certain that your list contains upstanding marketers, then move on to the next step...

Approaching JV Partners

What I want you to do is just read this section for now, but don't take action on it until after you've read through this entire guide.

That's because you can't create a proposal letter until you've decided your game plan and what sorts of benefits you'll offer your partners.

Now with that out of the way, let's talk about what you need to do next...

You've heard this before and it's true: The BEST way to get "yes" responses from your prospective joint venture partners is to befriend them first.

The reason is simple: Like you, your prospective partners are more likely to do favors for friends.

Thus if you build relationships first, you get an almost-unfair advantage over the dozens of other marketers who're sending JV proposals to these same people.

Yes, it takes time to build a relationship. If you don't have this sort of time, then at a minimum you'll want to at least get on your prospective partner's radar. That means that this person should at least recognize your name, simply because you've "infiltrated" the niche in some positive way and/or made a good impression on him.

Here are a variety of ways to get on the radar screen and get your foot in the door:

- **Make money for the person.** The easiest way to do this is to become an affiliate for the person. If you can drop a large chunk of cash in his pocket, he'll remember your name.
- **Get noticed.** Where does your prospective partner tend to hang out? For example, does he post on a certain forum or blog? If so, start participating on those same forums and blogs. And if this person owns the forum or blog, that's even better. Then you can be sure that he's reading every comment.

Tip: Make an impression by being helpful and posting good, thoughtful posts on forums and blogs. If you do this consistently - especially on the top one or two forums in your niche - your partners will notice.

- **Engage the person in discussion.** If the prospective partner tends to post regularly on a forum or blog, then make a special point of engaging him in conversation by replying to his posts.
- **Blog about the prospective partner.** Do you have a blog? Then talk about your prospective partner and/or his products on your blog. Some marketers have Google Alerts set for their names, in which case they're sure to see the post. If not, they may just hear about it through the niche grapevine.
- **Promote the person without an affiliate link.**

Example: If someone on a forum asks for a product recommendation or recommendations for good blogs to read, mention those belonging to a prospective partner. Again, this person is likely to see your recommendations, especially if he posts on the same blog or forum.

- **Offer feedback.** Be sure to regularly read your prospective partner's blog posts and newsletter. And if he specifically requests your feedback, offer it. Don't just send a line or two. Instead, show that you've put some thought into your feedback. Doing so will make your contribution stand out, which in turn will help this person remember your name.

- **Help the person.** Sometimes you'll see a prospective partner request specific help.

Example: Maybe this person needs help creating a graphic. If you have these skills, then offer your help for free.

- **Offer unsolicited help.** Be careful with this one, as you don't want to offend the person.

Example: Don't offer to re-do a prospective partner's logo, because he may get offended if he's the one who created it. Instead, offer help where there's less likely to be an ego involved. For example, you can send the person a bit of HTML code that will neaten up a table on his site.

- **Attend offline events.** Earlier I mentioned that this is a good way to find prospective partners. But it's also a good way to get your foot in the door.

Tip: Here's an important one: Plenty of other marketers angling to do a joint venture will talk to the person for a few minutes and then spring a JV request on him. This sort of approach does not stand out. Indeed, it can even be a little annoying.

So here's what you do instead: Discover more about this marketer's personal interests, find common ground, and then talk about this mutual interest.

Example: "I saw that sweet 1964 ½ Mustang that you restored on your blog..."

Now who's this person going to remember AFTER the seminar is over: The endless line of people proposing joint ventures, or the one person who talked about classic Mustangs? That's right, he's going to remember you - the person who talked to him about his passion. You're memorable. And being memorable makes it easier for you to approach this marketer later on!

- **Establish yourself in the niche.** If you become a noteworthy product creator, blogger or otherwise just a good marketer in your niche, your prospective partners WILL take notice. That's because any good marketer

tends to have his finger on the pulse of his market – so if you establish yourself as an “up and comer” in the market, he’ll remember your name.

Tip: Be sure to establish some sort of “platform.” Preferably this is a mailing list or a popular blog. But it can also include things like a big following on a social media site, like Twitter.com or Facebook.com. If you create these assets for yourself, don’t be surprised when your prospective JV partners start approaching you with their JV requests!

