

The cover features a dark grey background with a faint, large-scale pattern of overlapping geometric shapes, including squares and triangles, in various shades of grey. Two bright red triangles are positioned in the top-left and bottom-right corners, pointing towards each other. The text 'MEGA LAUNCH BLUEPRINT' is centered in the middle of the page. 'MEGA' is in a large, bold, red, sans-serif font with a slight 3D effect. 'LAUNCH' and 'BLUEPRINT' are stacked below it in a smaller, white, bold, sans-serif font.

MEGA
LAUNCH
BLUEPRINT

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Mega Launch Overview

The internet has revolutionized small businesses and taken them to the next level. Nowadays, it is possible for anyone with an internet connection to create profit online by marketing products to eager, targeted buyers.

The best part is that you don't need a big wad of cash to get started – the internet marketing game is low cost, with sky-rocketing profits! While affiliate marketing is a popular option for people who just want a little extra side income, the big bucks come from product launches.

This will be the focus of this book – helping you create and refine your product launch, so that it becomes an irresistible offer that can't be refused.

We'll guide you through market research and how to create a digital product for your launch. You will also learn how to write and produce a sales letter that will grip your audience and coax them into purchasing your product. You will also discover the tactics behind successful promotional and marketing materials.

Later on, you'll learn the sales funnel secrets to boost your earnings per click. You'll also find out how to make your Joint Ventures and Partnerships more profitable, so that you're always on top.

We'll also tell you how to optimize your product launch so that you get the most out of it – from your pre-launch marketing strategies to even timing your launch. And in the final chapter, you'll learn how to boost your sales and make your product launch a sure-fire hit using specific, tried-and-tested techniques.

Now, before we go into all that, let's cover the basics of any product launch.

Products

Product launches are not a new innovation – they've been going on for ages. Launching your product online is something which you can successfully do as long as your product and marketing efforts are in sync.

In internet marketing, when we talk about product launches, 99% of the time, we mean digital products. Think products like e-books, video tutorials, online courses, software and online membership sites – anything that is downloadable or accessible via a computer browser.

You don't even need to create the product from scratch if you don't want to – you can purchase Private Label Rights (PLR) material online. These are products which you can purchase and, in most cases, resell and claim as your own. We'll discuss these further in the following chapters.

Why You Should Create A Product Launch

There are many other business ventures which you could take on in this day and age, so what makes product launches so great?

Fast Results & Flexibility

Firstly, you can get fast results and work flexibly. This is a point that doesn't need much explanation – we all know that product launches can bring in crazy profits, within just a

few minutes! Because your product is launched on the internet where there are millions of people online at any given time who are only a few clicks away from purchasing your product, it is insanely easy for your earnings to snowball within the first couple of hours of your launch.

On top of this, product launches give you so much flexibility – you can craft and prepare your launch from home, a café, while you're at your day job or even while on holiday! With all the tools you need for your launch being accessible via the internet, you don't need to ever worry about being caught off guard. You can launch your product with just your laptop and a stable internet connection.

Not only that, you also have flexibility in terms of configuring your launch – with websites like JVZoo, ClickBank and Warrior+ Plus, you have so many options and customizations which you can use to tailor your product launch effectively.

Low-cost

Another benefit of launching your product online is it is a lot cheaper than launching physical products like t-shirts and books. If you think about it, creating and launching a digital product costs next to nothing.

When it comes to creating your digital product, sometimes all you need is Microsoft Word or an equivalent – tools which any basic laptop or desktop readily has. And by creating just one digital product, say a PDF format e-book, you can sell it to thousands of customers – it's like a one size fits all kind of situation so you have no need to reproduce the item again and again.

As for launching your product, a lot of websites will allow you to launch and promote your product for free in exchange for a small commission fee on each purchase. What this means is that you have no risk of losing any money – because even if your product

doesn't make a single sale (which is a real rarity in this business), you won't be charged or penalized in any way.

Immediacy & Ease Of Purchase

Another awesome thing about product launches is that products can be delivered to your customers with just a few clicks of a mouse or If you have an autoresponder set up, your digital product can be forwarded to your customers instantly! This is a huge deal when compared to physical products, which sometimes take weeks to ship and tend to incur high shipping costs.

Your customers will receive their products in an e-mail or download within seconds of them completing their purchase – which is also something that can be optimized for ease of use.

When you launch your product, say on JVzoo or ClickBank or Warrior+ Plus, you will be able to customize the payment process to make it extremely easy for your customers. With the help of buy buttons, PayPal and autoresponders, customers can purchase your product without any hassle.

Build Your List

Your e-mail list is one of the most important aspects when it comes to your online marketing success. And the best way to grow your list is by launching products online. When someone purchases your product, you will also get a hold of their e-mail address, which you can add to your mailing list.

Through a list, you get to identify qualified leads, build relationships and most importantly, have a market that you can tap into whenever you want. Product launches help you add fresh leads to your list.

These e-mail addresses are valuable because for all of your oncoming products, you will have people who you can market to immediately by sending them a simple e-mail. A list gives you on-demand traffic whenever and wherever you want traffic to go. And it's not only helpful for just your own products - this list can come in handy if you are also an active affiliate marketer or engage in ad swapping.

Sell all your other products and services

Creating a product launch also lets you sell your other products and services. Usually, a buying frenzy ensues when you send your prospects through your sales funnel, after carefully selecting your upsells and downsells.

With upsells and downsells, you can entice your prospects to purchase some of your other products – this means that from the launch of a single product, you are able to also market one, two or even three other products to your prospect. That means you have the opportunity to further increase your profits.

Build Your Credibility and Affiliate Network

With the high quality content that you create and subsequently launch, you get to increase your credibility. You can solidify your status in your niche as a reliable expert.

On top of this, product launches are great ways to generate new partnerships and business relationships. A successful product launch will not only get the big players in the market interested in what you have to do and say, but there's also the high chance that you will be able to greatly expand your affiliate network. It's one of the many reasons why product launches are too lucrative an opportunity to say 'No' to.

How to Launch Your Product



In a nutshell, there are five key steps that are involved in launching a product.

Firstly, you need to create your product. This includes conducting your niche and market research before you start actually creating a product. As mentioned earlier, you can also look for re-sellable PLR products. PLR products listed on online marketplaces will usually come with a list of rights. So before you make a purchase, just make sure that the product you are purchasing also gives you the rights to reselling.

Once you have your product, you need to plan and create your sales funnel. A sales funnel is a great way to get your prospects to purchase your other offers. For most internet marketers and vendors, the sales funnel is where they get the bulk of their profit. Once you've set up your sales funnel, the traffic from your launch will immediately flow into it, which will help you generate even more sales.

For Step 3, you need to create your sales letter and sales page. The content of your sales letter is very important in getting people to purchase your product. Once you've produced your sales letter, be sure to also set up your sales page and ensure that all the links are working fine.

You can then move on to finding affiliates. These are the people who will help to promote your product in exchange for commission. This is the way to generate crazy traffic during your launch – if you only promote to your own followers and leads, you will not get the best results. Using affiliates helps your launch reach a wider audience and is therefore vital to your launch success.

Once that's done, you need to schedule and send out promotional emails to your list. There is an art to this, so that your e-mails get opened and aren't just brushed aside or worse – labeled as spam or junk. Be very particular when creating these e-mails, as they can really help your product sell well.

Where to Launch Your Product

Now that you know the basics of how to launch a product, let's take a quick look at where you can launch your product.

While you can choose to launch your product independently, many online businesses choose to launch their product through an online marketplace. This is because it's really easy to customize your launch, plus with so many affiliates concentrated on these sites, it's a great opportunity to create hype for your product. There are 3 main platforms which internet marketers flock to, namely **ClickBank**, **JVZoo** and **Warrior+ Plus**.

One of the best things about ClickBank is the marketplace. Having your product listed in the marketplace is a great way to keep the buzz going, especially if you get your product to rank highly. The more interested people are in your product, the higher ranked your product will be – this means even more visibility and opportunities.

ClickBank is also a great place for you to launch your product if you aren't too picky about your affiliates. If your product is listed in the marketplace, ClickBank allows anyone on its site to become an affiliate by simply generating a unique affiliate link.

