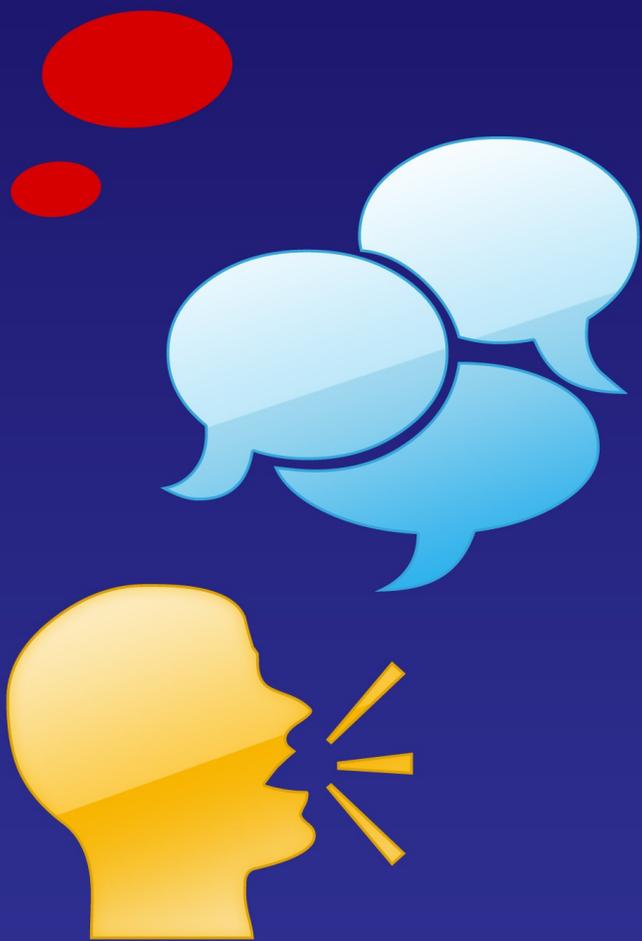


Pre-Launch

BUZZ Secrets



**How to Turn
Your Launch
Day into
Your Best
Sales Day**

Pre-Launch Buzz Secrets

How to Turn Your Launch Day into Your Best Sales Day

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Introduction: The Truth About Pre-Launch Marketing

Think back to the last movie you went to see.

Did you know something about the movie before it opened in theaters? You bet you did. The movie studios made sure of that.

You see, the movie studios are masters of pre-launch marketing, which includes building buzz and anticipation for their movie.

They make sure you see intriguing clips well ahead of the opening date. They team up with joint venture partners (like fast food restaurants) to hand out related toys and figurines.

They also make sure the top reviewers and a few select customers see the movie well ahead of time and start building that buzz.

If they've done their job, on opening day, they'll have lines of people stretching around the block at theaters everywhere.

Now imagine instead if they didn't start advertising their movies until the day the movie opened. For the first time, potential customers would see TV ads.

On that day, the movie studios would be scrambling to get reviewers for the movie. There would be no advanced screenings. There would be no trailers on the Internet.

End result?

No massive push, no pre-launch buzz... and so, no lines of customers stretching around the block.

That wouldn't be a very smart way to market a movie, would it?

Of course not.

And yet, all around the Internet, people think it IS a smart way to market their own products. The day they launch their product is the

very first day their prospects are exposed to any type of advertising or marketing.

Instead of launching the product with a huge bang and a fresh burst of word-of-mouth buzz, the product launch fizzles like fireworks in a rainstorm.

Obviously, it's important to get your product launches off with a bang.

Once you get the product launch rolling, it's like a snowball rolling down the hill – it only **gets bigger and bigger**.

Here are two important keys that should build the framework of your entire pre-launch:

Your pre-launch should be **entertaining and it should be an event**. Keep that in mind as you read the rest of this ebook.

Now let's talk about exactly how to create this entertaining, anticipation-building event...

How to Get Your Prospects Involved

Obviously, building anticipation for your product is the name of the game when it comes to pre-launch marketing. And that means that any marketing you do should be aimed at getting your prospects involved, engaged, and paying attention.

Throughout this ebook, we will touch on many ways to do just that. But in this section, we'll focus exclusively on ways to get your prospects involved early in the process – starting during product creation.

Bringing Prospects into the Product-Creation Process

Here are a few important keys in marketing psychology:

People want to have a sense of belonging. In particular, **people want to belong to an exclusive group.**

There's also a subset of people who want to be "first" – you've probably heard of them; they're called "early-adopters."

They get a sense of satisfaction whenever they buy and use a product first.

These are the type of folks who are the first to buy the latest and greatest technology, from the iPhone to Windows' latest operating system to the latest gaming machines.

Outside of technology circles, these are the people who are the first to see a movie when it opens, a first to try out a new restaurant, and the ones who attend all "grand openings" in your hometown.

In niches online and off, you can see the early-adopters. When someone comes up with a new weight loss method, they buy it and try it.

When a marketer puts out a video showing a new way to train a dog, they buy it and try it. When a golf marketer comes up with a club that is alleged to hold an advantage over others, the early-adopters buy it and try it.

But here's the key:

These people don't just buy new products and keep quiet about it.

Part of their satisfaction in being early-adopters is that they get to tell others all about it.

They get a sense of pride in being a part of the "early-adopter" group – and in order to stoke this pride, they NEED to tell others.

So what does this mean to you?

The early-adopters, who almost can't help themselves to the point where they are nearly bragging about being the first to own products, are your biggest allies.

If you want to get a jumpstart on your pre-launch buzz, you **MUST** get your product into the hands of the early adopters.

One way to do that is to get them involved very early – ideally, they should be involved in the product-development cycle. Let's look at a few ways to do this:

NOTE: For this example, we'll assume you're creating information products. If you're creating different sorts of products, then not all of these suggestions will apply to you.

1. Get Early Adopters to Contribute to the Product

Some early-adopters not only enjoy being first, they enjoy “bragging” about being first.

Now imagine if you recruited these same people to contribute something to your product. Their sense of pride would go through the roof!

Would they tell others that not only do they get a preview copy of a product, but also that they contributed something to the product?

You bet they would!

But how can you get early-adopters to contribute to your product?

If your early-adopters are also known experts in the field, then obviously, the best way to get them involved is to **ask them to contribute an article to an ebook or to join a panel of experts on a teleseminar series.**

For example, let’s suppose you’re creating a weight-loss ebook. If your early-adopters are experts, you could ask them to contribute a guest article.

For example, one expert might contribute an article on the importance of drinking water, another might discuss the dangers of diet pills, and still another might talk about the importance of lifting weights.

You could sprinkle these guest articles within the ebook, include them all at the end in a special “guest” section, or include them as a separate bonus ebook.

You could even include all guest articles in a special free report that you give out to prospects during the pre-launch cycle.

But of course, being an early adopter in the field does NOT automatically make one an expert in the field, nor does it make them qualified to write an article or join a teleseminar panel of experts.