So all these methods will get your foot in the door and help you get recognized. But maybe you’re ready to launch now. Maybe this time around you need to contact a relatively “cold” list of prospective partners.

In that case, what you need to do is heavily tilt the whole deal in favor of your partners. That means you may offer benefits such as:

- **Co-promotions.** Merely asking someone to promote your product in exchange for an affiliate commission really isn’t a joint venture. It’s actually just an affiliate partnership. If you want to do a true joint venture, then you need to offer something more. One example is a co-promotion, where you agree to promote your partner’s product to your list.
- **Special commission rates (higher than average).** If everyone else is getting 50% commissions, then offer your best partners something better, such as 60% or even 75%.
- **First-promoter’s advantage.** This means you only allow a small number of handpicked partners to initially promote the launch. Then after a set amount of time (such as three days), you open the affiliate program to the public.
- **Special landing pages.** This means that your partners’ customers don’t see the generic landing page. Instead, they see a landing page that’s customized for each partner.
- **Special payment terms.** Maybe regular affiliates will get paid every month. You can offer quicker payments – such as daily or weekly – to your top affiliates.

Tip: If you choose this sort of payment option, you may want to hold a reserve amount (usually 10%) in case of

refunds. You can then release this amount in a month or so... or perhaps after the refund deadline has expired.

- **Special ads, graphics or other marketing materials.** You may create special ads, graphics and other marketing materials that are unique. That way, your top partners won't be using the same marketing materials as everyone else.

Tip: Take note, however, that many of the top affiliates tend to create their own ads. Nonetheless, you should offer these tools, which they can at least use as a basis for their own ads.

- **Special discounts.** Sure, a special marketing partner likes to get certain perks for himself. But he also enjoys looking like a hero to his mailing list, blog readers and other prospects and customer. Thus if you're able to extend a special discount, then extend it to the customers of your best partners.
- **Special bonuses.** Instead of offering special discounts, you can offer special bonuses.

Example: You can create something like an extra free report, video, access to a live teleseminar or any number of other bonuses that are only available to your best partners' customers.

- **Access to the product.** You absolutely must give your prospective joint venture partners full access to the product. Most of the good partners simply won't promote a product without seeing it.
- **Last cookie advantage.** This means that the affiliate who closes the deal gets the commission. This is preferable to the first-cookie set up, which is when the person who introduces the product first gets the commission. That's because many of the good affiliates like to offer something special – such as a bonus product – to those who buy through their link. This incentive only works for affiliates if you have a "last affiliate" set up.

Tip: Many of the major third-party programs like Clickbank have a last cookie set up. When in doubt, ask. And if you're setting up your own affiliate script, be sure to check the option so that the last cookie gets the commission.

Now let me give you a sample email that you can send to prospective joint venture partners. This is just a sample, as you should customize the letter to each prospective

partner. That's why it's a good idea to know a little something about the person first (by reading their blogs, forum posts, newsletter and products), because then you'll have a better understanding of what's important to each person.

Nonetheless, here's a sample that you can use as the basis for your proposals...

Subject: Invitation to join the biggest prelaunch of the year...

Alternative Subject: Here's a surprising proposal, [first name]...

Dear [first name],

Hi, it's [your name] here from [your website]. You likely recognize my name. That's because [Insert reason why they recognize you. For example, you met at a conference two weeks ago. Be sure to make this part personal so that the person knows this isn't a "cookie cutter" invitation.].

The reason I'm writing is to invite you to join a special product launch event starting on [date]. This one promises to be big, because we already have [list names of other big partners] on board. I hope to add your name to that list too!

The product is called [product name], and it's a perfect fit for your subscribers, customers and visitors because [insert customized reason]. Here, check it out for yourself:

[Insert download link and any instructions, such as passwords]

Once you see the product you'll understand what's getting everyone so excited. But here are three reasons for you to get excited, too:

Reason 1: Big commissions. As a special partner you'll get a commission rate of [number]% -- that's \$[number] on every front end sale and a startling \$[number] on upsells!

Reason 2: Full launch event. This is one event that's sure to get everyone talking because [insert reason, such as controversial free report, contest, etc]. And that means more people getting cookied with your affiliate ID!