If you are a little more particular about who promotes your product as an affiliate, you might want to go with JVZoo. JVZoo allows you to have complete control over who becomes an affiliate for your product, as you need to manually prove interested affiliates. With JVZoo, you can have interested parties message you first before you approve them as affiliates.

Another great thing about JVZoo is, comparable to ClickBank, it is a lot easier to use and they can host your product and sales page for you. This sort of gives you a one-stop checkpoint when you want to launch your product. Also, there is no upfront fee for launching your product on JVZoo. And, if you choose to, your product can be eligible for JVZoo's Pick Of The Day, which basically translates into even more visibility for your product.

As for our third option Warrior+ Plus, this is the best place to go to really exponentially grow your affiliate network – it has loads more affiliates to promote your product. And, like JVZoo, you also have the chance of your product being selected as pick of the day, which will surely attract even more affiliates.

While Warrior+ Plus is a little older and not as user-friendly as ClickBank or JVZoo, in truth, the greatest value in launching your product on Warrior+ Plus is it is very saturated with people from the Internet Marketing niche. So if you are in that niche,

Warrior+ Plus is the way to go - especially if you want to start getting your name out there.

Irresistible Offer-Creation Secrets

In this chapter we're going to talk about all the work that goes into creating a best-selling offer. Your product launch is only going to be as good as your product, after all.

Finding & Knowing Your Niche

Before you start creating your product or offer, what you need to do is conduct thorough research. Researching your niche and analyzing the current trends in the market will help you create a must-have product which is in demand.

Your niche, and the findings from your research, will determine almost every aspect of not just your product but also your launch campaign.

As a general rule of thumb, the online marketing arena is primarily dominated by these three umbrella niches –

- 1) The Health and Fitness niche
- 2) The Online Business and Internet Marketing niche
- 3) The Personal Development niche

These three niches are wide and generic, with more specific sub-niches within them and when it comes to defining your niche, you need to be as specific as possible. Having a

focused target will make your product easier to market, compared to coming up with a product which is too general. A product that isn't focused can end up being a mix of too many things.

For example, let's say you have a product for the Internet Marketing niche. The Internet Marketing niche has so many different aspects to it. You could talk about Affiliate Marketing, which has its own following or you could be talking about How To Perform SEO for Your Website. Each of these titles would have their own following and the clearer you can establish your product, the easier it will be for interested prospects to find your product later on.

You can search for established sub-niches by simply pulling up a search on Google. Type in your keyword or umbrella niche and see what comes up in the search results. Also, look closely at the "Searches related to" section at the bottom of your Google Search results page. It's a goldmine of sub-niches which you can tap into. And remember – the more specific, the better.

Monitoring Activity

Once you've discerned your chosen niche or sub-niche, you need to check if it's got an active following. You can ascertain how active a niche is by monitoring their online activity. You want to see how many people are talking about the niche and you also want to find out if they are also active buyers. This is especially important, because you don't want to go into a niche that has a huge following but won't pay for products.

When it comes to finding out how active a niche is and what their spending habits are like, doing a quick and easy Facebook search is one of the easiest methods.

What you need to do is look for groups on Facebook which are related to your chosen niche. You only need to use the Facebook search bar on the top of the page. For

example, try typing in 'affiliates' or 'affiliate networks'. Then, check through the results and if you can find many groups that have hundreds of members, that's good. If most of the groups have got thousands of members, then that's an even better sign.

Try to find open groups that you can join. Look at their newsfeed. When was the last post? How many new posts do they get on average? And most importantly, do they share and sell products? Are people talking about the latest products and items that cater to the niche? Do they talk about their purchases? If the answer is 'yes' to all of this then congratulations – you've found yourself a niche market that is definitely worth looking into.

Conducting Product Research

Once you've nailed down your niche (which you now know for a fact has a big following), it's time for you to look into how you can effectively sell to that market. The best way to do this is by monitoring the products sold within that niche.

Do a scroll through on the Facebook pages again and look for the most talked about products. Try going one step further and read up on the common questions, dilemmas and problems that these active users go through. This will help you create a hot-selling product because the best products are the ones which offer timely solutions to common problems. It's a supply and demand scenario – you need to know what your target market is looking for, so that you can create a product which caters to those wants and needs.

On top of this, you can also go ahead and find products that are related to your niche by doing a search on Warrior+ Plus, ClickBank, or JVZoo. These online marketplaces have an eclectic collection of products that you can search through. If there's a niche for it, you'll definitely be able to find related products on these three websites.

As you're starting your product research, you want to focus on the products which are top sellers. You can usually find them in the main pages of all the marketplaces. Look for items that are of a high rank, especially if they've been voted as Pick of The Day or similar.

And the research doesn't just stop there. Why limit yourself to just the product listings on these marketplaces when you can dive in even deeper?

First of all, you can go ahead and look at the sales pages of these best-selling products. This will help you understand a little more about the tone, look and feel which is considered attractive in your chosen niche and you can craft your product to match that.

To learn more about the type of content that appeals to your audience, get your hands on free content related to your niche. You can even consider going the extra mile by purchasing a product, so that you can conduct thorough research. Do this with as many products as you can for your niche so that you'll learn what sort of information sells well in your chosen niche. This research will help you in so many ways – not just when it comes to creating your product. All this will come in handy when it is time to design your sales letter and create eye-catching sales copy.

If you look closely, you will be able to discern a pattern – some titles sell and some don't. What you want to do is find inspiration for your product, so that your finished product is profitable and worth the time and effort that you put into it.

Digital Products

Once you've done your research, you can move on to creating your digital product. But before you start creating content, you should consider the type of digital product that you want to create. Let's take a look at the four most popular choices in the market today:

E-books are by far and large the most popular digital products sold online. All you really need to create an e-book is a great idea and Microsoft Word or any word processing program. E-books are easy enough to create and don't necessarily take too much time to finish if you're familiar with the topic you're covering. It's also recommended that you deliver the finished product in PDF format, so that it's accessible across more platforms.

Video Tutorials can be done as live recordings or onscreen guides. Video tutorials about yoga, meditation, finance, entrepreneurship and online tools like WordPress and Google AdWords are especially popular. If you're filming a live action video tutorial, you want to ensure that you have adequate lighting and a good microphone - sound quality is something that should never be overlooked, even if you're doing an onscreen guide. Try to take your time when recording the video – you don't want to rush through something, leaving your viewer unable to catch up or hear what you are saying.

PowerPoint or Keynote slides are also a hit online – they're great for making information easy to digest. You don't need fancy animations – in the best of cases, presentation slides are not cluttered with too much text and aren't graphic-heavy. This is so that the slides are easy to read and don't take too long to load. You could even turn your slides into a video presentation. Just create your slides, write your transcript and get a voice over artist to record your transcript for each slide. You can then market your product as a bundle – this will increase the perceived value of your product.

Software might not be as easy to produce as e-books, slides and videos, but that doesn't mean they aren't worth the effort. There's a huge amount of cash to be made through well-made software. If you have an idea for software but don't have the technical know-how to create it, you can always outsource the job to a developer. It might take longer to create, but it's also something which you can sell at a higher price.

Of course, there are other types of digital products which you can choose to create – sets of graphics, photo collections, audiobooks, MP3 files and more. The sky's the limit.

But before you get started, do ask yourself which of these types of digital products would appeal more to your prospects. While you might be thinking of creating an e-book, maybe your target market would benefit more from a step-by-step video tutorial? Maybe you're dealing in the Personal Development niche, where a guided meditation video would do the job more effectively than, say, a PowerPoint or Keynote slide presentation.

Crafting High-Selling Content

Now, it's time to craft the content that you are selling. As mentioned previously, specificity and focus can really make or break your launch.

To honor this, you need to pick topic and title that is focused. Vague titles don't sell well because they don't tell your prospects what they're in for. For example, would you rather buy a book titled "Money Online" or a book that proclaims "Make \$10,000 A Month With Internet Marketing"?

The second title is likely to sell better for a number of reasons - it very clearly tells people what they can accomplish, how long it takes and how they'll do it. "Money Online" is too generic to really pull people in because it doesn't give people a reason to purchase your product. In comparison, making 10,000 dollars a month is a pretty compelling reason for someone to buy your product.

