

YOUR LAUNCH BLUEPRINT



WELCOME TO THE PRODUCT LAUNCH BLUEPRINT

When I first created these techniques, I never could've dreamed that one day I would be teaching it to **thousands of entrepreneurs in all kinds of different businesses.**

I was just working away in my little one-person, home-based business in a tiny niche market. Little did I know that the **results I was getting were WAY beyond normal...** and the stuff I was doing would literally change the way stuff was sold on the Internet.

It's been a crazy journey. **I love teaching this stuff and I love helping entrepreneurs start and grow their businesses.** And I've been very blessed to be able to share my work with so many amazing entrepreneurs like you.

My students and clients have done **over a billion dollars in sales in almost every market you can think of.** My students have used my Product Launch Formula® to launch **all kinds of products...** online courses, membership sites, online and offline coaching, retreats, workshops, books and all kinds of art, online services and software, offline services, ecommerce... and physical products. One PLF Owner actually used it to sell high-end CRM systems to Fortune 500 companies. It's even been used by a youth minister who was trying to get more people to attend her classes!

And the world has pivoted toward online education and remote work in a major way... and that shift is only going to continue. There's no going back. Which means there's more opportunity than ever, and now is the time to step up and start that business you've been dreaming of.

I'm really excited that you're here.

Let's dive in.

A handwritten signature in black ink that reads "Jeff". The letters are stylized and cursive.

So why has Product Launch Formula been so successful for so many people?

Here are just a few of the niches it's worked in:

horse ballet (dressage) — dog agility training — tennis instruction — guitar instruction — piano — singing — teaching youth soccer — baseball — getting more dates — finding a husband — youth ministry — yoga — meditation — raw food — health food — cooking with herbs — healing with herbs — alkaline water — weight loss — knitting — crochet — yarn — business coaching — blogging — reading echocardiograms — real estate — real estate investing — outdoor adventure — film documentaries — how to write love letters — how to write books — how to publish books — test preparation — professional certifications — personal training — copywriting — how to increase sales in small retail stores — tax prep — productivity courses — personal development — tapping (EFT) — mixed martial arts — becoming a business analyst — digital scrapbooking — marching band accessories — cat and dog first aid — stock trading — futures trading — crypto trading — SAP programming — empowering women in Africa — carving wooden dolls — Photoshop tutorials — newsletter subscriptions — designing power circuits — loan officers — online dating — putting on workshops and retreats — diagnosing and treating autism — fetal alcohol syndrome — selling masterminds — learning Spanish — learning English — selling art work (i.e. paintings — sculptures — etc.) — treating and living with cancer — making corsets — dentistry — handwriting analysis — how to draw — how to paint — massage therapist training — yacht rentals

and that's just the tip of the iceberg...

My Product Launch Formula is kinda like a blueprint... a step-by-step process to help you build something amazing. To give you freedom... to help you create the business (and the life) of your dreams.

And any time you build something, you've gotta start with a strong foundation and a solid plan.

That's why I designed PLF to walk you through the following 7 steps:

1. Your Launch Path

2. Your Launch Plan

3. Pre-Prelaunch

4. Prelaunch

5. Open Cart

6. Grow

7. Scale

YOUR LAUNCH BLUEPRINT



Grow



Scale



Pre-
Prelaunch



Prelaunch



Open
Cart



Launch
Path



Launch
Plan

Step #1. Your Launch Path

Start with where you are, with the launch that works for your situation:

- ✓ Seed Launch®
- ✓ Internal Launch
- ✓ JV (Joint Venture) Launch

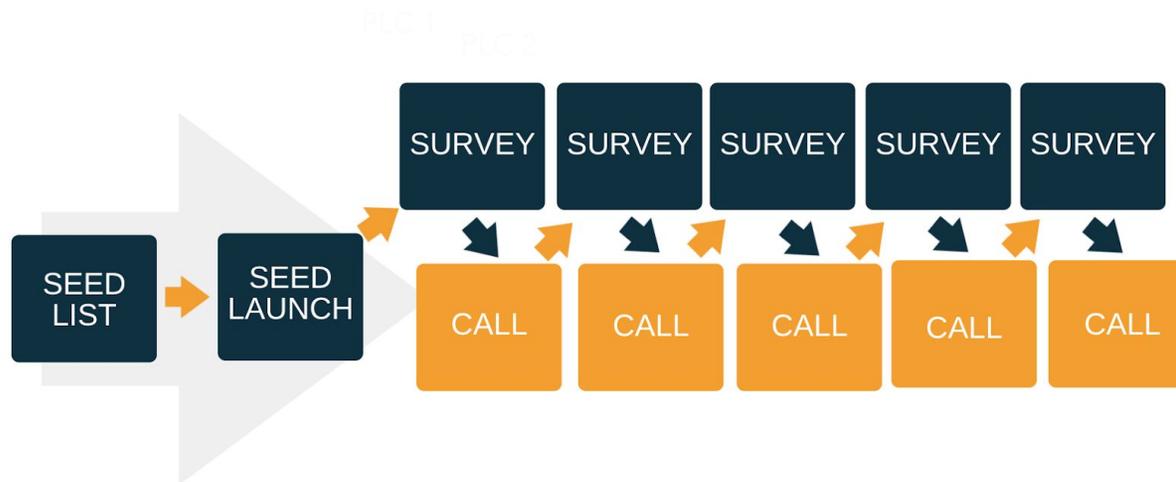


Launch Path

Your Launch Path

Seed Launch

- Super low-tech and easy to put together... fantastic if you're just starting out.
- Get paid before you create your product... awesome if you don't yet have a product yet.
- Get real-world feedback while you deliver your training, give your students great value, and get a product out of the process... win-win-win!





Launch Path

Internal Launch

- If you've got a list, this is a great way to launch — either a new offer, or an existing product or service.
- Use the Sideways Sales Letter® to launch your offer.
- If you want to eventually do a JV Launch, you'll be able to re-use the assets you create during your Internal Launch.



PLC stands for Prelaunch Content. We went over that in Lessons 1 and 2 of the Launch Masterclass, so make sure to watch the replays (and download the PDF Action Guides). You'll find them here on the Concierge page (along with a bunch of other supercool resources):

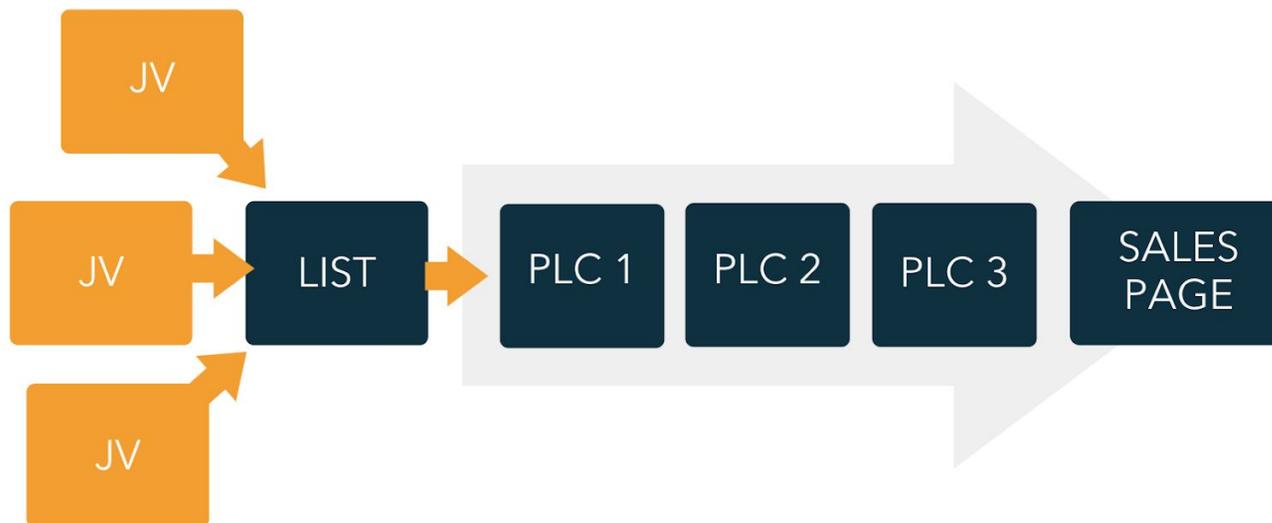
<http://launchworkshop.productlaunchformula.com>



Launch Path

JV Launch

- Take everything you did for your Internal Launch... and use it to attract Joint Venture (or affiliate) partners.
- Your affiliate partners mail to their lists, sending their people to your opt-in page.
- You get more sales, your list grows, and your partners are happy because they make a percentage of every sale they helped you make.