Does that mean you must exclude from your product-development process the early-adopters who are NOT experts in the field?

Absolutely not!

And in fact, the non-expert early-adopters may go on to become your greatest marketers... simply because no one has ever given them the honor of being included in a product before!

So how do you include them?

Simple:

By asking them for their **OPINION** and **PERSONAL EXPERIENCES** as they relate to the topic of your information product.

Let's go back to the example of the weight-loss book. The non-expert early-adopter might not be able to write a thesis on the science of burning fat, but they most certainly can share their experiences.

For example, they can tell of how they've "yo-yo dieted" for years. They can tell you how a certain diet pill made their heart race and so they stopped taking it.

They can tell you how a lack of motivation killed the last diet plan they tried to follow or how they can't seem to get over their chocolate cravings.

They can share all of these experiences and opinions – and more. And all of it would be perfectly acceptable to include in an ebook, because readers realize the stories are from "people just like them" (not experts,) which makes these stories even more powerful to readers.

Another way you can do it is to **have your early-adopters submit questions that they'd like answered in your upcoming product.**

Instead of merely sharing their story of how they constantly cave in to their chocolate cravings, they can share their story and then ask you (the expert) how to overcome it.

2. Solicit Opinions from Prospects

Another way to get prospects (especially early-adopters) involved – without actually contributing to product – is **soliciting their feedback and opinions about what they'd like to see in a product.** This works well for nearly any type of product, not just information products.

For example, if you're creating a mousetrap, you could ask them what features they'd like to see in your new and improved mousetrap.

If you're creating an information product, you could ask them what issues they'd like to see covered in the product.

So how do you gather these opinions?

Obviously **one of the easiest ways** for you to do it is to create a survey that includes both open-ended ("essay type") questions as well as close-ended ("multiple choice") questions.

From there, using survey software would be easy for you to solicit opinions and compile the results.

However, collecting anonymous opinions in such a cold, clerical manner isn't going to do much to help you engage your prospects and early-adopters.

As such, **what you need to do is get personal.**

That means you need to personally contact prospects – preferably one-on-one – and ask for their opinions.

Don't use survey software that's anonymous.

Instead, ask if you can interview these people on the phone (as a group if you'd like,) or at least solicit their opinions individually by email.

Obviously, when your prospects send their feedback and opinions back to you, you need to reply personally to them.

Don't use a "thank you for your feedback" autoresponder.

Reply to them personally, and in such a way that makes it clear that you've read and evaluated their feedback.

But the interaction shouldn't stop here. Ideally, you should solicit ongoing feedback as the product development process continues.

When you integrate a feature that one or more of your responders suggested, **write to them personally and let them know you used their suggestion.**

The point in all of this is that you need to give people a sense of “ownership.”

Make them feel like a part of the product development process and **give them a feeling like they “own” a piece of the product itself.**

When people identify with a product and start to take ownership, they’re more likely to “promote” it when the product launches (because they feel proud of the part they played in developing the product.)

You can take this one step further by following suggestion number three...

3. Ask Prospects to be Beta Testers or Reviewers

The above two suggestions were aimed at getting prospects involved early on in the product-creation process.

Once you have the product developed, you can continue to solicit opinions by recruiting beta testers and product reviewers out of the pool of prospects and early-adopters.

Obviously, this is a suggestion that can work no matter what type of product or service you’re selling.

If you’re selling something like software or other types of “widgets,” then recruit beta testers. If you have any other sort of product, recruit people to review the product and give you feedback.

Now here’s the thing:

You can’t simply recruit beta testers and reviewers for the sole purpose of making it a part of your pre-launch marketing. If you ask for reviews and then don’t follow a single suggestion, you’re going to come off looking like a shallow marketer.

Bottom line:

You need to actually pay attention to what the reviewers are telling you, integrate any useful suggestions, and thank others sincerely for any suggestions you don’t use.

As mentioned in the previous section regarding getting people involved during the product creation, you need to keep your interactions personal (no autoresponders,) **you need to make reviewers feel special, and you need to keep them engaged.**

The more they feel a part of the process, the more they'll feel a sense of belonging and ownership – and that's always a good thing during pre-launch marketing.

4. Ask for Testimonials Before Your Launch

While you're soliciting feedback and suggestions from beta testers and reviewers, you'll notice some of the feedback coming back is golden.

It paints your product as being a good, solid solution. It's the kind of feedback that would look good sitting in a box on your sales letter.

In short, some of this feedback would make for a great testimonial.

Don't be shy about asking your reviewers if you can use their words on your sales page. Indeed, some of your prospects and the early-adopters will actually enjoy getting their 15 minutes of fame.

Naturally you shouldn't just limit yourself to getting testimonials from beta testers and reviewers. Once your product is finished, make a point of soliciting testimonials from a wide swatch of people in your prospect pool.

TIP: Whenever possible, include a photograph of the endorser alongside their testimonial. If they agree to do an audio testimonial, even better. And best of all, see how many endorsers are willing to do video testimonials.

How to Find the Right Kind of Prospects

Now that you have a few ideas about how to engage prospects early on in the process, the question becomes:

How do you find these prospects?

The first thing you need to take into consideration is that you're not just looking for any likely customer.

You're specifically looking for early-adopters and for people who are extremely vocal about the products they buy and try.

You want people who will help spread the buzz about your product, talk about it, praise it, defend it, and link to it.

One of the best ways to find these sorts of people is by visiting niche forums.

So what are you looking for?

You're looking for respected, long-standing members of these forum communities.

These people tend to have a lot of posts on the forum (many forums count member posts, so a quick look at the members list will give you an idea of who the top posters are.)

And indeed, the more posts they have, the better (as that's a pretty good indication that they won't be shy when it comes to talking about your product.)

You also want to specifically **look for people who have a history of being the first** to post about new products, new services, or other events in the market.

Usually, they're the ones starting the posts, although sometimes, they come a few hours late to the forum and have to be content to add to an ongoing thread.

However, when they're not the ones starting the thread, they'll often make a comment that someone else "beat me to it." In other words, they're disappointed that they didn't get to share the news first with the forum community.

In short, look for people who pride themselves on being first and often take every available opportunity to let others know that they are first.

You'll see them make comments like, *"I said that same thing last year... but no one paid much attention to me then. Glad everyone is finally catching up."*

Of course, you need to also pay particular attention to those who not only share the news first, but share reviews of paid products first.

You want people who have a known history (by their own admission) of purchasing a lot of products. And you want their reviews to be honest and respected by their fellow community members.

How to Approach Them When You Find Them

Approaching them is generally easy. While it helps if they already recognize you, they won't automatically turn you away if they don't.

Nonetheless, **it's a good idea** to become a member of the forum that they're a member of, and spend some time posting thoughtfully.

That way, they get to know you through your posting history. You may also want to make use of the forum's "private message" (PM) feature to contact them to start a dialogue – perhaps compliment them on a post or something of that nature.