Reason 3: Professional copy. We spared no expense when we hired [name of copywriter, if he or she is known] to create the dazzling copy - see it for yourself here [insert link].

This one will get your subscribers beating a path to the buy-now button!

Listen, all of this adds up to conversions and cash! And it's super easy to get in - all you have to do is send me your PayPal email address and I'll take care of everything else!

So hit reply right now and let's get you squared away. If you'd rather chat, you can call me at [number] or hook up with me on Skype at [username].

Hope to hear from you soon!

[Your name]

P.S. I almost forgot - there's an affiliate contest with over \$[number] in cash and prizes. Categories include most sales, best promotions and more. There's even a random drawing, so everyone who makes at least one sale can win!

Quick Summary

You now know how to find suitable partners and recruit them to help you launch your product. But you can't just have everyone send an email that says, "Check this out."

Instead, you need to create a buzzworthy event that will whip your prospects into a buying frenzy. Read on...

Generating Prelaunch Buzz

One common way of doing a product launch is to simply start advertising the product heavily once it's finished. But in this case there's no build up. There's no excitement. There's nothing that arouses curiosity, whets the prospects' appetite or gives them any reason to really get "involved" in the launch.

And that's why you need to turn your product launch into an EVENT.

You see, people like to be entertained. They like to be a part of something. And they tend to respond very positively when you arouse their curiosity or lightly push some of their emotional buttons. That's why "prelaunch events" work so dang well.

So let me lay out the game plan for you, and then we'll look at each of these steps in a little more detail:

- You create something "buzzworthy" (and free) to bring people to your site ahead of the launch date.
- Your marketing partners use their affiliate links to give away your freebie, thus "cookie-ing" their visitors.
- You collect the email addresses of everyone who stops by to pick up the freebie.
- You send out a prelaunch sequence of emails to get your prospects excited about launch day.
- You finally launch the product (after much anticipation), all your partners promote... and you count your cash.

Here are these steps in more detail...

Creating Something Buzzworthy

The first step is to create something that will get your prospects "buzzing" – meaning they'll start talking about your freebie (and your paid product) on forums, blogs, social media sites and everywhere else.

Before we talked about specific types of freebies you can offer, let's first look at the characteristics that make these items share-worthy. Do note that your product or event doesn't necessarily need to include ALL these characteristics:

→ Unique

This is the #1 characteristic that your buzzworthy freebie **MUST** have. Simply put, it must be different than anything else your prospects have ever seen. Because if it's the same ol' thing that everyone else is touting, then there's nothing about your freebie to get people talking.

Now, this doesn't mean that your freebie needs to be so ground-breaking that no one has ever created *anything* like it before. However, there needs to be something unique about it. For example:

- **You could put a new twist on an old method.** Maybe there's a popular method in your niche right now – do you have a twist to make it better? If so, coin a name for your new and improved method and get it on the market.

Tip: Sometimes the method doesn't even need to be all that new – it just needs to have a new name. Take article marketing, for example, which has been around for many, many years. One gentleman coined the name "Bum Marketing" – but the method was just article marketing – and yet he received a whole lot of traffic and buzz for his site.

- **You could offer something for free that others are charging for.** This method works particularly well for items with a high perceived value, like software. If everyone is charging for a useful, in-demand piece of software and you start giving it away during your pre-launch, people will take notice and start talking.

→ **Extremely useful**

If you're offering something like a "how to" book or a piece of software, then make sure it's extremely useful.

Look to other similar products in the market so that you know what your prospects want – then make your freebie even BETTER than the paid products. Once people see that you're offering something very valuable for free, they'll buzz about it.

→ **Entertaining**

This doesn't just apply to the freebie you're giving away – it actually applies to the entire prelaunch event.

Fact is, people like to be entertained. So if you're offering a freebie like an ebook, video or teleseminar, then be sure to make it interesting. In other words, don't just deliver the content like a textbook – instead, engage your audience.

This may include:

- **Writing or creating a video that's entertaining.** If you don't know how to do this (and many people don't), then hire a professional on elance.com that has a proven track record of engaging audiences.