Launch Path

Post Launch — Once you've got your Circle of Awesome™ going (see Lesson 2 for the Circle of Awesome), you can take your business to the next level with these additional launch strategies!

Evergreen Launch

- Take everything you did for your Internal Launch... and put it on autopilot.
- Your offer runs day or night, automatically putting new subscribers into their own personal launch sequence.
- You get more sales, your list grows, and you quickly gain leverage.

Quick Launch

- Great whenever you need a quick cash infusion or have an unexpected expense.
- You can combine existing offers with new bonuses to generate buzz.
- All you need is a list and a product.

Relaunch: Periodically run your same launch again — works especially well if you have new email subscribers.

Hyper Seed Launch: A variation of the Seed Launch where you interview experts to help develop your product. Later on, the experts can help you sell the product by acting as JV partners.

Live Launch: Where instead of recording your Prelaunch Content, you stream it live.

Sparta Launch: Where you sell a high-end, in-person workshop or retreat using just a few emails. It sounds almost magical, and in a way... it is.

Book Launch: A variation of the classic Internal Launch, specifically geared toward generating buzz (and sales) for a book.

Affiliate Launch: Use the PLF strategies to promote someone else's product as an affiliate. Get paid commissions on those sales. This is a way to make money with PLF even if you don't have a product.



Launch Plan

Step #2. Your Launch Plan

Now that you know which launch you're using, start building your foundation...

- ✓ Niche
- ✓ Avatar
- ✓ List
- ✓ Positioning
- ✓ Setting Goals



Launch Plan

Your Launch Plan

Niche

A niche is that little slice of a bigger market that you can potentially own. Typically, the smaller and more specific your niche, the stronger your positioning.

Avatar

This is like a character or persona that represents your ideal client... and its sole purpose is to help you get really clear on who you want to talk to so your marketing will connect.

List

Your email list is your most valuable asset... no matter how social media evolves or algorithms change, your list is yours to take with you... and when you have a great relationship with your list, you have a solid foundation for an amazing business.

Positioning

How your people view you and your product can make all the difference... when you're positioned as a high value, premium product or service, you'll attract people who will gladly pay more.

Setting Goals

There's an old saying, "If you don't know where you're going, any path will take you there." So setting clear goals for where you want to be is the best way to figure out next steps and measure forward progress.

The next 3 steps are the core strategies that make Product Launch Formula so successful...

The formula is about using the right sequences at the right time, in the right order. And I'll show you how to do it...

Step #3. Pre-Prelaunch Sequence

Connect with your people and start generating some early excitement...

- ✓ Shot Across the Bow
- ✓ Launch Conversation
- ✓ Refine Your Offer
- ✓ Build Buzz



Pre- Prelaunch

Pre-Prelaunch Sequence

Shot Across the Bow

Let your prospects know you're working on something cool and inspire them to express early interest.

Launch Conversation

Get your prospects to share their thoughts, beliefs, and challenges so you can create a product tailor-made for them.

Refine Your Offer

Get early stage feedback on the problems your people are struggling with (and the solutions they're looking for) so you can create your offer.

Build Buzz

Start with excitement. Excitement naturally grows (and so does your audience) as word spreads about what you're working on... and then you've got massive momentum heading into your launch.

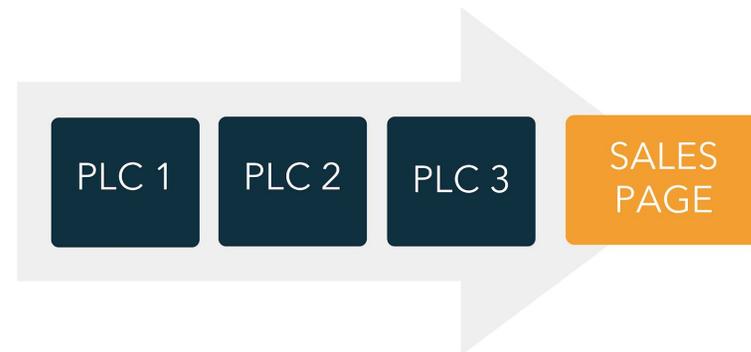


Prelaunch

Step #4. Prelaunch Sequence

Deliver a ton of value and solve some real problems for your audience so they see you as their hero...