When you are ready to approach them, generally all you have to do is **tell them that you'd like their opinion on something since they're obviously such a respected member of the community.**

In other words, if you've already seen evidence of that ego in the form of reminding others how often they're "first," then play to that ego.

Sincerely compliment them on being an early-adopter and putting out such excellent reviews.

It's quite likely that they'll feel very flattered that you asked... and the fact that you're asking them to beta-test, contribute, or give their feedback confirms they're standing (in their minds) as an early-adopter.

They probably can't wait to tell their forum friends!

TIP: If you compliment them, always be sure you're sincere. Nothing rings more hollow to a person than an insincere compliment. They might feel momentarily flattered, and then they'll be repelled when they start to get the feeling that you're flattering them because you want something from them.

Be sincere and honest in all relationships, and you'll develop deeper bonds with your prospects, customers, affiliates, and partners.

Conclusion:

This section has provided you with several proven ideas as to how to get your prospects involved during the product-development phase.

Now let's discuss how to officially start building anticipation with proven pre-launch marketing tactics.

Before You Start Building the Anticipation...

Before we start talking about building anticipation, let me make one point:

Don't build anticipation until you actually have the finished product in your hand.

Otherwise, you're risking making promises you can't keep.

You see, nothing will ruin your credibility more than whipping your customers into a frenzy... only to let them down because, for some reason, you couldn't finish the product, the website, the sales letter, or similar.

This is particularly true if you haven't put a backup plan into place.

For example, let's suppose you're creating the product and planning the market campaign.

What happens if you get ill or injured?

Do you have a knowledgeable partner who can take over and keep your promises?

If not, **do NOT make any promises and do NOT build any anticipation until you're absolutely sure you can deliver.**

This is also especially true if you're depending on others to complete parts of your project.

For example, what happens if your partner says he'll write the product and the website... and he doesn't? Or what happens if you entrust the project to a freelancer... and he gets ill or injured and can't complete the project by the deadline?

You're the one who'll look bad. No amount of making excuses or trying to explain away your inability to keep your promises will make you look any better.

And yet, we all think we're invincible.

We've never had a project falter before, so we can't imagine this one will.

We can't imagine getting ill, we can't imagine our ghostwriter not completing the project on time, we can't imagine our webmaster's computer crashing and losing the first draft of the site.

We can't imagine it, but it happens all the time.

I realize you're excited about your project. I know you wanted to announce it to the world on the very day the idea came to your mind.

But if you can just **be patient and wait to build the anticipation only after the project is completely finished**, you'll rest a lot easier at night.

Plus, you'll never have to worry about anyone beating you to the market, because your product is ready to roll on the very day you start building buzz.

Now let's talk about how to build that buzz...

PLEASE NOTE: In the remainder of this ebook, you're going to discover dozens of ways to make your product launch an event and build anticipation. Some of these ideas will work for your niche, others won't. While you may incorporate several of these ideas, they're not discussed here with the intention of using all of them at the same time. That would be overkill.

As such, in the next several sections, we're going to be looking at an overview of the process, rather than an exact step-by-step. In the final section, we'll pull it all together and provide an example pre-launch for those who do best with an exact guide.

How to Use Products and Events to Build Pre-Launch Buzz

Your launch should be an event that works to build anticipation, while entertaining and even surprising your prospects.

If you can incorporate suspense and/or drama into the mix, all the better.

You see, the idea is to “hook” your prospects into closely following your pre-launch event... and in doing so, you get a chance to start sharing your marketing message with your prospects (usually when they sign up for your mailing list so they can download a free report, participate in the pre-launch event, etc.)

But how do you hook them?

In some cases, you’ll find the straight-forward way is the best way; specifically, **you give prospects a taste of the solutions you offer, and leave them hungry for more.**

Or **you give them “salt” to make them thirsty and then offer your product as the solution that will quench that thirst.**

This means you establish yourself as an expert in the niche by providing the sort of high-quality content or products that others in your niche are charging for.

This strategy is all hinged on the proven notion that prospects will look at your freebies and think, *“wow, if he’s giving this away for free... just imagine what kind of information must be in his paid products!”*

In other words, your pre-launch event is like the car dealer who invites everyone down to test drive the new model. Let your customers test drive and sample your product, fall in love with it, and get them excited for you to unroll the full solution... and then watch as the sales follow.

Another way to hook prospects into your pre-launch event is to **use controversy.**

For example, you might put out a controversial report or video that gets your niche talking.

And **not only does it get them talking**, it gets them to post links to your controversial content on forums, it gets them to bookmark your page on social bookmarking sites, and more.

If you spend any time on Internet marketing forums, you likely can come up with a few specific examples.

For example, a few years back, plenty of reports were floated about with titles like, "*The Death of [Insert Your Favorite Topic Here].*"

Another example from a few years ago: Some marketers put on a crass, rude persona that carried over into all their marketing materials.

Up until that point, most customers had been treated with respect and had only ever read "polite and nice" marketing materials – so to be faced with a marketer whose persona looked down on a segment of the market created an unbelievable buzz.

Now here's a fair warning:

Obviously, not everyone's product is suited to controversy.

If you use controversial, even somewhat offensive, material in the right way, you'll polarize the audience.

This means you'll pull your target market to you closer than ever, while repelling others. And that's a good thing, because those others aren't part of your target market anyway.

However, **if you use controversy the wrong way, it can backfire.**

Specifically, you can end up repelling your target market. As such, consider your material carefully before sending it out to the public (perhaps by having a few trusted friends and colleagues look it over for you.)

SUPER TIP: If you do use controversial material, be sure it gets into the hands of those who will be most offended and/or those who will disagree with the material the most. After all, these are the people who will talk about it! They'll re-post links to your material on forums just to say, "*can you believe that this person said about X, Y and Z? Unbelievable!*"

That means you need to get the ball rolling by posting your material on niche forums and wherever else you can find people likely to be offended (blogs, social networking sites, social bookmarking sites, YouTube, and other video sites, etc.)

Finally, the last way to hook your prospects into your pre-launch event falls under the general category of entertainment. That means **the material you release should generally be** funny, entertaining, or engaging enough to pull prospects into your marketing funnel.

A NOTE ABOUT GETTING PROSPECTS ON YOUR LIST:

The purpose of your pre-launch event is to get your marketing message in front of your prospects. The most effective way to do that is to capture your prospects' contact information so you can get them into an autoresponder series.

Keep in mind that no matter whether you choose to utilize contests, videos, games, viral reports, or anything else, you should ALWAYS be collecting your prospect's name and email address. Before they can download a report or join a contest, they should be asked to get on your list first.

Later in this ebook, we'll talk about how to do this in more detail (especially when you have affiliates), but for now, assume that every technique described below involves getting prospects onto your list.

How Should You Distribute Viral Content?

To increase your chances of making your content go viral, you've already discovered that the content needs to be extremely useful, engaging, entertaining, or perhaps controversial or funny.

That leads to the logical question:

HOW should you distribute viral content?

Should you write the ever-popular report?