On top of this, most products that sell really well are timely or immediately relevant and practical. This is content which speaks to people's wants and needs NOW rather than later.

For example, if there is a huge convention or expo concerning your niche coming up soon, people will want to brush up on their booth managing and networking skills before the event. If you were to launch an e-book a month before the event about "Getting Your Booth Noticed at So & So Expo", chances are that many people would find value in your content and be compelled to make a purchase. This is because they can see exactly how this book can help them and they put what they learn to good use immediately.

This is why planning your launch schedule and doing significant market research is very important. You can close thousands of sales with this type of content – granted that you cater to your target market's urgent demands.

There are some categories of content which have proven to be highly profitable but it really depends on who you are targeting. “How To” guides and beginner’s guides have proven to be a hot sell, regardless of niche or industry. Content that highlights the dos and don’ts of a niche are popular for beginners and intermediates as well.

You could also create content that is very heavily technical or requires advanced knowledge on the subject matter. This type of content usually zooms in on a very specific topic– for example, “How To Manually Install and Set Up WordPress”. Though it may seem more advanced, this type of material has a good market standing – especially in the IM and Tech niches, where veterans are always seeking to improve.

PLR Content

Sometimes, it can take a lot of time to get a product ready for launch – from technical glitches to writer’s block, there a bunch of external causes that can delay your product creation efforts. Luckily, you don’t have to create your own product if you don’t want to.

PLR stands for Private Label Rights. PLR products or content are products which, once purchased, you are legally allowed to manipulate, publish and re-sell as your own. That is to say, that when you purchase PLR content, you then own all or most of the intellectual property rights to the said work.

Usually, you can claim full authorship to a PLR product and you can make as many edits, changes and additions to these products as you see fit. The rights which you gain from PLR products varies from product to product so be sure to check the included rights before you make a purchase. Most websites that sell PLR content will provide a list of rights which come along with the purchase of each individual PLR product.

PLR products are great starting points if you don't want to create a product from scratch for your launch. They don't even cost very much to purchase – you can find e-books for under 5 US Dollars.

However, you should always double check the quality of the PLR product you are purchasing to make sure you're purchasing content which is marketable without you having to make too many edits in terms of fact-checking and grammar.

While you can just resell PLR products as is, it's highly recommended that you customize the product a little before reselling – think of it as rebranding. This will help to add value to your product so that your prospects will be more inclined to purchase it.

You'll find that most PLR products are relatively bare – e-books and slides tend to have little to no formatting or design. It's kept very black and white. You can consider adding a few headlines or maybe inserting one or two visuals, even adding a whole new chapter if you want to.

You might also want to curate content from more than just one PLR source –purchase 2 or 3 PLR e-books on your chosen topic instead of one. This way, you'll have more content and your end product will be more comprehensive.

You should also consider creating a new custom cover for your product – a bunch of other people might have bought the same PLR product and are reselling it as is, so you want yours to stand out and be perceived as different. Change the cover, change the headline and heavily edit. The point is to improve on quality.

While PLR products are purchased for really cheap, that doesn't mean that you have to sell your product for under 5 dollars as well – as you edit and breathe new life into the purchased PLR content, the value of the product increases. During your launch, if you've put together a good offer, you can charge a lot more – think double or triple.

Bottom line is, whether you started with a PLR product or if you did all the content creation yourself, you have to make the end product in your launch look like a custom, one of a kind product. It has to be a product which is tailored to a specific target market, stands out from the rest and has a high perceived value.

Sales Letter Formula

The sales letter is an integral part of internet marketing and typically takes the form of a webpage. During your product launch, its main purpose is to build interest and persuade your prospects to purchase your product. It's your 'pitch' to get them to click on your Buy Button.

Types of Sales Letters

Let's take a look at the types of sales letters that you can construct for your product launch.

The Traditional Sales Letter - Pure Copy

While all sales letters focus on selling your product, a traditional sales letter is one which is primarily made up of text or copy, instead of graphics and visuals.

We call this sales letter format Pure Copy.

It doesn't contain any video and instead focuses more on its advertising copy. This form of sales letter may sound somewhat old-fashioned but the fact that this archaic method is still being used today is testament to its effectiveness.

While the copy is by far the core element of Pure Copy sales letters, they usually do contain some images and visuals of the product. Without them, a sales letter just wouldn't be complete. No matter how brilliant your copy might be, people work in a way whereby they need to see a product before purchasing it, so the use of product photos are still very important. However, in a Pure Copy sales letter, the visuals are used sparingly.

A Pure Copy sales letter focuses more on structure to entice prospects. What is meant by “structure”, in this case, is not only how the copy is written in terms of language and sentence structure, but also the format in which information is presented.

It is very ineffective to have a sales letter that is strictly paragraph after paragraph of text – it makes information much harder to stomach. This is why Pure Copy Sales Letters make good, strategic use of bullet points, tables, and, as mentioned previously, visuals.

Pure Copy Sales Letters are great because full-page copy is less likely to have problems loading on your prospects’ browsers. You could add a few photos to this Sales Letter and it should still load without error. This is compared to video sales letters, where heavier video files need to be uploaded and are more susceptible to error.

And no matter what, writing copy will always take less time than creating a video sales letter, so that’s definitely a plus point to consider.

However, the Pure Copy format only truly works if you’re good at writing copy. Because everything is so heavily reliant on your content, the sales copy has to be razor sharp and attention grabbing – which is harder than most people think.

The length of the copy is also something that needs to be looked at – if the copy runs on for too long, it’s highly unlikely that your prospects will want to stay on your page and read on. Though, a fair amount of editing and a good copywriter would be able to help you fix these issues.

Video Sales Letters (VSLs) - 100% Pure

Another option for Sales Letters is to use video instead of copy. These types of sales letters are called pure video sales letters or Pure VSLs for short.

First of all, Pure VSLs are pages where there is only a video and an opt-in form or any other call-to-action. This is where the video does all the selling without the aid of text or copy. The page itself can usually be seen in whole without having to scroll down.

This kind of sales letter is more contemporary. Nowadays, communication has gotten more visual-heavy and Pure Video Sales Letters embody that change. A good Pure VSL should be direct and easy to navigate. Having that simplicity and directness prevents the page from being cluttered with copy, images, and unnecessary distractions. Often times, the prospect only needs to click the Play button on the video.

To make up for the absence of a copy in Pure VSLs, the script plays an important role. It may sound easy to write a script but, just like copywriting, it is an art of its own, so take some time with this or hire a writer to write one for you.

The presenter in the video, usually the product vendor, has to have a spokesperson's charm. All the qualities needed in face-to-face marketing are needed when you record a Pure VSL. Things like having a controlled tone of voice, clear and crisp pronunciation and a strong command of language play a big part in selling to your audience. Two other aspects to take note of are your body language (which people will read subconsciously) and your charisma, which you have to continuously build on.

The simple and modern design in most Pure VSLs helps make your page look more credible. A good video helps to boost your image in the eyes of your prospects as someone who is professional and takes their work seriously.

Also, a slick and clean design with a strong video presentation, has the power to be far more convincing than just copy. Your visitors do not have to read lengthy copy and can instead have you pitch to them, face- to-face, which makes it easier for visitors to absorb information.

As for drawbacks, there's a high risk of technical errors when it comes to a Pure VSL. If an error were to affect your video therefore making it unplayable or if someone on a weaker internet connection fails to load your video, there is nothing on your Pure VSL page that they can turn to. This is unlike a Pure Copy Sales Letters, whereby even if the images fail to load, your visitors would still be able to read your copy.

The Best of Both Worlds – Hybrid Sales Letter

If Pure Copy and Pure Video Sales Letters aren't your thing, why not try a Hybrid Sales Letter instead. A Hybrid Sales Letter is, essentially, a combination of both the Pure Copy Sales Letter and the Pure Video Sales Letter. In many ways, it has the best of both worlds.

A Hybrid Sales Letter has a sales video, which is usually the first thing the audience sees, at the top of the webpage. It is usually located directly below or above the headline. Unlike in Pure Copy Sales Letters, the headline is not the main attention grabber, though it is, of course, still important.

Underneath the video, you will have copy. It's important to note that this copy should NOT be a word for word transcript of your sales video. While you may reuse most of the information from your sales video (anywhere up to 90%), it's good to play around with the structure and phrasing. Try making the copy more reader-friendly with bullet points and formatting.

