

Fine Art of Self-Promotion Session

Product Launch Case Study: Full Behind the Scenes Access

(Building an Audience from Scratch with a Very Limited Schedule)

Training with Alice Seba

A Behind the Scenes Access Look, So You Can:

- See all the moving parts of a successful product launch...all using templates, I've ALREADY given you.
- Understand the different positioning and marketing considerations that come into play.
- See the decision-making process, that depends on time, resources, etc...so you can make the right decisions for your own product launch.
- And that decision-making process also includes what to do when the poop hits the fan...and you have to adjust.

The Background:

Yusef's SEO Training Program

- It's an SEO training program with written modules and some videos.
- Been working online since 2008, but working on SEO, selling a clothing line...it's his first solo info product.
- No list or traffic to his current website.
- Going on vacation in a few weeks...so needed to plan efficiently and for a smooth launch

To Prepare, I Gave Access to Our Self-Promotion Materials

- Creating Useful Products and Content to Achieve Your Mission ([recording](#) | [transcript](#))
- Learns Sales Guide + Swipe Files ([zip folder](#))
- Tried and True Copywriting Techniques ([YouTube](#))
- Plus many of the templates, but those will come up later.

Things Needed for This Launch

(and Most Launches)

- The Hook
- Product Title
- Freebie
- Upsell or Bump Offer
- Launch Timelines
- JV Page with Swipes and Content
- Sales Page with Exit Pop
- Automated Messages and Broadcasts

The Hook

- **GOAL** – relate to the audience, pinpoint the problem to be solved, position yourself as someone to learn from.
- **Possible Hooks for Yusef’s Credibility** – behind-the-scenes, financial background and potential financial hard-times coming.
- **Relating to the Audience** – great content creators, but content isn’t being seen. Build authority, traffic, list and audience. More time to invest into grow. Time for important things.

Product Title

- **GOALS:** These vary, but they could be descriptive, create curiosity, build on branding etc.
- **Possible Titles:**
 - The Step-by-Step +ROI Method to High-Converting Free Traffic (descriptive)
 - Broken Links Fortunes (curiosity)
 - +ROI Method: Authority Building (can be used later for more branding)

SEO will be included somewhere, but didn't want to make it the focus. SEO and "link building" are probably not sexy to the target audience.

Freebie

- **GOALS:** Build your list, presell to the audience, leverage extra traffic.
- **Possible Freebies**
 - SEO Case Studies
 - Tool Demonstrations
 - Checklists
 - Report (part of the course)

A freebie should be designed to introduce yourself as the expert, demonstrate your expertise and lead to them wanting to get more of your expertise.

What's Needed to Create a Freebie Offer

- Something to download
- Opt-in page
- Thank you page
- Thank you email and follow up

Useful Templates:

- Content Monetization Templates ([zip](#))
- High-Converting Opt-in Offer Templates ([zip](#))

Upsell / Bump Offer

- **GOALS:** Increase earnings per sale, which is particularly important when driving affiliate traffic. Provide more value to your customers.
- **Considerations:** Time, first launch with limited knowledge of what the audience wants.
- **Possible bump offers or upsells:** A workshop, templates like checklists, worksheets, tools. DFY service.

A Few Ways to Look at A Funnel to Keep the Earnings Per Sale High

- Position your product as premium and charge more for the main product, so the single sale numbers are worthwhile.
- Have a low cost front end product offer that's super hard to resist, so you make up for it in volume. Then you boost the earnings per sale by adding other products to the funnel.
- Keep it to a simple funnel, by having a median cost product (still positioned as premium) and a hard-to-resist low cost bump offer.

Launch Timeline

- **GOALS:** Stay on track and stick to a plan, give affiliates enough notice, build up momentum with prospects.
- **Key Pieces of the Timeline**
 - Freebie launch date (what other free content?)
 - Launch period (what do they get?)
 - Affiliate launch dates (give them notice and reminders)
 - After launch (another promo? evergreen?)

JV Page with Swipes and Content

- **GOALS:** To get affiliates interested in promoting and making it EASY for them to follow through and promote often.
- **Key Pieces of the JV Page:**
 - Key launch dates
 - Funnel and product information with key selling points
 - Contest details
 - Copy/paste swipes
 - Free content to share
- **Useful Templates:**
 - Affiliate Recruitment Templates w/ JV Page ([zip](#))
 - 7-Part Promotional Email Series ([zip](#))

Sales Page with Exit Pop-Up

- **GOALS:** To make a hard-to-resist offer they'll buy right away. Exit pop-up captures people who decided not to buy...yet.
- **Key Pieces of the Sales Page:**
 - Headline to grab attention and get them to read more
 - Intro to relate the audience, agitate the problem
 - Some benefit-oriented details about the solution.
 - Introduce yourself
 - More benefit-oriented details...and build urgency
 - Testimonials
 - Price justification and offer
 - Reiteration
 - Sign off
 - Make the offer again, including a different reason

Sales Page with Exit Pop-Up (Continued)

- **Useful Templates and Tools**
 - Sales Funnel Templates ([zip](#))
 - Copywriting guide and swipe files ([zip](#))
 - To make the exit pop-up, try a tool like Convertful

Automated Messages and Broadcasts

- **GOALS:** Stay in contact with affiliates to keep them motivated, copy-paste easy...build the competitiveness. Stay in contact with people who got the freebie to build interest, increase sales, create urgency.
- **Considerations:**
 - Evergreen vs. broadcasts
- **Emails Needed:**
 - Subscriber list prelaunch and launch emails.
 - Scheduled broadcasts to affiliates
 - Follow up emails to your customers

Automated Messages and Broadcasts (Continued)

- **Useful Templates:**
 - 7-Part Promotional Email Series ([zip](#))

Recap of the Launch Pieces

(and how can I help you with these pieces?)

- The Hook
- Product Title
- Freebie
- Upsell or Bump Offer
- Launch Timelines
- JV Page with Swipes and Content
- Sales Page with Exit Pop
- Automated Messages and Broadcasts

NEXT SESSION:

Repurposing Your Content to
Grow Your Business Further

Questions?
Need Help Brainstorming?
Stuck on Something?

Let's Talk about It!