- ✓ Sideways Sales Letter®
- ✓ Mental Triggers
- ✓ Stories
- ✓ P.S. Path





Prelaunch

Prelaunch Sequence

Sideways Sales Letter

This is the core strategy that makes the Product Launch Formula so successful. It's how you transform your marketing into an event and get people excited (while delivering real value that naturally leads to the sale). I went deep on this in Lesson 1 of the Launch Masterclass.

Mental Triggers

These are powerful psychological principles that are biologically hard-wired into our brains and drive a lot of our decision-making. Use them the right way and you create a deep and powerful connection with your people. I covered this in Lesson 1 as well.

Stories

The best takeaways come from stories, not slide decks. Our whole history as a species is filled with great stories... and you can use stories to connect with your tribe, too.

P.S. Path

When you teach a solution to a problem, you deliver massive value while positioning yourself as a trusted expert. Both are essential for helping drive sales later on.

\$

Open
Cart

Step #5. Open Cart Sequence

Open up your cart and make your offer an irresistible no-brainer...

- ✓ Mental Triggers
- ✓ Transformation
- ✓ Crushing Offer
- ✓ Sales Page (Video and/or Letter)



Open
Cart

Open Cart Sequence

Mental Triggers

These are powerful psychological principles that are biologically hard-wired into our brains and drive a lot of our decision-making. Use them the right way and you create a deep and powerful connection with your people.

Transformation

The #1 most important thing to remember when “selling” is that it's not about the “stuff”. People have tons of “stuff” laying around that they’re never going to actually use. It's really about the transformation you can help them achieve... and how different their life will be after that transformation.

Crushing Offer

An offer so strong it's almost impossible to pass up. It's a method of identifying and addressing objections in a way that neutralizes resistance (instead of triggering those knee-jerk “I’m being sold!” feelings). There are 5 elements:

- Deliverables
- Bonuses
- Investment (+ Payment Options)
- Guarantee/Risk Reversal
- Launch Bonuses

Sales Page (Video and/or Letter)

What is it that you're actually delivering to your people when they buy into your program? Spell it out for them, so they understand the value clearly. Think timelines, deliverables, and investment (as well as bonuses).



Grow

Step #6. Grow

Take your business (and your list and revenue growth) to the next level...

- ✓ JV Launch
- ✓ Evergreen Launch



Grow

Advanced Launch Strategies

Once you've got your Internal Launch dialed in, you can take your business to the next level with these more advanced strategies. Now... I know how tempting it can be to skip straight to this step, but I'm going to urge you to focus on following the process.

Getting your Internal Launch done gives you the foundation you need to make these advanced strategies successful... stuff like a proven offer, stats, and raving customer testimonials that will help you lock in JV partners. Or the successful offer and bonus stack that will be the backbone of your Evergreen.

JV (Joint Venture) Launch

Start with an Internal Launch. This will help you figure out your offer and generate some results... plus it adds to your expert positioning and gives you some great numbers to help attract JV partners.

Then you'll start layering in...

Emails: You'll need a couple additional email sequences - one to get your partners excited to promote, and one "swipe" sequence where you give them copy they can use to promote.

Tech: You'll need tracking software that ties a sale to a lead sent by a JV.

Results: Done right, this is like pouring gasoline on a fire. You could easily 10x your sales and your list by partnering with the right people.



Evergreen Launch

Start with an Internal Launch. This will help you figure out a winning offer and effective sequence before you start adding in automations.

Then you'll layer in...

Emails: You can use the sequences you created for your Internal Launch, with some modification. You'll have to remove specific dates and any seasonal references in order to make it truly “evergreen”.

Tech: You'll need software that can take new prospects through their own personalized "mini launch" and then funnel them into your email list if they don't buy, so they can experience the full launch later.