As for the length of the copy for the sales letter, it is entirely up to you. However, it's important to note here that the length of the copy is not the thing you should be most concerned about. A lot of people nitpick on being below a certain word count, when in fact, long form copy has proven to sell as effectively as short form copy.

One of the best reasons for choosing the Hybrid Sales Letter is that, as mentioned, it has the advantages of both Pure Video Sales Letter and Pure Copy Sales Letter.

The video allows your visitors to get all the offer information delivered to them in an easily digestible manner. They will not need to read through lengthy copy to find out what they need to know. On top of this, the video works as an attention-grabber and it is very effective in keeping the audience interested.

With the copy beneath the video, it also gives your prospects the option of reviewing your offer, without having to re-watch the video. The Hybrid Sales Letter basically gives your prospects the option of how they'd prefer to find out about your offer. This is why this sort of Sales Letter has become a popular choice for a lot of internet marketers today.

That said, there is a downside to using this type of sales letter – but it's not a big one. With the Hybrid Sales Letter, you will have to do almost double the amount of work for your launch. On top of creating a video, you'll also have to spare some time to write the copy.

While it may seem time-consuming to create both video and copy, the rewards and success of your launch will make the effort worth it. Besides, you always have the option of delegating some of the work to creative professionals – sites like Fiverr are a great place for you to outsource tasks to capable creatives for cheap.

The Essential Formula

Your sales letter is so important – it does the bulk of the selling for you. A well-written and professionally produced sales letter truly is a vital aspect in your overall launch.

Below, you will find the formula for creating an amazing, irresistible Sales Letter. If you can effectively execute this formula, you will have a sales letter that is ready to go and create profit.

Know The Angle of Your Story

When you start your sales letter you need to come from a specific angle. Is this a real-life rags to riches tale? Is this a fictional or hypothetical story of what can happen to your prospects?

If your sales letter is a story, what you want to do is always end on a happy note, whereby the main character succeeds. A positive outcome is likely to put your prospects in a better mood and will motivate them to make a purchase. You should also include a cliffhanger in your story. Psychologically, humans crave closure. If you leave them with a cliffhanger or open loop, in terms of your sales letter, they will seek closure by continuing to read or listen to you.

The Who, What, When, Why, How

When it comes to writing your sales copy or creating your video sales letter, you need to give them important information about your product. Ideally, you should explain:

- **who** you are
- **what** you can do for your customers
- **why** they should purchase your product
- **how** they can follow up with you
- **when** they can expect results

Those are the bare essentials. Before you start working on anything else, make sure you get these points in your sales letter.

Bold Headline

A very important element that influences the effectiveness of a Sales Letter is the headline. At the end of the day, headlines determine whether the visitor will stay on your page and continue reading or move on to something else. You only have a very short period of time to engage a visitor that lands on your website. Make sure that your headline addresses their problem and offers a solution to it. It has to make a bold statement that entices your visitor to find out more.

Solving Problems

Be sure that your sales letter offers a solution to your prospects' challenges and problems. Reveal to them why most people have failed to get passed these obstacles. Then, you want to offer them a solution – let them know that you've experienced and overcome these challenges yourself and reassure them that they can do it too!

Features and Benefits

While it's important for you to promote your product and its features, you need to have accompanying benefits to help balance it out.

Features are what your product can do. Benefits are what said features can do for your customer. In your sales letter, both of these should be 50-50. Remember – the sales page is meant to create interest in your visitors and you can only do that with a balance of information and persuasion.

Selling the dream

In your sales letter, you also want to focus on selling the dream. What you need to do is

show your prospects how this product will not only solve their immediate problems, but also increase their happiness and improve on their quality of life. You need to get them passionate and enthusiastic about their own lives before they can be passionate and enthusiastic about what you are selling.

Put emphasis on bonus offers

When you create a product, you will also be creating a sales funnel. In this sales funnel, you will have upgrades and bonuses – like extension packs. Be sure to emphasize on these bonuses as these will be where the bulk of your profits will come from. Assure them that there is more to your offer than just a one off product.

Add Visual Elements

Photos and visuals of your product are really important when it comes to getting people to click on the buy button so make sure your graphics are clean and professional. At the same time though, you want to keep in mind to not flood your sales letter with too many images – they should complement, not overpower.

Build Credibility with Testimonials & Endorsements

You need testimonials! Without testimonials, you're just a person on the internet. With them, you build your credibility and establish yourself as someone who can be trusted and is capable of creating success stories.

If you have big name joint venture partners, get them to write in as well to endorse your product. People need a reason to take your word and testimonials and endorsements will bring them one step closer to believing in you.

Include a Call to Action

You have just set up a great story with convincing points and have gotten your visitors interested. Now it's time for the final pull – assert a call to action. Guide them towards the action they need to take to get started with your product. Don't let them wonder whether they should click on the Buy button - tell them to do it.

How To Create Marketing Materials

Once you've set up your product and sales letter, you then need to move on to creating your marketing materials.

These are materials which will help you promote your launch and get sales from your followers. While you could run the gamut of marketing materials, there are two types of marketing materials which you should pay very close attention to; promotional e-mails and web banners.

Promotional E-mails

Promotional e-mails are what you use to promote your launch to your mailing list. It's the easiest way to tap into your leads and get sales, provided that your list has already been effectively built up.

You should start sending out these e-mails out a couple of weeks or at least a week before your projected launch date.

Expect to be sending out anywhere between 2 and 6 e-mails to your list during your pre-launch and launch period. This is so that you can steadily build hype with your prospects and start getting them interested.

While you can come up with the content for your e-mails from scratch, there are some e-mails which have proven to be very successful at enticing readers.

The Teaser

Teaser e-mails are usually the first promotional e-mails that you will send out to your list. Teaser e-mails are there to create curiosity and to hint at your newest product. The way you craft this e-mail is very important as you want to let them know that something big is coming, without saying what it is.

The point here is to not reveal too much – you want to tell them that you have something new coming up, something which you've been working on and are excited to share with them, but you don't want to mention specifics. Some people choose to send out two or three teaser e-mails during the pre-launch period.

Product Introduction

This is the e-mail that you will send out on your launch day. Let your prospects know that the product is now available online.

You can enclose the highlights of your product and its unique features. You should also include a link to the product's sales page and you can even state the price of your product but remember - this e-mail is NOT meant for you to start selling to them. It is for you to introduce the product and get their interest.

Benefits

This e-mail focuses on highlighting the benefits of your product. You want to tell your prospects what's in it for them if they purchase your product.

Benefits are usually paired with features, but for the purpose of this e-mail, make the benefits the champion. You need to make these benefits compelling to your prospects – focus on how they can greatly improve their lives and help them reach end-goals. Sell the dream.

Additional Bonuses

The additional bonuses e-mail is a promotional e-mail which helps promote your other bonuses. As mentioned in previous modules, the bulk of profit from your launch will come from the sales you make via your sales funnel. Because of this, you should have a promotional e-mail dedicated to talking about your bonuses.

This e-mail doesn't just have to be about the expansion to your front-end product – it can also be about subscriber-only discounts. You want to let your prospects know that they have access to bonuses if and when they choose to get in on the bandwagon.

Bypassing Spam Filters

As with any form of writing, promotional e-mails require carefully curated information. However, the stakes are somewhat high with promotional e-mails – seeing as you will

be sending them en masse to your mailing list, if your e-mails aren't done right, they will just be flagged as spam by e-mail service providers.

To ensure that your promotional e-mails don't immediately end up in the junk folder, you should:

Have a Plain Text version if you're sending HTML e-mails

If you are using HTML for your promotional e-mails, ensure that you enclose a plain text version of your e-mail. This is a very effective way to prevent your e-mail from ending up in the junk folder. Also, some of your recipients may not be able to open HTML e-mails so this offers a solution to that problem, too.

Have a balance between graphics, links and text

Firstly: NEVER send graphic-only or link-only e-mails. You should always try to strike a balance between your graphics, links and text. While this is really up to your own discretion, you should try to avoid including graphics in your body copy altogether. But if you must, then ensure that the accompanying body copy text make ups at least 70% of your includinge-mail content. And as for links, you want to keep them minimal. Try only having between 2-4 links in your e-mail's body copy.