Example: Need an example? Consider these two sentences which basically say the same thing, but the second one is more entertaining to the reader:

1. This method is sure to bring extra orders into your PayPal account.
2. Your PayPal account will light up like Christmas tree once the extra orders start pouring in!

- **Create a theme.** Don't just create a paid product – create a theme around this product. Then your prelaunch event can revolve around this theme. Everything from the graphics to the sales copy to the prelaunch freebie will all reflect the theme.

Example: Let's say you're creating a copywriting product. You can call it "Cowboy Copywriting" – and then be sure the product, any freebie you give away, the graphics on your site and all emails you send to your prelaunch list all have a Wild West/Cowboy theme.

You see, doing it this way makes it much more entertaining as opposed to just putting out a "me too" product like "How to Write Better Copy."

- **Use humor.** Be careful with this, as humor is subjective. Thus you may find something hilariously funny, but your prospects won't feel the same way about it. However, in certain niches you may find it fairly easy to make your prospects laugh.

Example: If you're in a dog training niche you could create a video of puppies doing cute things. (Hint: See some of YouTube's most popular videos, which often include cute animals doing tricks or silly things.)

- **Start some in-niche drama.** Again, be careful with this technique, because it could easily backfire if you don't know what you're doing. Nonetheless, one example is to start a storyline about two business partners disagreeing about how to release a product and for how

much. Thus the whole prelaunch event would center around this "drama."

→ **Controversial**

Here's another one that you need to use cautiously, as this too can backfire if you use it wrong. The idea is to circulate a controversial – possibly even mildly offensive – video, report or similar freebie.

One way to do this is to take a strong stand against "tradition" or against a commonly accepted strategy. You'll need to provide proof of your claims, as you can't just hype something up or mislead people for your benefit. Naturally, your product will be the answer to the decline of this strategy.

Let me give you one specific example...

Take any topic or strategy and declare it "dead." Then offer an alternative.

Example: You could create a report called, "YouTube is Dead." Perhaps you'd talk about the way Google (YouTube) is mass deleting videos, and why depending on them for video marketing is a shaky strategy. You could then offer a better alternative (which would be the basis for your product).

You could see how this strategy would work in just about any niche. For example:

- _____ is Dead.

Example: Click Training is Dead.

- Why _____ Don't Work.

Example: Why Traditional Diets Don't Work.

- Why Everything You've Heard About _____ is Wrong.

Example: Why Everything You've Heard About Copywriting is Wrong.

- Here's Why You Can't _____.

Example: Here's Why You Can't Make Any Money Online.

- Warning: Your/The _____ Was Wrong About _____.

Example: Warning: Your Veterinarian Was Wrong About Vaccinations.

→ Accessible

The freebie you offer to your prospects needs to be easily accessible. For starters, that means that if it's a video or a text product, it should be relatively short. That's because most people aren't going to watch a 90 minute video, for example, nor will they recommend it to their friends.

Secondly, you need to offer it in any easily accessible format – one that's viewable and usable by the vast majority of your market.

Example: If you're offering a text report, be sure to offer it as a .PDF, which is viewable to those using Macs or PCs. Or if you're marketing a product to certain rural parts of the world – where high speed connections aren't as widely available – then be very careful about using slow-loading media like video.

→ Available for a Limited Time

Finally, one of the most powerful ways to really ratchet up the buzz is to make your freebie only available for a limited time. Typically, that means it should be available only during the pre-launch/launch event. This creates a sense of urgency, which gets people taking advantage of your freebie right away, rather than waiting until later.

Now, the above characteristics are what help to make your freebie go viral and get a buzz going during your pre-launch event.

However, your freebie should possess one other important characteristic: **Namely, it needs to help pre-sell your product.**

And that means it must be closely related to the actual product, so that those who download it are also part of your target market.

Take the controversial approach offered above.

Example: If you're releasing a brand new dieting product, then your freebie might be something like, "Why Traditional Diets Don't Work." This report would go through all the reasons why people can't lose weight. Then it would offer useful tips to help prospects get on the path to healthy weight loss - preferably, these tips would include a fresh approach. THEN it would introduce your upcoming product as the solution.