Results: Great way to grow your list between launches without having to disappoint new people who might have just missed out on your launch. They get their own "mini launch", and you get more prospects (and maybe even buyers) on your list.

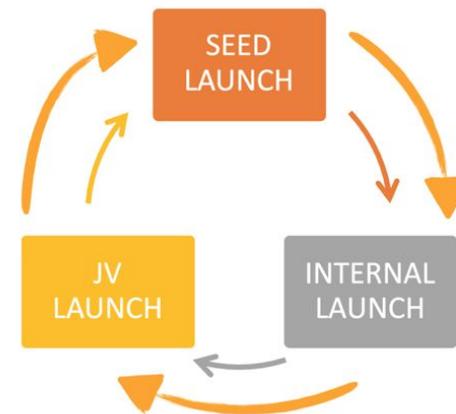


Scale

#7. Scale

Build your business into something bigger than yourself... something built to last.

- ✓ The Circle of Awesome
- ✓ Team
- ✓ Mental Game
- ✓ #launchlife
- ✓ The 5 Freedoms





Scale

Scale

The Circle of Awesome

This is all about using the three primary launches regularly and strategically... and in an order that maximizes growth. The Circle of Awesome is a repeatable system that can help you streamline the process of creating and launching new products.

Team

Buy back some of your time by investing in key team members that can free up your focus, so you can work *on* the business (instead of being stuck *in* it).

Mental Game

The road to a successful launch isn't always sunshine and roses... remember to focus on progress over perfection. Your growth is 100% tied to your inner game and keeping yourself as pumped up as possible.

#launchlife

I've learned over the years, when you're working as hard as you can to build your business, it's easy to lose sight of what's really important. So we focus a lot on the #launchlife... the stuff that matters most to you.

The 5 Freedoms

- Financial freedom (money, location)
- Time freedom (work when you want)
- Location freedom (work where you want)
- Freedom of who you work with (attract the clients you want to work with)
- Freedom of purpose (do the work you love; the work that you were meant to do)

I'd like to introduce you to a few people...

Their stories may sound pretty similar to where you're at right now...

“I’m a Wantrapreneur”

Anne LaFollette

- Anne was close to retiring from her longtime corporate job — and then she was laid off
- She signed up for PLF and grew her list from zero to 10,000 in just 18 months...
- ... **and found herself on track to cross the six-figure line just a year after her first launch**
- Her business? Teaching surface pattern design to people who've previously given up on art



“I have an unleveraged business”

Tanya Targett

- Publicity speaker/trainer and single mom Tanya Targett had a great income...
- But she was burned out from constant travel and missed her daughter
- With PLF, she’s reaching more people and generating more income **in a day than she used to in four months...**
- And she does it all **from home**



“I have a tiny list”

Ross Grant

- Ross teaches actors about high performance and positive mindset
- An online business newbie, he had a website but it was actually losing money every month
- Then he did a PLF launch and made \$15,000 from a list of only 180 people
- And he made **around \$494,000 from his second launch**



“I already have a business”

Shelley Brander

- A passionate knitter, Shelley had a popular **brick-and-mortar** yarn store... but sales would drop drastically in warmer months and money was always a concern
- Then she used PLF to start an online knitting club and...
- **Her first two launches brought in \$225,000**
- Even better? It gave her kids their “old mom” back



“I'm an author or an artist”

Mary Gilkerson

- Mary is a painter who decided to use her experience teaching college-level art to create an online course
- Before PLF, she brought in a pretty respectable \$12,000 launching on her own... but after PLF, **her launch brought in \$54,000**
- Now Mary's online art courses are consistently full, and she's selling more of her own work than ever before...
- **She's using PLF to sell her paintings for up to \$12,000 each!**



Progress beats out perfection every single time...

Remember that you don't have to get it all right, and everything is figure-outable. These are the “big two” obstacles I see holding a lot of people back:

- The Technology
- The Big Mental Blocks

Launch Technology

I know lots of people get intimidated by the technical stuff of an online business, but here's the thing... you don't need a big fancy website. You can get started with a single web page — and there are some amazing tools that allow you to create that single page in a matter of minutes.

Don't get me wrong — you'll have to learn stuff to get your business going. But it's all 100% “figure-outable”... and because of the great tools that are now available, it's so much simpler than it's ever been.