Should you tap into the YouTube craze and launch viral videos?

Should you give away useful software or widgets?

Should you hold contests? Should you create viral games?

The answer to all of the above is "maybe." (And chances are, you'll be including more than one of these in your pre-launch event.)

You see, **there isn't a "one-size-fits all" format to deliver your viral content.**

It's going to depend on what type of content you're delivering... and above all, it's going to depend on your audience as well as your product.

Consider this:

While viral video is all the rage right now, there are certain groups of people who've never visited YouTube before.

They might be people living in rural areas who don't have a high-speed connection. They might be people who aren't particularly technically savvy. They might be people who are blind.

Or they might simply be people who feel most comfortable getting their information from text (perhaps because they don't have the time or inclination to sit through a video.)

Obviously, if this sounds like your target market, then you need to be sure your campaign isn't run entirely using video.

On the flip side, your audience might include a majority of people who are drawn to video – and perhaps, they not only spend hours viewing YouTube each week, they also load their own videos.

If that's your target market, then obviously, you need to include video in your pre-launch campaign.

Another thing to take into consideration is the format of your actual product.

If the majority of your product is content delivered via streaming video, then it doesn't do you much good to focus entirely on delivering text-based pre-launch viral material.

Doing so means you'll end up attracting a group of people who won't buy your product once they find out it's delivered via video.

Bottom line:

Use the method preferred by your target market.

For maximum impact –whether your target market has a clear preference or not– use a variety of methods to reach your audience (while focusing on the preferred method if there is one.)

For example, if your audience prefers audios, then deliver teleseminars, interviews, live calls, and recordings... but provide the transcripts for those who are unable to hear the audio or otherwise prefer text.

If your audience prefers text, then write reports... but don't be shy about including videos here and there to supplement the text-based content.

What About Events?

By now you likely have an idea of what your viral content will look like and how it will be delivered.

But what about events?

Should you include things like contests, quizzes, and games?

If it fits into your overall pre-launch plan and the event is relevant to the product, then it's definitely something you may want to consider.

Remember, your entire pre-launch is a **well-orchestrated event**.

The idea is to hook your prospects by providing an entertaining (but relevant!) event, and once they're paying attention, you can start delivering your marketing messages.

As such, including contests, games, and other events can certainly aid in getting your prospects to sit up and pay attention (and to give you their contact information so you can start delivering your marketing messages.)

And events are a great way to get your prospects interactive and engaged.

For example, let's suppose you're selling a weight-loss package. You could create a game that tests people's fitness knowledge. That serves to get people engaged in a fun way and hold onto their interest over the course of several days or weeks.

Here are a few ideas to accomplish that objective:

- *Along the way, you can reveal little-known information to your game players, which gives them a taste for the sort of information they'll learn if they buy your package.*
- *You can pit players against each other in friendly competition and make it all public so that the entire game serves as a form of social proof for those sitting on the fence.*
- *You tightly weave together phases of the game with phases of your pre-launch. Perhaps clues that are needed to win the game are hidden in your marketing materials.*
- *You may create the game in such a way that it doesn't end on launch day... but people who buy the product will get bonus clues or bonus "points" that will make it much more likely that they'll win.*

These are just a few ideas, but the game you design is only limited to your imagination.

However, keep in mind that **the objective isn't just to get people on the mailing list and playing your game.**

You want them to start selling themselves on your product and you want them to be interested in your marketing message (which means only members of your target market should be playing this game.)

How do you do this?

You'll discover the answer to that in the next section. We'll specifically be referring to contests, but of course, what you're about to discover also applies to any sort of pre-launch game you design...

TIP: Will you be using quizzes for your pre-launch event? Then use [Turbo Quiz Generator](#).

The Pre-Launch Contest

One way to get prospects engaged and interactive is to **offer a pre-launch contest**. It tends to be a fairly quick way to build a list, since every contestant must join your list in order to participate.

However, having a contest solely for the sake of building your list isn't a good idea.

That's because, if you do a run-of-the-mill contest where contestants sign up with a chance to win a random drawing, you'll have the freebie seekers coming out of the woodwork.

What does that mean?

It means you're going to end up with a very low-response list when you're all done.

Many contestants will use temporary or throw-away free email addresses (like Yahoo or Hotmail) and read your messages just long enough to see if they won the prize. Once the contest is over, they won't read your marketing messages.

So what can you do to attract prospects who are willing and able to buy your product?

For starters, **you should avoid** contests that are simply "enter your name to win" type contests.

Instead, you want your contestants to get interactive, get engaged, and be entertained.

While accomplishing any of the above is a good start, ideally, you want your contest to do one other thing.

Namely, **you want your prospects to start "selling themselves" on your product.**

Consider this: What happens when you run a random-drawing contest?

People enter their name and then forget about the product until the drawing.

Once the contest is over altogether, your product is out of their mind. Meanwhile, in between, they didn't pay much attention to your marketing messages – because they really had no reason to. They were just in it to see if they could get a freebie.

Now imagine this instead:

You run a contest where entrants must tell you why your product is so amazing.

Maybe you'll have them create a 30-second commercial by video. Maybe you'll have them craft a one-page advertisement or write an essay about how they would use the product to better their lives.

What happens?

People aren't just mindlessly entering their name in a drawing.

Instead, they're spending hours, even days, thinking about your product and all its benefits. In other words, **they're selling themselves on your product!**

Your contest actually works to have prospects convince themselves that they need your product... with very little effort on your part!

Now, in order to make this really work, ideally, what you should do is post all entries on a public page of your website or blog.

For example, post the essays in their entirety and post links to the videos (or whatever format you're using.)

You want entrants to be publicly bound to whatever nice things they've said about your product.

Why?

Because people **tend to get a little uncomfortable if their public behavior and private behavior or thoughts don't quite match up.**

If there's a public display that features them wildly praising your product, if they don't buy your product a little later, on they may be faced with "cognitive dissonance" (that's that uncomfortable feeling.)

The solution to make the uncomfortable feeling go away?

Buy the product. That way, their public praising matches their private behavior of owning the product that they've praised.

Everyone Wins

A contest has a clear winner and possibly even a second and third place as well. However, ideally, you should make everyone a "winner."

How?

By giving every contestant a limited-time discount on the product. And preferably, you should do this right before the official launch, so as to make the contestants feel special.

For example, when you send out the announcement of the winner, that same email should include a special link or a special discount code for everyone else – and they can use this special link or code for the next 24 to 48 hours only.

If you've created a contest based on people selling themselves on buying your product, and you throw in the urgency of a steep discount for an extremely short amount of time, **you should see a massive flow of sales notification hitting your email inbox.**

TIP: Trying to keep a contest running smoothly can be a hassle, especially if you have hundreds of contests. Make it easy by using the [Turbo Contest Creator](#).

Getting Prospects Interactive on Forums or Blogs

One of the **big keys to a successful pre-launch** is for prospects to witness "social proof."

And in this case, we're referring directly to social proof in the form of other eager prospects clamoring to buy your product.