You can do this with a variety of free products and even events, such as:

- **Report or ebook.** Remember, it's best if you make it controversial or if you introduce a strategy (or a twist on a strategy) that hasn't been mentioned before.
- **Video.** If your product is a video product, then this is one of the best approaches you can use.
- **Teleseminar or webinar (and the recordings).** Here you can offer a live event, such as a teleseminar (e-Teleconferencing.com) or a webinar (GoToWebinar.com).
- **Software.** Make sure it's highly relevant to the product. So if you're offering something like a "how to get out of debt" home study course as the main product, then you could offer free software that includes debt calculators, budget spreadsheets and other tools.
- **Contests and games.** These sorts of things really tap into the entertainment factor. If you do this, however, you need to be sure you're marketing to actual prospects and not just freebie seekers. So if you offer a contest, then the prizes should include products (not cash or other non-relevant prizes).

Example: Here's an example of a contest: You're coming out with a book about how to make money as a digital photographer. You could then offer a photo contest during the pre-launch event. To help the contest go viral, hold it on Facebook and let the public vote for the winners.

Now even if you line up the perfect combination of characteristics to make your pre-launch freebie or event go viral, it won't actually do so unless you give it a shove in the right direction. Which brings us to our next topic...

Kick Starting the Viral Effect

The goal is to release your freebie about two to three weeks before your actual product launch date. However, you can't release it with a whimper and expect it to sweep across your niche in that relatively short amount of time.

Instead, what you want to do is get it in front of as many people as possible right from the very start. That's because the more people who see it initially, the bigger initial "buzz" you'll get – and the viral effect will take hold all the more quickly.

So here's how to kick-start the viral effect so that it can snowball quickly...

Get Your Partners Involved

This is one of the most important things you can do. Namely, you need to motivate your JV partners to tell their lists, blog about it, and use all sorts of other means of advertising it.

So, how do you do this?

Simple: By making your freebie available on what will be the future sales page for the product. Then your JV partners will use their affiliate links to send people to this page to pick up their freebie, thus "cookie-ing" them with their affiliate ID (so that they get credit later on if the prospect buys during the launch without going through any other affiliate's link).

Your JV partners will later use this same affiliate link to send their prospects to your sales page on launch day.

Note: You'll also be collecting email addresses from anyone who's claiming the freebie so that you can send a pre-launch series of emails. More on this just a bit later.

Tip: For extra effect, put a "countdown timer" on this page, which counts down the number of days, hours and minutes until the freebie disappears and the sales letter takes its place. This timer gives people a sense of urgency with regards to joining your list to get the freebie. But it also helps create anticipation and excitement for the product launch.

Blog About It

If you have a blog, be sure to post about your freebie. Indeed, you can do a "prelaunch, prelaunch," meaning you build anticipation about your freebie BEFORE you actually release it!

Tell Your List About

Likewise, you should tell your email list about your freebie. Again, you can whet their appetites by mentioning the upcoming freebie about a week before you actually release it.

Share It With Your Facebook Friends

Make a few Wall posts about your freebie. Engage your contacts and ask them to guess what you'll be offering. Tell them the benefits of the freebie without telling them what the freebie is, thereby arousing curiosity in advance of releasing the freebie.

Tap Into Twitter

Tweet about the freebie if you have a Twitter account. Again, be sure to make several tweets so that as many of your contacts see it as possible.

Tip: For added impact, ask your Twitter friends to "re-tweet" your offer (meaning they copy your latest message and tell their Twitter friends about it, thus helping push the viral effect).

Use Content Marketing

This includes submitting articles to article directories, such as EzineArticles.com, GoArticles.com, IdeaMarketers.com, ArticleCity.com and ArticleAlley.com. You'll also want to create a press release and share it on PRWeb.com.

Get It In Front of "Sneezers"

This is another really powerful way to kick start the viral effect: Namely, you give it to the people who are most likely to "buzz" about it in your niche. These people are called sneezers, so-called because they often start a viral effect.

Now, some of your sneezers will be marketers in their own right, such as influential bloggers in your niche. These are the sorts of people that you'll want to recruit onto your JV marketing team. Thus they'll get a financial incentive (commissions) for telling people about your freebie as well as the actual product.