There are a ton of simple software tools you can use to build your online business. Here are some of the ones my team and I have heard about or worked with:

- **Email Service Provider:** [ActiveCampaign](#) or [Aweber](#) ([Ontraport](#) or [Keap](#) once you have a list of 20,000 or more)
- **Web Page Builder:** [LeadPages](#), [Instapage](#). If using Wordpress, consider [Elegant Themes](#), [Beaver Builder](#) or [ThriveThemes](#)
- **Lead Magnet Creation:** [Canva](#) is a powerful but easy-to-use tool for creating lead magnets, social media graphics, etc. [Word](#), [Pages](#) or [Google docs](#) can also be used (using graphics imported from Canva). [Rev](#) provides transcription services. To host/store and deliver your lead magnet; we recommend using [LeadPages](#) in the beginning as they can host your lead magnet for you. Other options exist including your website (if you have one already), [Dropbox](#), or [Amazon S3](#).
- **Survey:** [Survey Gizmo](#), [Google Forms](#)
- **Webinar & Video conferencing:** [Zoom](#)
- **Payment Processor:** [PayPal](#) and/or [Stripe](#)
- **Wordpress Platform:** [Wordpress.org](#)

- **Domain & Hosting:** [SiteGround](#), [Bluehost](#), [DreamHost](#)
- **Product Hosting & Delivery:** [AccessAlly](#), [Memberium](#), [Memberpress](#)
- **Video Creation:**
 - For **recording** your videos, your cellphone likely has a high-definition video camera (with microphone) built in. [Logitech](#) makes a great **webcam** (if your computer doesn't have one built in). And there are many great, affordable **tripods** and **remotes** out there that can help you (just make sure they work well with your camera)
 - [Camtasia](#) or [Screenflow](#) are great **video editing** tools
 - [Parrot Teleprompter](#) is a **teleprompter** for the iPad and iPhone
 - [Sennheiser](#) or the [Blue Yeti](#) are great **microphones**
- **Video Hosting & Delivery:** [Vimeo](#), [Amazon S3](#)
- **Shopping Cart:** [ThriveCart](#), [SamCart](#)
- **Affiliate Tracking:** [Affiliate WP](#), [Affiliate Manager](#), [Ontraport](#), [Keap](#)
- **Automated Evergreen Marketing:** [Deadline Funnel](#) (Other tools that can give you some of the functionality of Deadline Funnel include [Clickfunnels](#), [Countdown Timer Ultimate](#), [Thrive Ultimatum](#), [EverWebinar](#), [GoToWebinar](#))
- **All-in-One:** [Kajabi](#), [Clickfunnels](#)

Just keep these 8 tips in mind when you start investing in launch tech:

- ✓ You don't need a full-blown, fancy website filled with years of content when you're just getting started.
- ✓ You don't have to upgrade everything all at once.
- ✓ There are up-front costs and there are long-term costs... be aware of the FULL investment you're making.
- ✓ Take it for a test drive — most software programs let you try before you buy. Take them up on that and do your best to break it — you'll figure out fast whether it works for you or not.
- ✓ Does it play well with others? The better and more robust the integrations (i.e., how well it works with other software programs), the more smoothly things will go for you.
- ✓ Don't let overwhelm stop your forward momentum. If you're feeling stuck, figure out your top 3, pick one, and run with it.
- ✓ Avoid shiny objects. There will always be another tool or toy or piece of tech. Stay focused... if it's working for you now, no need to jump ship.
- ✓ If you're allergic to tech, find yourself a teammate who loves it and can help you figure it out. It's OK to hand off that piece of it so you can keep your eyes on the prize.

The 11 Big Mental Blocks

These are the most common thoughts that hold people back from playing a bigger game. The fact is, there's always going to be a reason NOT to do something. You've got to stay focused on WHY you should be doing that thing right now. So here are the 11 biggest blocks I've seen with folks who want to launch... and how to move past them.

1. "I don't have a list"

I didn't have a list when I started. No one has a list when they're at the very beginning... we all start from zero. So just focus on getting your next subscriber, and the one after that. And I personally believe that the best way to actually GET a list is with a launch. So if you're starting from zero with no list at all, then you would use my "Seed Launch" to get your list started... and then you're off to the races.