Now your prospects may accidentally run into this sort of social proof while they visit forums, blogs, and read newsletters.

However, not all of your prospects travel in the same circles. Some don't visit any other forums or blogs at all. If there is a mass stampede of people talking about our product, they won't see it.

So that means **you need to make sure that** everyone on your list (and everyone who visits your site) sees the social proof.

And in order to do that, **you need to set up an interactive environment** – such as a forum or blog that allows comments – so your prospects can interact with another and witness the social proof.

Whether you're running contests or doling out a series of controversial reports, you need to encourage people on your list to comment on these items.

SIDE BAR: What is social proof?

It's what we humans use to make sure we're doing the right thing. Whenever we're in doubt, we look around to see what others are doing and then follow their lead.

For example, let's suppose you're driving through a strange town during a road trip and you need to stop for a bite to eat. There are two restaurants sitting side-by-side.

One restaurant's parking lot has three cars – most likely belonging to the employees.

The other restaurant has at least a dozen or so cars in the parking lot.

So where do most people go to eat? That's right, they choose the second restaurant, based on the assumption that if so many others are eating there, it must be a good place to eat.

That's social proof.

You may have contest entrants post their entries on a forum or have people publicly request that you send them a free controversial report.

Ultimately, however you decide to do it is fine... as long as it strongly encourages (and where applicable, almost "forces") public participation.

The bottom line is that **you want prospects who are sitting on the fence to glance at your blog or forum and see throngs of people excitedly talking about your product.** The enthusiasm will be contagious.

SUPER TIP: In bars and restaurants, servers often “pad the tip jar” with a few dollar bills at the beginning of their shift. This is done to show customers that tipping is the correct thing to do.

If you’re just getting a forum or blog started, you may need to “pad the blog” or “pad the forum” a bit by inviting your friends and colleagues to help you post.

Nothing turns off potential blog and forum posters more than an empty, dead blog or forum.

You don’t want to have your friends deceptively “shill” for you, however, as most intelligent people will spot that immediately... which will ruin your credibility. Instead, invite other known members of your niche to get your forum started by posting questions, replying to answers, etc.

Other Ways to Pull People into the Sales Funnel

As you’ve already seen, **the purpose of the pre-launch event (and all the free viral content such as reports and videos) is to pull people into your sales funnel so you can start marketing to them.**

That is, you get them to give up their contact information on your squeeze page, which puts them into your well-crafted autoresponder series (more specifics on this later in the ebook.)

But there’s **another way to build your pre-launch list...** and this way is even **more powerful** because the end result is a much more responsive list.

How?

By launching a product with a lower price-tag, and then marketing your main product on the backend to your existing customer list.

The reason this works so remarkably well is because your existing customers already trust you – otherwise, they never would have purchased a product from you.

And getting a customer's trust is half the battle in convincing them to buy from you.

Your entire pre-launch event does **work to pull people into your sales funnel** so you can start earning that trust, usually by distributing samples of your product, "leaked chapters," and more relevant content that will have your prospects wondering what's in your paid product.

This is followed by an autoresponder series that further works to develop that bond.

But if you're staging a huge pre-launch event, chances are, you're not merely selling a \$20 report. You're likely selling a high-ticket package, upwards of \$100, \$500, \$1000, or more.

And that's a lot harder to sell to a first-time customer.

In other words, sometimes you need more than a two- or three-week pre-launch event **to earn the sort of trust you need** to sell a high-ticket item.

You've probably seen this strategy in action dozens of times.

The folks using this strategy put cheap books on eBay with the intention of making the money on the back-end.

Others use the \$7 script to give full commissions to their partners, while they make money selling more expensive products on the back-end. And the list goes on.

Sometimes, marketers sell products immediately on the backend, usually in the form of an order-form or download page up-sell.

Sometimes, you'll see a special price on a product or package delivered as a one-time offer.

At other times, you'll see marketers put together an autoresponder series that delivers unannounced bonuses for customers and other goodies to earn trust... and then they start pre-selling the customer on a high-ticket purchase.

Which route you take depends on what sort of product you're offering on the back-end.

If it's a high-ticket product, you'll likely do better pre-selling the product through an autoresponder series, as opposed to hitting the customer with a one-time offer directly after they make their first purchase.

So what does all of this mean in terms of the pre-launch event?

It means that you can use a seemingly unrelated launch of a different product **to pull people into your sales funnel**, build your mailing list, and build trust so you can sell your main product on the back-end.

You can and should go through all the steps of your pre-launch event, such as building anticipation.

However, the main benefit of doing it this way is that you're starting with a list of people who already know and trust you... and since they're existing customers, they're likely to buy from you again.

How to Establish Yourself Quickly if You're an Unknown

A big part of your pre-launch event deals with pre-selling both you and your product.

Most people are uncomfortable buying from people they don't know and trust.

The suggestion in the previous section is to offer an inexpensive product on the front-end to help you more quickly establish the trust with your prospects and customers.

However, if you're a "no-name" marketer in your niche, this method can be made even more powerful.

How?

By associating yourself with the biggest names in your field.

In other words, **use a little “borrowed credibility” to quickly establish yourself as an expert – and almost instantly build trust with your market.**

There are two ways to do this.

One, you can use this tactic with your lower-priced front-end product, and once established, you can launch your big product.

The second way to do it is to skip the entry product and go straight to your main product.

Here’s the gist of how this strategy works to elevate your standing in the market:

You get the “big names” in your field to do a joint venture with you, and by virtue of your name being associated with their names, **you join their ranks.**

For example, imagine if you were writing a book on golf. Could you imagine if golf star Tiger Woods co-authored the book with you? What would happen?

For starters, your name being associated as a co-author with Woods would mean people would assume you’re an expert too.

That means more customers, more sales, and more money for you. You’d build your list quickly, because Wood’s fans would be buying your co-authored product and joining your prospect list.

True, this is an exaggerated example that I used to make a point.

However, you can do the same thing in your niche. You may not exactly land the “Tiger Woods” of your niche, but there are dozens of well-known and respected marketers.

Your job is to get them to partner with you on a project.

This of course sounds easier than it actually is. However, you can make it significantly easier on yourself **by not doing what everyone else is doing.**

Namely, **don't write to your potential partners to ask them if they'll promote your product.**

Why not?

Because they get dozens of these same types offers each week.

They can afford to be choosy about who they promote, so they're more likely to promote their friends than you, who at this point is a virtual stranger. (Which is one reason why you should start building relationships with the big marketers in your field immediately.)

However, from time to time, they are likely to say "yes" to offers that are a little different.

Usually, this means offers that aren't affiliate partnerships, and offers that require very little work on their part (with a potential for a high return on their investment of time.)

One such offer that tends to attract partners is where you ask **if you can interview them** (either on the phone or via email, but the phone is preferable so that you can set up a live teleseminar.)

That's flattering to the joint venture partner; it only requires an hour of their time and the return on that investment of time comes in the form of free publicity, exposure, and an opportunity to pitch their product at the end of the call.