However, there's another group of sneezers that you'll want to approach. These are people who are on the consumer-end of the counter. Most of these sneezers don't have blogs, mailing lists or anything of that sort. However, what they do have is influence in specific communities, such as on Facebook, Twitter or on niche forums.

Those on niche forums are among the easiest to recognize. Here are the characteristics to look for:

- **Senior member of the forum.** This person has usually been on the forum for at least a couple years. He or she will also have a post count that's higher than the average member.
- **Obviously well-respected on the forum.** If a forum has "karma" or "thanks counters" or other ways of signifying how helpful a person is, your sneezer will usually have a high number. You can also tell how respected a person is just by how others talk to him or her. People who are senior members AND well-respected tend to carry a lot of influence.
- **Tends to talk about every new product that comes out.** This person is most definitely a consumer who enjoys buying and talking about all the latest niche products. What's more, this person prides himself on being the FIRST in a niche to buy and try products. Indeed, he may even brag about it. It's all this talking, plus the weight he carries on the forum, that makes him an effective sneezer.

Now the big question: How do you use a sneezer to kick start your viral effect?

Simple: You privately ask the sneezers if they will give you feedback on your freebie (and perhaps your product too). Tell them you respect their opinion. If they offer good suggestions, then be sure to incorporate them.

So what happens?

The sneezer now has even MORE reason to "brag" and talk about the product. Because not only was the sneezer one of the first to see the product, he was among an exclusive group of "beta testers" (or a focus group, if you prefer that term). You can bet he'll talk about your product and his experiences, especially if you encourage him to honestly share his feedback with his friends!

Quick Summary

So here's where you're at:

1. You have a good product that you're getting set to launch.
2. You recruit JV partners to help you launch this product.
3. You create a highly related freebie – perhaps something controversial, extremely useful or otherwise unique – to help build buzz in the niche.
4. You kick start the viral effect by getting your share-worthy freebie in front of as many people as possible, starting about two to three weeks before your official launch date. Your JV partners are using their affiliate links to share this freebie.

People are buzzing. They're flooding the website. So what's next? Read on...

Building Anticipation

People are coming in by the truckloads to claim your freebie. What you need to do next is request their email address in exchange for this freebie. That's because you're going to want to spend the next two to three weeks building anticipation for the actual product launch.

Here's how to do it...

Step 1: Get a mailing list set up.

First things first: You need to purchase mailing list services from a third-party provider such as Aweber.com, iContact.com or GetResponse.com. This service is what allows you to post an opt-in form on your site where people can join your list. Once they join your list, the autoresponder will send them a link to your download page where they can collect their freebie.

Tip: All of these services provide complete tutorials which show you how to set up this autoresponder and put the code on your web page to create the opt-in form. If you have any questions about how to do this, please refer to the "knowledge base" and documentation on the site where you purchased your service.

Step 2: Create a pre-launch sequence of emails for this list.

First, a note: You are only going to have ONE autoresponder message. That's the first one, which you'll send immediately after your prospects join your list. This is the one that gives your prospects access to your buzz-building freebie.

After that, you won't have an autoresponder sequence. That's because you need to send the rest of your messages live – on specific dates – so that you can make specific references to how long until the product launches.

Below you'll find a suggested live email sequence leading up to the launch. For this example let's assume you've sent a controversial report to your prospects. Notice how the emails build anticipation for the launch...

→ Email 1, sent 14 days before launch day.

Remind people about the report and mention the upcoming launch. Example:

```
-----  
Subject: Did you read [freebie name] yet?  
  
Hi [First Name],  
  
People are going nuts about [freebie name] - just look at what  
they're saying on my blog: [link].  
  
What do you think? Are you ready to move into the next generation  
of [industry strategies, tools, etc]? If so, then you'll want to  
clear your calendar for the morning of [launch date], because  
that's the day when everything changes.  
  
I'll tell you more in three days - keep an eye on your inbox...  
  
[Sign off]  
-----
```

→ Email 2: Sent 11 days before launch day.

Start building anticipation for the launch. For example:

```
-----  
Subject: What are you doing on [launch date]?  
  
Hi [First Name],
```

Mark this on your calendar: [launch date].