Pick attachments wisely

As a general rule, you want to avoid sending any executable attachments (.exe, .zip, .swf, etc.) as these will likely cause your e-mail to go straight into the junk folder. JPEGs, GIFs, PNGs & PDFs are attachments which work best, as long as your e-mail body copy has text to back it up.

Subject Lines

Getting past the spam filters is one thing – getting sales with your promotional e-mails is a whole different ball game. In truth, the only way your promotional e-mails are going to have a high open rate is if they are crafted with a strong subject line. You could have e-mailed thousands of leads in your list but if your subject line doesn't grab their attention and entice them to click on your e-mail, then all your work would be for naught.

Here are some easy tips which you can apply to your subject line to ensure your promotional e-mails get opened and make conversions!

Stay Away from Overused Sales Jargon

People never want to be sold to. They may like purchasing, but they hate being sold to. Try staying away from words like “discount”, “deal”, “learn”, “act now”, “report” – the common words that are usually associated with sales and content marketing.

There's a very high chance that your prospects are subscribed to other mailing lists as well so your promotional e-mails aren't the only ones they receive. Imagine getting three e-mails in the same week (or day!) and all of them having the same sales jargon subject line.

Keep Subject Lines Short

Your subject lines should be short and crisp. When people open their e-mail inbox, they usually just scan through subject lines before deciding if an e-mail is worth reading. If your subject line has over 10 words, you need to chop it down. You could even use the popular 50 characters or less as a pointer. The easier it is for your prospects to read your subject line, the likelier they are to click “open”.

Include an Action Word

An e-mail subject line should also act as a call-to-action. Including action words or verbs in your subject line tells your prospect that there's something for them to do. Most e-mails only require the recipient to read through copy – having an actionable subject line is way more exciting and creates a sense of urgency. It also sets them up for taking action later on – whether it's clicking on a link in your e-mail or downloading a file.

Banner Ads

Promotional e-mails help you spread word of your launch to your list but how about the people who aren't on your list? If you have an active website or other webpages, there's a stream of traffic that you can tap into. All you need are banner ads.

Banner ads are a form of online advertising. Web banners are embedded into a web page and serve as advertisements. They are intended to divert traffic to a specific website. When it comes to product launches, banner ads are usually linked to your sales page or sales letter.

You can also share your banners with your affiliates, so that they can use it on their sites and landing pages, as tools to promote your product launch. With banner ads, you get to make the most out of the web traffic that you and your joint venture partners receive on a daily basis.

Banner Elements

What elements should you include in your banner? Well, you should definitely display your product name – have it bolded or use a larger font size to help it stand out.

If you have a product photo, put that in there as well as visuals tend to attract more clicks. If you don't have a product photo, a logo will do. Just make sure that it is displayed in full view without any obstructions.

If your banner size allows it, you can even have a sentence in the banner highlighting a strong benefit that your product offers. However, you don't want to cramp your banner ad with too much text. So, you should only include this when you have the space to accommodate it.

Another very vital element that you need to have is a Call to Action button. This should be a clickable button that links to your product's sales page. The text on the button can read "Buy Now" or "Get it now" or "Learn More" – it's completely up to you.

Banner Design

As for the overall design, we would recommend that your banner ads follow the color scheme of your product's sales page or whatever page your Call To Action button links to. There's nothing more off-putting than clicking on a link that directs you to a page that looks completely different from what you had in mind.

Keep the layout clean and uncluttered, with a flat design. Flat designs are more appealing nowadays and a loud, flashy banner ad is now seen as unappealing to the general masses.

Banner Sizes

Now that you know the important elements of a successful banner ad, it's time to choose your banner sizes. Generally, you want to have at least 3 to 5 different-sized

banner ads designed. Because you'll be sharing these banners with your affiliate network, you never know which sizes of banners would work best on their own websites, so it's good to offer variation.

If you're unsure of what banner sizes to choose, here are some common banner sizes which you may want to look into. You can also look online for the list of standard banner sizes to find the ones which suit you and your affiliate network best.

- **250x250** pixel banners are sometimes referred as "square pop-ups". Banners of this size are great for pop ups.
- **728x90** pixel banners are known as "leaderboards". These work best when they are placed at the top of a webpage. It offers lots of usable space.
- **160x600** pixel banners or, "wide skyscrapers", work best when they are placed along the sidebars of webpages. These types of banners are good at accommodating product images.
- **336x280** pixel banners are also called "large rectangles". You can usually use these at the bottom corners of webpages or at the end of articles.
- **300x600** pixel banners are known as "half page". Gives you lots of space to play around with. Usually placed along the edges of webpages.

Epic Sales Funnel Secrets For Epic Earnings Per Click (EPC)

Over the last few decades, Internet marketing has evolved with lightning speed. In the beginning of the internet business era, a business could still sustain long term profit if it only produced and sold one high-priced product. However, following the huge changes in the nature of these businesses, relying on only one product isn't enough to keep your business alive anymore.

Despite all the changes, people continue to strive for success. In this chapter, I am going to show you the secret technique that changes the fate of Internet businesses – the Sales Funnel. This is the secret technique that all the other Internet marketers use to increase their Earnings Per Click (EPC).

It might not sound special now to some of you, but you will definitely fall in love with this technique when you see how it can bring massive wealth to your business.

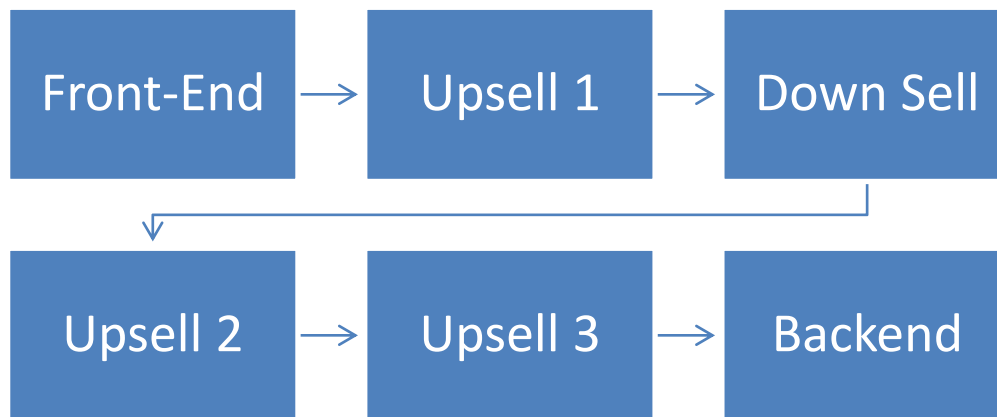
With the implementation of a sales funnel, you can increase your revenue without putting in extra effort for extra traffic. The Sales Funnel is a proven technique, so you need not to worry about whether it works or not. Sales funnels are a time-tested technique.

When you apply a sales funnel into your launch, it will definitely be your main stream of income. And you will be able to see the results almost instantly. Without further ado, let's get started.

The Sales Funnel Formula

Now that you already know how amazing a sales funnel is, there is no reason for you to not incorporate a Sales Funnel into your launch.

Below, you will find the Sales Funnel formula. Of course, after years of experience in the Internet business, this is the most ideal model that increases revenue. Let's get down to each of the steps in the formula.



Front-End

As you can see from the diagram above, the sales funnel starts with a front-end product. This will be the first product, or what is sometimes known as a frontline product, which your potential customer will see.

Your front-end product will be sold at a cheaper price ranged from \$7 to \$10. Even though the front-end sells at a cheaper price, it doesn't mean that you can put lesser attention to this. Without a great front-end product, the whole sales funnel will be affected.

Front-end products can be said to be the most important product in your sales funnel because it represents the first impression to your potential customers. The perceived value of your launch will depend on the front-end product.

This is especially important if you are a newbie in the Internet business - the front-end product is the product that will build up your credibility along the way. If the quality of the front-end is not up to standard, what more about the other products?

A front-end product also serves as a catalyst for a buying frenzy. After someone makes their first purchase, they will not be aware of how much more they are willing to spend.

Imagine this scenario: You've prepared a shopping list before you go grocery shopping, but you still end up buying more than you've planned to buy. Does this sound familiar to you?