And since the call is recorded, that one hour of time can pay for itself over and over.

Now imagine this:

You get at least a dozen of the biggest names in your field to do a series of teleseminars:

- *This can be your front-end product that sells your main product.*
- *Instead, you could use this as part of your pre-launch event to get people on your mailing list and interested in your main product.*

- *Or this could be a PART of your main product (e.g., bonus audios.)*

However you choose to use it, the end result is the same:

You're seen as a credible, trustworthy expert in your field.

Now let's talk about how to pull all these ideas together so you have a smooth launch day...

Pulling it All Together: How to Create Your Pre-Launch Campaign

So far, we've talked about the bits and pieces you can use to put together a pre-launch event. In this section, we'll pull it all together so you can see the big picture.

Let's start by looking at how to build your list during the pre-launch campaign...

Using the Squeeze Page During Pre-Launch

You've already discovered that any part of your pre-launch – whether it's a contest or you're giving away a report – needs to be tied to you building your list. That means before someone can read your report, listen to a teleseminar, or join your contest, they must first leave their contact information.

As such, the entry into **your site should include a squeeze page.**

NOTE: In case you're unfamiliar with the term, a squeeze page is basically a sales page that persuades prospects to join your mailing list. The compelling reason given for people dropping their contact info in your form is not only that they'll receive your newsletter, but also because they'll receive some sort of pre-launch freebie (such as access to a teleseminar) when they do so.

To learn more about creating compelling squeeze (landing) pages, please check [The Science Of A Landing Page](#).

Do note, however, that **not every** freebie you offer should be linked to your squeeze page.

That's because you may offer a freebie – such as a viral video or rebrandable report – whose main purpose is to get people on your list.

In other words, some of your freebies will sell people on joining your list to receive other freebies.

Here are two things to keep in mind:

1. Your pre-launch partners should be given affiliate links that lead to your squeeze page.

Your affiliate partners should be a part of your pre-launch campaign.

That means you need to set up your affiliate tracking system immediately so that partners can use their affiliate links to send visitors to download your videos, reports, etc.

TIP: If your affiliates want to disguise and shorten their affiliate links, point them to [Turbo URL Shrinker](#).

2. Your squeeze page should be a placeholder for your eventual sales page.

On the day you launch, **your squeeze page should disappear and be replaced with a sales page.** That way, from the launch day forward, your affiliates will be sending their visitors straight to your sales page.

Some time after the launch event, you may consider turning the sales page back into a squeeze page.

For now, however, that's not necessary.

The reason is because people who've joined your list and are following along with the pre-launch event are already part of the marketing cycle.

In short: the bulk of the visitors you'll receive in the first week of your launch will be people who are already on your list.

Thus, dropping the squeeze page allows everyone easy access to your product sales page.

If your pre-launch does indeed generate a lot of buzz, then you'll want people to be able to link directly to your sales page from forums and so on.

Later on after the buzz has died, you may consider putting the squeeze page back up, as any new visitors would not have been exposed to your pre-launch event, and thus may need a little more coaxing.

What Happens After Prospects Join Your List?

Typically, when prospects join your newsletter, you offer an autoresponder series to them.

This might be a multi-part course delivered by email, a series of articles, a series of videos, or a series of some other content that's designed to warm your prospects up to the idea of buying whatever it is you're selling (and eventually, you hope that they do indeed buy.)

When you're doing a pre-launch event, any autoresponder series is secondary to the live email broadcasts you do.

Here's why:

Your pre-launch depends on your sending out a series of broadcasts that go out on specific days and specific times.

In other words, **the entire campaign hinges on you building anticipation through these broadcasts.**

If everyone is receiving them at different times (as would be the case if you relied solely on the autoresponder,) you couldn't build your anticipation levels to a frenzy.

In short, **you need to** create a well-written, well-timed series of emails to go out on specific days leading up to your launch.

If you've created a series of videos, audios, or reports, then obviously, you'll send out emails to announce the next installments. If you have a contest or game running, then likewise, you'll send out announcements.

The contests or installments serve to keep people engaged, and in some cases, to give people a taste of what you're offering.

However, what's important is what ELSE you say in these emails. As such, your emails should also work to:

1. Arouse curiosity about the product. Are you revealing little-known information? Are there mystery guests joining a teleseminar? What will the price of your product be?

While your pre-launch event gets people's attention, eventually, you want your PRODUCT to become what keeps them engaged... and you can do that by keeping people guessing.

Get them madly curious about your product, and they'll read your emails day after day just to satisfy that curiosity.

2. Tell them the benefits of your product. Your emails should work to sell prospects on the benefits of your product. Don't talk about features of your product – rather, **tell prospects what the product will do for them.**

But remember that you're building curiosity too. So while you might tell people what benefits they'll receive, you need to keep some information to yourself. That means that perhaps you don't tell prospects exactly how the product works to deliver the benefits.

Example: suppose I told you that you could quickly and easily lose weight without exercising, without counting calories, and without taking diet pills.

If you were someone who wanted to lose weight, would you be a little curious about how you could receive that benefit? You bet you would!

And that's what you need to do for your prospects – **sell the benefits, but leave the "how" as a bit of a mystery.**

3. Build anticipation. If you've whet people's appetite by providing extremely high quality free content, AND you've sold people on the benefits of the product, AND you've aroused curiosity... then naturally you're going to build anticipation for the product release.

But here's the key:

A high state of anticipation and even curiosity is an uncomfortable state for an individual.

Think of the small child at his birthday party who just can't wait to open that mountain of gifts. If you held the child in that high state of anticipation and excitement for too long, he'd get irritable, crabby.

And if you held him in that high state for even longer, eventually, he'd begin to lose interest (this is a defense mechanism because it's exhausting to be in that excited state for long periods of time.)

The same goes for your prospects. **You can't whip them into a frenzy and then hold them there for weeks.**

Instead, you need to play into their curiosity lightly for a couple weeks leading up to the launch... and then only in the last week – and especially in the last couple days – do you really build anticipation.

In other words, **you want their anticipation to peak a day or two before launch.**

If they peak too early, you risk them tuning out your campaign just to relieve themselves of that uncomfortable state.

4. Convey a sense of urgency. As you work to build anticipation, you need to also add one more factor into the mix – urgency.

Specifically, **you need to instill a fear of loss in your prospects.**

Just like anticipation itself, a sense of urgency (fear of loss) is an uncomfortable state.

And just as with anticipation, **you can't string people along for weeks in this state.**

Rather, you'll want to "hint" at some form of scarcity at first... and then in the final week – and especially the final three days of your campaign – you can make the fear of loss more concrete.

How?

There are the usual routes, such as providing a special bonus to the first 100 people who act, or a limited time bonus, or offering discounts (that are either limited-time discounts or only for the first 100 people who act.)

If your product will only be available to a limited number of people, then you already have your scarcity tactic built right in.