That's the day everything changes. It's a revolution. A new paradigm. The start of savvy [niche members] getting [benefits] in a whole new way.

How? Through the power of a brand new product/guide/tool: [product name].

Just imagine:

- * Benefit 1
- * Benefit 2
- * Benefit 3

It's coming on [launch date]. Watch for it.

[Sign off]

P.S. I'll get back with you in a few days - I have a video I want to share with you.

→ Email 3: Sent 7 days before launch day.

Post a photo, video or screenshot of the product, whichever is most compelling.

Example:

Subject: Check out this video...

Hi [first name],

I know I've been making some big claims about the [product name] product that's going live in just seven days. Maybe you're wondering if it's true that [product name] can:

- Benefit 1
- Benefit 2
- Benefit 3

Yes, it's all true - I can prove it. Check this out:

[Link to video]

Pay close attention to minute 2.34 - you're going to see something you've never seen before.

[Sign off]

P.S. Wait till you find out what the beta testers are saying! Check back with me in three days...

→ Email 4: Sent 4 days before launch day.

Post testimonials from your reviewers and beta testers.

Subject: Here's what people are saying...

Hey [first name]

In four days you're going to be able to get your hands on [product name], which will [insert a few lines about the main benefits].

I'm not just blowing smoke or making this stuff up. This is what the beta testers are telling me! Check it out right now:

[link to testimonials from beta testers]

I think you're going to be pretty surprised when you read that page.

[Sign off]

P.S. It launches in four days at [time] - be sure to clear your schedule!

→ Email 5: Sent 2 days before launch day.

Send a pre-sell email that covers the main benefits of the product. Mention a bonus package for first-movers.

Subject: Would you like [benefit of a bonus package]?

Hi [First Name],

I've told you that [product name] is going to be available in just two days. But what I didn't tell you is that the first 100 to order will get [bonus product name], absolutely free.

Here's what you get:

- * Benefit 1
- * Benefit 2
- * Benefit 3

And that's in addition to everything you get when you order [main product name]. You'll get:

- * Benefit 1
- * Benefit 2
- * Benefit 3

And so much more.

You'll kick yourself if you miss out on the launch. But you'll have to give yourself an extra smack to the forehead if you miss out on the free bonus. So set your alarm clock to make sure you're one of the first 100 to order!

[Sign off]

P.S. Tick tock... it's just 48 hours away and the excitement is growing. Check it out: [link to blog post or forum discussion where people are talking about the launch]...

→ Email 6: Sent 1 day before launch day.

Remind your prospects that the launch is tomorrow. Hit on one or two of the main benefits. Mention the bonus package again.

Subject: Tomorrow is the big day...

Hi [First Name],

Everything changes tomorrow at [time], because that's when you can get your hands on [product name].

Imagine [benefit]. Just think of [benefit]. And picture how you'll feel when you get [benefit].

It starts tomorrow at [sales page link] - don't miss it!

[Sign off]

P.S. Don't forget, if you're one of the first 100 to order, you'll also get [bonus product] for free!

→ Email 7: Sent first thing on launch day.

This one is short, because all you're doing is telling your prospects that the sales page is live. Like this:

Subject: It's ready - go get it!

Hi [First Name],

[Product name] is now available at: [link].

Go get it before the rush starts!

[sign off]

P.S. Remember, if you're one of the first 100 to act now, you'll also get [bonus package] - so order now!

One final note: Even though you're sending this series of emails to your prospect list, keep in mind that not ALL your prospects joined your list. Some of them decided to skip the freebie and just watch the product launch unfold in other ways. As such, you need to do two things:

- 1. Remind people about the launch via other channels**, such as on your blog and on Facebook.
- 2. Make sure your JV partners send at least two emails before the launch date.** These emails should tout the benefits of your product and get prospects excited about the launch. These can be similar to most any of your emails, such as Email 2 and Email 5. Then your partners should send at least one email on launch day - this one can be identical to Email 7 above.

Tip: When you create emails for your JV partners, do NOT make them exactly like yours. Otherwise, your prospects may unsubscribe from your list since they're getting identical emails from your partners.