This is exactly how sales funnels work. When you've already started spending money, it becomes natural for you to say yes to other offers and spend more money than you initially intended.

Upsells

Moving on, you might've noticed that there are 3 upsells included in the flowchart. If I tell you that these upsells are the main source of revenue in the sales funnel, you would not think that 3 upsells are enough. But, do not worry - you will put a higher price tag for your upsells, anywhere in the range of \$20-\$50 is a good starting point.

While front-end will initiate the buying frenzy, upsells are an immediate offer after your front-end product, so that they can continue and prolong the buying frenzy. This is why your first upsell must be an offer that is too good to refuse – it plays a very important role in keeping the buying frenzy alive and well.

Your upsell offer can be an advanced solution or follow-up from your front-end offer. For instance, if your front-end product is about how to build and grow a mailing list, your upsell may be another training course to teach them how to direct massive traffic to the website.

This would be a great offer because the next thing an Internet marketer needs after the setup of a landing page is traffic. This will be a solution for the forecasted problem which is why you can scale the price of your upsell. Just think of upsells as upgrades and add-ons for the front-end product.

A small tip: Offer bonuses in your upsell one. While the offering of a solution for forecasted problems is a good angle, adding in a bonus will increase the perceived value of your upsell.

As you can see after the down sell, the sales funnel is then continued with another two upsells. Always keep in mind that the whole sales funnel must be congruent – meaning all the products fit in harmony.

The upsell 2 and upsell 3, obviously, must be something related to the front-end. So, when you are planning out your Sales Funnel, you must pick on a few related sub-topics to focus your upsell. This is how you draft a great Sales Funnel.

Downsell

As mentioned previously, a downsell happens after the first upsell. In downsell, you'll remove the bonuses and re-offer them the same upsell product but this time at a lower price.

Some of the buyers may be hesitant to purchase the first upsell. And when this happens, right after they've clicked on the 'No Thanks' button, they will be redirected to a downsell.

Remove all the bonuses you offered in the first upsell and give them another chance to reconsider the offer. They may be hesitant to purchase the first upsell because of the price or they may be having second thoughts because they don't think the upsell is worth the price.

So, here's when down sell comes in as a discount for the same product without bonuses. Take note of removing the bonuses because this is very important. If you did not remove the bonuses and offer the same offer in lower price, it would be unfair for the people who purchased your first upsell.

Backend

The final product in the Sales Funnel is called a backend product. Usually the offers in your launch will end at the third upsell. The backend offer will happen only after a few days in the follow-up emails.

The reason is because backend product can be a long term coaching program or membership sites that can be priced up to \$997. Imagine if you suddenly offer the buyers a product in such high price, chances that they will consider this offer are lower.

You wouldn't want to scare them away by putting this up first. After they've read through or ran through your training courses, the trust they put in you will be higher. This is the right timing when you can offer them the backend.

So, you must remember to put your backend offer in the follow up emails a few days after they've purchased your product. The backend offer is an optional step for your prospects who are interested.

Some of the marketers might not have a backend product to offer. The higher price the product is, the higher the expectation from the customers. So, if you do not have a backend to offer them yet, do not rush in to offer them a lower quality one.

This is very dangerous as this can ruin your reputation.

Earnings Per Click (EPC)

In the beginning of this chapter, I've mentioned that sales funnels are the secret technique that all the other Internet marketers use to increase their Earnings Per Click, or in short EPC. I will elaborate and explain about EPC and will introduce the formula to calculate it, too.

EPC is the average earnings of each click that your affiliates and/or you send to your website. It involves your conversion rate so if your EPC on average is \$2 and above, you are doing good.

EPCs Formula

How do you calculate your EPC? The formula of EPC is:

$$EPC = \frac{\text{Sales}}{\text{Number of Clicks}}$$

I want you to picture this scenario: Let's say you are able to direct hundred clicks to your website regardless from your own traffic or your affiliates. And from these 100 clicks, two of them made purchase of a product worth \$50. So, the formula will be:

$$EPC = \frac{50 \times 2 = 100}{100} = 1$$

50 times 2, which is your sales, the money you've made. And then sales divided by the number of clicks. What you make from sales here is \$100 divided by the number of clicks, which are 100 clicks.

Your EPC, in this case, would be \$1.

For bigger picture of EPC, let's go through it with another example. If you direct 300 clicks to the website, and 8 of them make purchase of a \$100 product, your sales would be \$800.

So, put all the elements in to the formula:

$$EPC = \frac{100 \times 8 = 800}{300} = 2.67$$

After dividing, you'll get \$2.67. That amount is the EPC. Not so hard after all. As long as you remember the formula, put every elements in to the formula, you can do the math too.

In a nutshell...

The implementation of a sales funnel in to your launch increases the chance to boost your sales. When your sales are high, it directly increases the EPC of your launch.

In conclusion, a higher product's EPC reflects higher sales in your launch. It is more likely to get a higher rank in Search Engine Optimization (SEO) with a higher EPC because it reflects that the traffic to your website is high, too.

Even though it sounds like a great idea to make as much sales as possible by directing more traffic to your website, but it is not wise to send traffic randomly.

You need to know who the product's target market is and who is in the niche. Sending in random traffic, indeed, can increase the conversion rate, but it will not increase the sales.

This is the basic rule of marketing that applies in all business. Remember, all traffic must be targeted traffic.

How To Win The Joint Venture Building Game

A Joint Venture (JV) is a great way to promote and sell your product. Its reach can go really viral and messages can get across conveniently, because with the help of Joint Ventures, you reach the people who you initially couldn't reach.

When you are launching your product, it is fine to have a smaller list to start with. However, once you've successfully launched a few products, you would want to grow your business.

A Joint Venture is the most effective way to do this. With Joint Ventures, you can make great impressions in the market and grow your list easily. JVs are the affiliates that help a product vendor, which is you in this case, to promote the launch.

In return of the favor of the affiliates promoting the launch, the vendor will pay the affiliates in terms of commission.

You may be wondering what exactly the differences between JVs and affiliates are. Actually, they are pretty much the same, but JVs usually have a closer relationship with you. That is basically the only difference between a JV and affiliate.

After some time of networking in the Internet business, you usually will have a closer relationship with the affiliates that help you to promote your launch. Especially for those who always work with you.

There may be a chance for you to launch a product together with your affiliates. After some time of knowing each other, you'll not call them just an affiliate anymore. They become your Joint Venture partners.

With the help of the JVs, you can easily boost the sales in your launch. Because a JV's commission is based on their results, they work hard to earn their pay. This ensures a wider reach. Really, it's a great way to expand your Internet business.

Like I said, you will get instant result with JVs. How? Well, say if you have 10 JV partners, with thousands of subscribers in each of their list. It makes up tens of thousands of subscribers collectively.

Once you give them the promotional tools, your offer will be mailed out to that amount of subscribers in their list! Isn't this amazing? You get to reach out to the people that you initially couldn't. The best part is that you will get in touch with them soon, too.

This works especially if you work with JVs who have a mammoth of subscribers list. They can bring in massive traffic to your website in no time.

Speaking of JVs with massive lists, this is also a plus for you. JVs with massive list are often credible and trusted, which is why they have that much reach. While their subscribers already know that your JVs can be trusted, they will know that you are a trusted source as well!.

The request for them to opt-in to your mailing list would be easier. Meaning, you get to add more e-mail addresses to your own list as well.

The advantages of getting JVs into your launch will not stop here. When you are getting them to your launch, believe it or not, it will not cost you a single cent - the expense is \$0.

You do not have to take out any money to form a joint venture with them. As mentioned, your payment for them will be the commission, which means, you are paying them based off their performance.

When a front-end product is sold, 100% of the money will go to them. You do not really need to worry about the risks because you are not taking any risk at all.

If you've convinced an influential affiliate to be part of your launch, your promotion has the potential to reach to a massive group of people. Hence, you will have the chance of converting a very, very high number of sales.

This is possible with only one affiliate. Think about what if you have approached 10 others of this caliber? Don't be afraid to ask for joint venture. After all, you don't have to pay for their service.

Joint Venture Commission Rates

What are the commission rates that JVs usually receive? The commission rates are up to the vendors to decide so you will have the full control on the rate.