2. "I don't have a product"

I get this... I truly get it. When I first started, I would lay in bed every night tossing and turning... trying to figure it out. And the crazy thing is that the answer was right in front of me the entire time! And you're not alone... there are many PLF Owners who started in the exact same situation. They knew they wanted an online business, but they weren't sure exactly what they wanted to do.

So one of the first exercises in Product Launch Formula is focused on helping you figure out what you're good at... and then finding out if there is a niche market that can support a business based on your passion. Then you can use a Seed Launch to get paid to build your first product.

3. "I'm not an expert"

One of the best ways I know to quickly gain expert positioning... is to launch. Think about it... if you've got someone out there looking for a solution to their problem, and you've got that solution? They don't care that you're not a guru... they care that you've fixed their problem! And they'll tell others how you helped them, which naturally increases your authority as word of mouth spreads. Finally, remember that you can always partner with an expert.

4. “I don’t teach people marketing”

Sometimes people watch me, and they assume that PLF only works if you're selling stuff about business and marketing. However, the great majority of our PLF Owners have businesses outside the “make money online” or "online marketing" spaces. We have successful students in almost every niche and market available... even stuff you might think can't be taught online like tennis and dog agility training. PLF Owners have taught just about everything under the sun... from learning guitar, to weight loss, to drawing and painting, to treating autism, and so much more.

5. “I don’t live in the U.S.”

PLF has been successfully implemented in more languages and countries than we can keep track of. We have PLF Owners on every continent in the world except Antarctica (although we're working on that!).

There might be slight differences in the copy you use (in some places, they think Americans are a little loud and hype-filled)... but the strategies work around the world. They work because they're based on the underlying psychology — and fundamentally, despite the cultural differences, we have the same hard-wiring in the way our brains work.

6. "I don't have technical skills"

Great news — I'm not technical either! The cool thing is that there are simple software tools you'll use to build your online business. I know lots of people get intimidated by the technical stuff of an online business... but here's the thing — you don't need a big fancy website. You can get started with a single web page — and there are some amazing tools that allow you to create that single page in a matter of minutes.

Don't get me wrong — you'll have to learn stuff to get your business going. But it's all 100% “figure-outable”... and because of the great tools that are now available, it's so much simpler than it's ever been.

7. “My product is not high-priced”

Many PLF Owners have great success with products that are not high priced. In fact, I can think of one PLF Owner who has a multimillion-dollar business, and his primary product is a membership site that sells for \$12 per month.

The thing is, all markets and niches are different. Some support very high prices, many do not. The good news is that the markets that don't generally have high prices tend to be much bigger markets — so even though you're making less money per transaction, there are a lot more people for you to sell to.

8. “It won’t work for my market”

PLF is responsible for over \$1 billion in sales for online courses, information products, membership sites, online services, offline services, physical products sold from brick-and-mortar stores, and physical products sold from ecommerce stores. Essentially, PLF has worked in pretty much EVERY market that it’s been seriously applied to... the exceptions would be emergency-type markets and services like locksmiths, plumbers, bail bondsmen, etc.

9. "It won’t work for me”

Henry Ford said, “Whether you think you can, or think you can't, you're right”. The best way to overcome your inner resistance is to surround yourself with people who show you what is possible... and not only that, who can help you figure out the best way forward.

10. "I’ll never make a million dollars”

Good news — you don't have to make that much money. You don't even have to WANT to make that much money. Don't get me wrong... money is a good goal, and it can give you a lot of security and stability and ultimately, freedom. But do you need to aim for a million dollars right off the bat? No. We've got plenty of PLF Owners earning a comfortable six figures per year who prefer work-life balance to always increasing their take-home pay.

11. “It’s way outside my comfort zone”

Everything you've ever wanted... is on the other side of your comfort zone. Think about it — wouldn't you already have it all if what you were doing right here, right NOW was working? To get different results, you have to be willing to do things differently... and a lot of times that means venturing outside your comfort zone. It helps to have people around you to help you through.

Make sure to catch up on any lessons you missed (plus watch the case studies and get all the PDF downloads) here:

<http://launchworkshop.productlaunchformula.com>