However, sometimes just the fear of not getting the product when "everyone else" gets the product is enough to make people buy now – and this is especially true if you've built a high level of anticipation.

How do you do this?

For physical products, all you have to do is make an initial run of say 250 or 500 copies of the product. Once those are gone, you'll have to order more... which causes a delay.

End result?

People rush to order immediately so they can get a copy now rather than having to wait for you to order more.

For a good example of this, browse the book section at Amazon. You'll often see something like "only three left in stock." Obviously, you'll still be able to get the book even if they run out; although the implication is that there will be a delay.

For those who want instant gratification, it's a sufficient scarcity tactic (and it's also a bit of social proof, as it proves that the product is in demand.)

Bottom line:

Your emails – and the pre-launch even itself -- are designed to pre-sell prospects. Before they even see the sales page, they should have already made the decision to buy.

In fact, by the time the launch day rolls around, in theory, you could put a “buy now” button on a blank page and sell out quickly... **all because your prospects are already pre-sold.**

Keep that in mind as you are crafting your pre-launch emails.

Ask yourself if you’re giving enough compelling reasons for your prospects to buy immediately after you launch.

Are you building anticipation? Do they want your product? Would some of them buy even without reading the sales letter?

If so – then you are right on track.

What About Affiliate Emails?

Your goal is to get all the prospects you can onto your mailing list so that they receive your carefully written, carefully timed pre-launch emails.

However, obviously not everyone will sign up for your list. But that doesn’t mean you can’t still reach them.

The solution?

Create a series of emails for your affiliates and other launch partners to send out to their lists on specific days.

These emails should have the same elements of your own series of pre-launch emails, including pitching benefits, arousing curiosity, building anticipation, and conveying a sense of urgency.

The goal is that even if these prospects don’t sign up for your list, they still get the pre-sell pitches that would make them want your product before they even see the sales page (or in some cases, before they even know the price.)

However, the difference here of course is that you DO want members of your affiliates' lists to sign up for your list too.

As such, **you also need to craft emails that get them excited about the pre-launch event.** (e.g., the free content, the contests, etc) So these emails should work to get people to the squeeze page to join your list.

Motivating and Managing Affiliates

Your launch partners are a big part of your campaign.

The more you can get your launch partners talking about your launch in their newsletters, blogs, and on their forums, **the more likely it is that your prospects will talk about it too.**

And of course, **the more launch partners you have, the bigger reach you have into your niche market.**

Because they are so important, you need to carefully consider how to recruit, manage, and reward your pre-launch partners.

You've likely seen for yourself that there are different ways to use launch partners.

For example, some marketers put out controversial reports and then pay a dollar or two to their affiliates for every person who joins the mailing list and downloads the report. In other words, the affiliate program is set up as a "cost per acquisition" model.

The downside to this model is that some partners won't like the idea of "selling their list" for a dollar a piece.

For you, the downsides include the following:

- *You won't have continued support from affiliates. Once their customers are on your list, they won't help you promote any longer.*
- *You need to protect yourself from fraud (as it's easy for an affiliate to get all their friends to join your list... even under false names and email addresses.)*

- *Keeping in mind that your list won't all be made up of high-quality leads, you need to ensure your offer converts so that you can recoup your investment.*

Of course, the upside for you is that you have the chance to make a great deal of money... and relatively speaking, your fees paid to affiliates may be minimal.

A more-common model is to recruit affiliates and launch partners who receive 50% or more commission for every paid referral they send.

This model produces affiliates who are more interested in the success of your marketing campaign, so they tend to go through the launch cycle with you (and sometimes beyond.)

In addition, the chances of fraud happening are decreased, since it's much easier to detect fraud with paying customers (as opposed to people simply entering throw-away email addresses.)

Ultimately the choice is up to you.

However, if this is your first time running a pre-launch campaign, **you'd be advised to use the traditional model of paying affiliates commissions only when they send you a paying customer.**

How to Get Affiliates Excited

While the main goal is to get prospects excited and eagerly anticipating your product, you first need to get your affiliates excited.

Here's how:

- 1. Offer your launch partners something special.** That means you should be giving them higher-than-normal commissions, promises to pay commissions soon after the launch, exclusive bonuses or discounts for their customers, etc.

In other words, **you need to make your partner feel appreciated and special.**

2. Get affiliates involved in the pre-launch event by having an affiliate contest. You see, the pre-launch event isn't just for prospects – it should hook your affiliates too.

Offer fun prizes and cash to the top affiliates. And to keep the excitement running high, keep a running tally (a leaderboard) of the top 10 or 20 affiliates during the launch week.

Note:

To make it more fair and exciting for affiliates who have smaller lists and don't have the reach of super affiliates, you may want to have two or three contests – one each for those with small lists, medium lists, and large lists.

That way, the smaller affiliates aren't competing with the super affiliates. Doing it that way **motivates the smaller affiliates to join the contests too.**

3. Keep in contact with affiliates. Just as you keep in contact with prospects through well-timed emails, you need to also keep in contact with affiliates.

You need to approach them well ahead of time (at least a couple months before launch) and stay in contact via email and on a blog.

Your emails should constantly remind them of what emails they should be sending out and when, the actual launch date, and information about the affiliate contest.

That means in the first few months before the launch, you should be touching base with them on a weekly basis just to keep them informed.

As the launch approaches, you'll want to be in contact every few days – and give them early reminders about specific pre-launch events (e.g., tell them that "message #2 should go out on Tuesday morning at 9:00 EST.")

You may feel like you're sending too many reminders, which might be true if this was the only thing going on in this affiliate's life. But since it isn't, **they'll likely appreciate you briefing them on the pre-launch campaign.**

TIP: Remember to also remind affiliates of the benefits they'll receive! Keep them excited by reminding them of the affiliate commissions that will be rolling into their PayPal account. And of course, keep them excited and optimistic by enthusiastically talking about the affiliate contest!

Bottom line: Consider yourself your pre-launch campaign's biggest cheerleader. Not only are you getting your prospects excited, you're getting your affiliates excited too.

TIP: Don't forget to get testimonials and video testimonials from your launch partners too!

A Sample Launch Plan

You've looked at all the bits and pieces of a pre-launch event – now it's time to put it all together and see how you'd integrate these pieces into your pre-launch campaign.

Remember, this is just a sample plan. You may choose to do yours differently by incorporating different elements, eliminating certain items, etc.

This plan just gives you an idea of how to employ some the strategies you've learned in this ebook, such as distributing controversial material and running a contest.

Three Months from Launch Date

- Write to JV partners and affiliates to secure launch partners.

Keep in contact weekly for the next two months. Start ratcheting up the excitement levels. Make sure affiliates understand how the pre-launch event will work, what role they will play in it, how often they'll need to write to their list, etc.

- Get partners on mailing list and refer them frequently to a launch-partners (JV) blog.
- Use [JVManager® 2 Fantasos™](#) to make the affiliate sign-up and management process easy.

Two Months from Launch Date

- Start getting prospects and early-adopters in on the product development cycle.