Bear in mind that the rate of the commission will affect the decision of affiliates on whether to promote your product or not. This being said, if the vendors set a rate that is not really intriguing, it's less likely that they will get any affiliates to participate in the affiliate program.

When affiliates arrive in the affiliate invitation page, the first thing an affiliate will be looking for is 'What's in it for me'. This is an important point that I must stress on, because this can be applied to almost all situations.

When you are writing the affiliate invitation page or sales page, always remember what people want to know. They will stay longer for the pages that can tell them what they want to know.

Back to the affiliate commission rates – you want to set the best rates that are agreeable by the affiliates. Here are the commission rates, which are commonly used by Internet marketers:

- Front-end: 100%
- Upsell:
 - \$297 – 50%
 - \$497 – 40%
 - \$997 – 30%

For the front-end product, you can afford to pay them a 100% commission. Really, give out the full payment of your front-end to the JVs. Do not worry about giving it all out, because the main stream of revenue doesn't come from the front-end anyway.

When a customer makes a purchase, they will be directed through a sales funnel, as you already know that by now. The revenue comes from the upsells and backend in the sales funnel.

As for higher ticket products, however, it varies. There is no hard and fast rule here so you can always change the rates accordingly. What I am going to show you is just a reference.

You will not want to give 100% commissions for this. So, if you are selling a \$297 product, give out 50% of it; \$497 product for 40%; and lastly \$997 product for 30%. In the end, the commission rate is still up to you.

However, keep in mind the 'What's in it for me' concept. It is best that you always set an agreeable commission rate. The affiliates deserve what they work for.

How to Find Joint Venture Partners

Now that you know that JVs can be a powerful arsenal to make sales, but the next thing you may be wondering is where do you go to find them? There are many ways. And if it works, it's not wrong. There are always places where you can find all the JVs. Here, I'll show you the best places to find JVs.

Social Media Platforms

The first place to go for is, without doubt, the social media platforms. It is the easiest way to find people, because most people are more active on social networks such as Facebook and Twitter than checking their emails.

For Facebook, you can start by requesting to join Internet marketers' groups. Some of the groups may be a closed group, where you may need to wait for the approval from the admin. But good things deserve your time investment.

Once you've gotten the approval, join their group discussions to build up a relationship with them. Ask questions, answer questions, give feedback – all that jazz.

Most importantly, you do all these to make yourself visible in the group. If you are to build a long term relationship with them, start with offering to promote their launch first. This way, it is easier to ask for a favor to promote your launch in the future.

In addition, when you make the first move to approach them, they are more likely to have a better impression towards you.

Joint Venture Broker

Another way to find JVs is to go to a JV broker. JV brokers usually already have the connection to other Internet marketers in the business. They serve the role as the bridge among Internet marketers and, sometimes, they are Internet marketers themselves.

For a fee, they will help you to find JVs. This will make your job much easier, as they already have a list of Internet marketers. You have to give them the criteria such as the niche, size of mailing list, and so on.

And then, they will match the criteria to the Internet marketers they have on hand. If you are a newbie in this business, this is the easier way to get you connected with other marketers.

This not only makes your job easier, but it will also make your promotion stronger. However, there's still a fee to be paid as mentioned. But with the results that good JVs bring, it's an investment worth making.

Live Events

If there is live networking event around your area, do not hesitate to attend the event. If it is convenient for you, go ahead for the networking session, because this is a great way to find JVs.

If you ever want to take your online business up a level or two, you should always be ready to network. No one in the Internet business goes alone. Always remember that networking is of the utmost importance to grow your Internet business and the results that networking brings are definitely worth your time.

You must be active in networking events, because when you meet the affiliates face-to-face, instead of communicating through emails or Skype, they are more likely to be excited by the prospect of your business.

Chances will be higher to convince them to form a joint venture with you. If there is opportunity for you to join live events, don't hesitate and march right on.

Subscribe to New List

Lastly, you can find affiliates by actually subscribing to their mailing list first. When you

join the list, you can see how they do their promotions, what kind of tone they use to sell, and what kind of products do they sell and promote.

This would be a great opportunity to evaluate their approach. If the approach and niche suit your culture, you can then consider approaching them.

How to Pull Off a Successful Joint Venture Invitation

After you've found the JVs you want to approach, how do you pull off a successful JV invite? It's no walk in the park, but it's not that difficult, either.

JVs will be interested in your business if you have a really good product and affiliate offers for them. You also have to play your cards right.

Quite a number of factors that will attract an affiliate to join your program, and it's all up to them. But, in the core of it all, is the 'What's in it for me', which I've mentioned a few times before this.

In order to pull off a successful JV invite, you must provide a solution that leads to a win-win situation. Most importantly, provide a high commission rate for them. This is usually the first thing a JV is looking for in the affiliate page.

Sometimes, they look at the product. If you can give complimentary access to your product, it will be a plus for them. When they have the access to your product, they will have an opportunity to evaluate your product before they promote your launch.

This way, they can ensure the quality of the product that they are going to promote and make sure what they're promoting is a product good enough for their subscribers. If you are confident in your product, the affiliates will be confident, too.

But essentially, the numbers are important too! To win them, provide a high commission rate. After all, there are no fast and hard rules in setting up the commission rate.

Next, affiliates are also often attracted to a contest. There are quite a number of affiliate contests you can find in the marketplaces. Whichever affiliate generates the most sales, wins.

The winner usually gets reward in monetary form. This would be an extra incentive for them. What is so great about an affiliate contest is that on top of having paid in commissions, they stand a chance to win a bonus.

As mentioned, to get affiliates, you must first be an affiliate. Demonstrate your value by promote their launch first. You will establish a business relationship with the affiliate before asking them to do a joint venture.

When you offer a favor first, it is easier to ask for a favor from them! You can't be blunt here so show them your value first. They will appreciate the gesture of you doing a favor for them first.

Joint Venture Page for Affiliates

Once the affiliates have agreed to join your affiliate program, the next thing you need is a JV page for the affiliates. This is where the affiliates go to register their affiliation with you.

In this page, you should provide an opt-in box to collect their name, email and marketplace IC such as from JVZoo or ClickBank. This is to ensure they have applied to your affiliate program.

They will need to opt-in in order to get their affiliate link from you. And your job as the vendor is to approve their request to be your affiliate. However, if you already have some trusted JVs, you can put them under the auto-approve list.

For your information, when you are in the Internet business long enough, you may be getting affiliate requests every now and then. You get to choose the status for that particular affiliate, which are deny, delayed, instant and auto-approve.

A small guide for you in choosing the status for your affiliate:

- 0-50: Delayed
- 50 and above: Instant

Like I said, the auto-approve applies to the trusted JVs. Denies seldom happen, unless there is special case where you already know that affiliate request is a scam.

In this page also, you must provide the promotional tools for the JVs. This is necessary, as the JVs would need some tools to promote your product.

Such as graphics, swipe emails, and so on. Here, you can include any other promotional tool that you think is fitting like a video, for example. It's best that you provide them sufficiently.

Launch Time

If you make it through all the processes that you need to walk through before the launch, congratulations. You are now just a step away from your launch.

Here we come to a chapter about your launch time. Launch day is the day where you will reap what you've sowed from the beginning; it is the day you've been building toward. It is very hard to describe the excitement on your launch day.

In this chapter, I am going to show you the whole process before your launch and walk you through step-by-step to make sure everything is all good to go.

Without further ado, let's get into it.

3-Step Launch Plan

Here's a 3-step launch plan for you. Of course, it is not a simple task to be accomplished without putting in any effort. But, it is not hard either. All you need to do is to double check everything and make sure everything is good to go.

Create a checklist and ensure everything in the checklist is fine. This way, you can prevent any last minute changes and put on the show perfectly.

#1: Set your date and time ahead

First, obviously, you need to set your date and time. You can, of course, prepare the launch without a date and time in the first place. However, if you have a goal to achieve, you will be motivated to finish the job on time.

It is also better to have a date and time set beforehand so you can prepare your promotional emails in advance. You can then upload the follow-up email series to your autoresponder and do other important tasks.

There is a myth about the best days to launch a product, which falls on Tuesday and Wednesday. According to researchers, people are usually free to attend to a product launch on Tuesday and Wednesday, because those are the days where their work isn't that busy.