Quick Summary

It's all about building anticipation by sharing the benefits, offering proof and creating urgency. THIS is what whips your prospects into a frenzy. THIS is what will get them lining up to order when the product launches.

But listen, the fun doesn't end after the product launches. Read on...

Increasing Revenue After the Launch

Some marketers work like crazy until launch day. Then they send out one last email to their list, sit back, and watch the profits roll in.

Sure, that will put money in your pocket. But if you want to make even more money, then you'll need to do the following five things:

Continue Reminding Prospects

Don't let your launch-day email be the last email that you send to your prospect list about the product.

Instead, you should send a daily reminder for the next two days, and then every few days for about a week or so.

These reminders should continue talking about the main benefits of the product, just like the pre-launch emails.

Offer Payment Options

One way to get a boost in your post-launch-day sales is to send an email where you offer payment options. This is particularly important if you're selling a high-ticket

product, but some people will even take advantage of payment options on prices of \$100.

For example, let's say you're selling a \$500 product. You can offer two options:

1. Pay \$500 upfront.
2. Make two payments of \$255. This costs slightly more, so those who can afford the full payment upfront will likely pay the \$500. Yet this option is attractive to those who'd like to spread the payments out a little, which helps boost your conversion rate.

Share Testimonials and Reviews

After the first week or so after the launch, the excitement surrounding your launch (and the product itself) will naturally die down. You can get the excitement ratcheted up again by sharing your customers' testimonials, reviews and results once they start flowing into your inbox.

Example: Let's imagine you have a dieting product. You might say "Jane lost 10 pounds in the first three weeks on this program - check it out!" Then you can share her story, along with proof (such as before and after photos).

Create a "Lite" Version of the Product

If you have a high-ticket product, the truth is that not everyone in your niche can afford it. Nonetheless, you spent weeks getting them excited about your launch. So, maybe they feel a little disappointed that they're unable to get your product.

The solution? Offer a downsell, such as a "lite" version of your product at a discounted rate.

Examples:

- You're selling software for \$200. Offer a \$100 lite version with limited functionality.
- You offer a home study course that includes videos, audio interviews, numerous manuals, etc. You can offer a "lite" version that's more of an overview course than an in-depth home study course.

The advantage of this downsell offer is that the "lite" version of the product will promote the full version

Example: People who buy the lite software may eventually upgrade to the full version once they see just how useful it is.

Sell Related Offers on the Backend

You're actually building two consumer lists:

- 1. Your prospect list.** These folks joined your list to get your pre-launch freebie,
- 2. Your customer list.** These are the folks who purchased your main product.

You should be selling related products and services to BOTH of these lists.

These products and services don't even necessarily need to be your own product, as you can promote affiliate offers too. Just be sure that the products you promote are highly related to your main offer.

Example: If you created a "bodybuilding for women" package, then on the backend you can sell bodybuilding supplements, weight lifting videos (with women in mind), bodybuilding cookbooks and similar products.

Tip: You'll want to exclusively promote YOUR product to your prospect list for the first two weeks after your launch date. After that, you can start mixing in related offers.

As for your customer list? You can start pitching related products immediately after they purchase your product, starting in the "thank you" email that you send them. If you're shipping your product, you can include a flyer for related offers.

Quick Summary

You just learned five ways to keep the money rolling in during your launch as well as for weeks, months and even years to come.

Now let's wrap things up...

Conclusion

Congratulations – you now know the secrets of creating your own buzzworthy, highly profitable launch! Let's recap the steps:

- **Recruit JV partners.** You found out how to do this even if you're virtually unknown in your niche!
- **Create a buzzworthy freebie.** Controversy. Novelty. Usefulness. These are just some of the characteristics of your product that can get people talking.
- **Build anticipation for two weeks.** Everyone who claims your freebie is now on your mailing list, so you get to spend two weeks getting them excited about your product.
- **Launch the product.** You and your JV partners email your prospects to get them to the sales page. A "first movers" bonus will create extra excitement, urgency and sales.
- **Make money on the backend.** The profits don't try up when the launch is over. In this step you discovered five ways to keep the money flowing in, both from prospects and your new customers!

You have a product. You have a game plan.

Your next step is to apply what you've just learned to turn this game plan into cash in the bank – so get to it!