Ask for their contributions, ask for feedback, etc. Keep in contact with them weekly to let them know how you've used their suggestions.

Six Weeks from Launch Date

- Send complete (or near complete) product to launch partners for review.
- Get more early-adopters to offer feedback.
- Complete your pre-launch plan and all supporting material (e.g., videos, contests, reports, etc.) If you are going to make these materials rebrandable, get a copy of the [Turbo Brander](#).
- Brainstorm possible problems with your launch (e.g., your payment processor freezes your account,) along with possible solutions. Put into place back-up plans in case something should happen. If you don't know enough about the technology to put a back-up plan in place, hire someone who does.

One month from Launch Date

- Complete the product and send final copy to launch partners. Ask for their reviews and testimonials.
- Complete the sales letter and send link to launch partners.
- Complete the website (include payment link, download page, squeeze page, etc.)
- Complete all promotional material and upload to affiliates' area.
- Actively solicit testimonials from pool of potential prospects and early- adopters.
- Brief affiliates so they're aware of what will happen over the next month. Remind them that their first solo email should go out in one week. Remind them about the upcoming contest.
- Tell affiliates to start mentioning that something "big" is coming when they write to their list.
- If you have a list, start hinting that something "big" is coming.
- Tell early-adopters that you'll be launching soon so they can mention your upcoming product on forums, on blogs, etc.

Between Weeks Three and Four

- Remind affiliates that the first part of the campaign begins three weeks from the launch date when they will be sending a link to free content. Remind them again 12 hours before the site opens.
- Remind affiliates that the affiliate contest begins soon. Write to affiliates frequently throughout the launch to let everyone know who's on the leaderboard.
- Make sure affiliates are starting to mention the pre-launch even in their newsletters, on their blogs, etc.

Three Weeks from Launch Date

- First massive affiliate push: Come out with a controversial or extremely unique report or video. Affiliates use their affiliate links to send visitors to your squeeze page to download your free content.
- Where allowed, post the link on forums, blogs, social networking sites, and other places to help reach people in your market who aren't on your list or your affiliates' lists. Preferably, your report is controversial or extremely unique so that people start talking about it themselves.
- Get in contact with early-adopters who helped you before. Let them know they're appreciated and give them a direct link to your free content (remember, these are people who LOVE being the first to tell others – if you've selected wisely, these early-adopters WILL tell others on the forums since they're so vocal.)
- Write to your new list and have affiliates write to their lists letting prospects know that "installment #2" of the free content (controversial video, report, etc.) will come out in a few days. Arouse curiosity about it. Get people talking on forums and blogs about what might be in installment #2.
- Start writing to your prospect list regularly with pre-launch announcements, soft sells, emails that arouse curiosity, etc. Write at least two or three times in Week #3, at least three or four times in Week #2, and in the final week, write nearly every day (especially in the last three days.)

You may adjust this schedule depending on how often you're releasing more free content, how often you need to make contest announcements, etc.

Two and a Half Weeks from Launch Date

- Announce upcoming contest. Continue to build anticipation around the entire event... and the product.

Note: never tell everything. You want your pre-launch event to be a little mysterious and curiosity-arousing.

→ Note: Use the [Turbo Contest Creator](#) to run your contest.

Two Weeks from Launch Date

- Release a second installment of your free content series (again, something controversial or unique.) Make sure affiliates are sending their visitors to your site to download the content.
- Start pre-selling “harder” in your emails. Arouse curiosity and anticipation. Get people to discuss your emails on your blog (social proof.)
- Open an interactive contest or game as described in this ebook (affiliates should use affiliate links to encourage their readers to join the contest.) It should be something that helps engage prospects and makes them persuade themselves on the benefits of your product.

Regardless of what type of contest you have, involve others who aren't competing by allowing them to vote on the winners of your contest. Think of "American Idol" or "Survivor."

NOTE: *Add drama and excitement to your contest so even people who aren't participating are interested in watching it. For example, have a "Survivor" -style contest where contestants are eliminated one-by-one. Or have contestants create commercials for your product.*

- Make your contest visible on the blog so even those who don't participate can follow along. Update the blog/contest area daily (and send update emails too.)
- Inform your payment processor that you expect a major influx of sales. Ask them specifically to make a note on your account.
- Monitor forums and blogs to see if the launch is being talked about. Where applicable, help stoke the flames (e.g., get people talking about it.)

- Load controversial material on peer-to-peer file-sharing networks, on YouTube, and other places where it's likely to get shared. Use social bookmarking.
- Start using other marketing methods, such as press releases and pay-per-click advertising.

One Week from Launch Date

- Release third and final installment of free (controversial or unique) content. The third installment should naturally lead to your product being the ultimate solution.
- Your emails should now be heavily promoting the upcoming launch. A countdown counter should be in place on your sales page. [Turbo Count-Down Generator](#) will be the easiest solution. Affiliates should be working to help build anticipation too.
- Start releasing video testimonials and/or ebooks that are filled with testimonials to prospects. Rebrand these videos and ebooks so affiliates can pass them around.
- Complete the contest and award prizes to winners. Offer a discount – good for 48 hours only – to all “runners-up” in the contest (that means everyone.)
- Remind affiliates that the product launch date is coming.
- Test everything on your site – customer service desk, payment link, download page, etc.
- Make sure you have enough staff on hand to handle a major influx of customer service requests. Don't reply on email for customer service inquiries. Use a help desk, and provide a phone number if possible.
- Make sure your fulfillment company (where applicable) can handle your increased business.
- Call your payment processor once more to ensure that the previous representative did indeed make a note on your account. Discuss the situation again with whoever answers the phone so that you get assurance that your promotion will continue and your account won't be frozen.

- Test your back-up plans (in case something would happen to your affiliate links, website/server, shopping cart or other payment system, customer service system, delivery system, etc.)

A Couple Days from Product Launch

- Remind affiliates that the product launch date is coming (give them exact time and date, along with a copy of the email you'd like them to send.)
- Send out your very best sales material to your list – their anticipation and curiosity about your launch should peak in the 24 to 48 hours before the launch. This is when you should really start pushing the issue of scarcity so as to invoke a fear of loss in prospects.
- Remind prospects and affiliates the night before about the launch.
- Test everything the night before one more time.

Launch Day

- Replace squeeze page and countdown counter with sales page.
- Send out an email to prospects just moments before your launch. No long email needed – just tell them the site is now accepting orders, remind them about the scarcity of the product, and give them a link.
- Send out an email to affiliates letting them know the site is open and that they should begin promoting.

Post Launch

- Write to affiliates daily for the first week (during the contest) to let them know who's ahead in sales.
- Keep the momentum going – write to “fence sitters” (those prospects who are undecided) every day or every other day to encourage them to buy now. Remind them of why the product or offer is scarce. Remind them of the benefits of the product.

- Start collecting testimonials, case studies, and other proof from customers to use during your six-month re-launch.

I personally wish you success with your next launch!

John Delavera & {--your-full-name--}