While Monday is too soon after the weekend and people are still getting settled in to work, Thursday and Friday are too close to the weekend. Therefore, Tuesday and Wednesday will be the best days.

However, I believe that whether you launch it on any of the best days of the week or not, as long as you have mailed out the launch date and time ahead to your list, any day is a good day to launch. Do not let this myth limit your plan.

#2: Pre-launch campaign

Next, you will need to make sure the pre-launch campaign runs smoothly. The pre-launch is essential. Pre-launch is the process where you will announce your launch date and time to your subscribers.

In the pre-launch, the promotional emails that you send to your subscribers are to stir up the excitement. Let them know there will be something special and new for them coming up soon.

I want you to imagine this scenario: When you are informed that next Wednesday is going to be a holiday, won't you start looking forward to the holiday? No matter how small the excitement is, you are already excited for the holiday that is coming soon.

Same goes for when you inform your subscribers ahead of your launch time. They will feel the excitement as well, because they know something good is going to happen soon.

In the pre-launch campaign, the first thing you need to attend to will be the sales page. As mentioned in the previous chapter, sales page is the first page your subscribers will see and is also the link that you will attach in your promotional email.

While promotional emails serve as a pre-sell to the subscribers, a sales page is the main page – the call-to-action page. Most of the Internet marketer put most of their effort into the sales page, because whether the product is going to sell like a hot cake or not depends mostly on the sales page.

However, do not turn your sales page into a 'Buy my stuff! Buy my stuff!' page. Always remember this: People do not like to be sold, but they like to buy. There are ways to entice them.

So, make sure your sales page is good to go. Check on all the elements in the sales page such as headline, videos, graphics, call-to-action, and many more. Not to be paranoid, but double or even triple check your sales page.

Setting up your sales page will be especially important because the sales page will make the first impression to your subscribers and at the same time, the sales page affects the decision of your subscribers.

Whether they will click on the buy button and check out for your product, or click on the leave button, it is all depends on your sales page.

Here's an additional step, you can conduct a split-test for your sales page. Sometimes, a simple tweak will make a huge different. It can be the choice of words you use in your headline; it can be the price you set; it can be the color scheme. You will know what works best when you conduct a split test.

However, you will change only one or two elements each time you conduct a split test, so that you will know which element to improve on for your next launch. Choose the best conversion page as your sales page.

Moving on, the next thing you need to do is create your ad campaign in social media platforms like Facebook and Twitter. Like I said, social media platforms will be the best place to promote your launch, as most of the people are more active in social media than checking their emails.

Especially for newbies, once you've set up your own fan page, you might need to build up your followers through buying ads from Facebook or Twitter. Once you've built up a large pool of followers, you can then post your offer without buying ads.

Other than the fan page, you can join the groups related to your niche. When you post an ad in such groups, you are getting the targeted audience in your niche. This way, you do not need to worry about getting people that you don't want into your list.

Lastly, contact the JVs and mail out to your own list. The nearer the launch date is, the more you need to keep in touch with your JVs to mail out your offer.

Contact your JVs to follow up on the progress in promoting your launch, or sending a reminder to send the promotional emails ahead to announce the launch date.

This is not a compulsory move, as your JVs know what they need to do for the launch. However, it is good to contact your JVs before the launch, to build up relationship with them as well as to keep track on the details of your launch.

I would like to mention about this one more time; the promotional emails are really crucial as it is going to be what will build up the excitement. So, do not be hesitant to contact the JVs to make sure everything runs smoothly according to your plan.

And, of course, do not forget about your own list. As mentioned, you can set your promotional e-mails in advance with your autoresponder. When you do this, you don't need to worry about mailing out your emails to your list and can focus on other parts of your marketing. Autoresponders will mail out your offer to your subscribers accordingly.

#3: Launch strategy

And then, plan your launch strategy on your launch day. Different kinds of strategies bring you different kinds of results. Be sure what kind of technique you want to use in your launch to enhance your call-to-action.

It is important to decide on the launch strategy that you are going to use for your launch. This can be an enhancement to build up a stronger call-to-action.

First, you can set a period of time for the offer. For instance, price goes up after certain period of time, or bonuses will be removed when the promotion is over.

When there is a time limit for something, people tend to have lesser time to make decision. It somehow acts as a catalyst to speed up the time they take to make a decision. Create a sense of urgency, whereby they need to make a fast decision - either buy now or never.

This is one of the strategies you can use for your launch. I am going to talk about other techniques you can apply in your launch in the next chapter. Stay tuned for that!

During the launch, you can still mail out to your list. Sometimes, we stop mailing out to the subscribers after the launch. Indeed, you can still mail out during the launch to make a final call for your launch.

You first email can be a social proof email, to further convince them to take action; Second email can be a short Q & A email, to tell them what your product is; Third email can be a reminder that you are going to close your promotion offer to them, to stir up the sense of urgency.

If the offer is going to last for a week, send them one email every two days.

Product Launch Techniques

To conduct a successful launch that brings massive income, product launch techniques are what you will definitely fall in love with! These are the techniques that all Internet marketers implement in their launch.

Meaning to say, all these techniques are time-tested techniques which are guaranteed to bring massive revenue to your launch.

Most of the product launch techniques create a sense of urgency for your prospects to buy from you. They create a sense that if they don't buy from you, they will miss the chance to join in on something great.

You can use these techniques individually in the beginning. But once you are familiar with the techniques, you can always mix and match the techniques and form your own marketing strategy.

Test out the techniques - you may be surprised by the results you get almost instantly. Just a small change makes a huge difference to your launch's success.

With the implementation of product launch techniques, you could easily gain at least 10% more sales. Without sending extra traffic or putting in more effort to sell, these techniques will do the magic for you. Let's get down to the techniques now!

#1: Bonuses

The first technique is to offer bonuses in your first upsell offer. Once you've successfully convinced them to buy the front-end from you, you have already created a buying frenzy in them. Don't let the loop end here. The first upsell offer must be another no-brainer offer that should be grabbed.

What can you do to turn this upsell offer into another no brainer offer to grab? The upsell must be something congruent to the front-end, such as an immediate solution for forecasted problems.

The perceived value of an upsell is already high. So, when you offer them the upsell with the bonuses, it doubles the value of the offer.

You must always remember that when you are preparing the sales funnel; every product in the loop must be congruent to each other, including the bonuses.

Imagine this: What is the feeling when you see the sales page of an Internet marketing product bundled with an infographic product as a bonus? It feels weird, huh? You don't want to have your prospects feel this way so always remember to plan the sales funnel properly.

#2: Discount

Everyone loves discount. Giving out discount offers for your front-end product is another technique. You can implement the price slashing technique here.

State the original price of the product, slash it off and replace it with the price after discount. As you already know, visuals always work better than just words and numbers.

Other than using the price slashing technique, you can set a period of time for the discount offer to create a sense of urgency as mentioned in the previous chapters. With a shorter time to consider the offer, they are more likely to grab the offer.

Here's a tip for you: Create a countdown timer in the page. This way, you need not emphasize on the discount offer in your sales letter, the countdown timer does it all for you.

#3: Scarcity

Scarcity is one of the most powerful mental triggers where you put limitations in your launch. What a scarcity factor does is it creates an invisible 'force' to shorten their time in making a decision about your product. This is a strong call-to-action.

When you limit the number of your items, they will have lesser time to think. There has to be some negative consequences if they don't take the offer quickly. You have nothing to lose in this case. So, do not be afraid to use this technique.

The theory why this technique works is really simple, "When there is less of something, we want it more". It is this simple. Try this technique now and see how this brings your business up to a completely different level.

If you are familiar with HTML, you can make a counter to countdown the number of your items, too!

#4: Dime Sale

Finally, the last technique that I am going to lead you through is the dime sale technique. A dime sale is a technique where you will increase the price of your product with each purchase made.

Dime sale is a really powerful mental trigger as well. This technique is tenser than all the other techniques. It creates an even stronger force to motivate potential buyers to make the decision to buy right away, because if they don't buy now, the price will not be the same anymore.

To plan out this technique, you will need to set a starting and finishing price and, of course, the price increment per sale. For instance, let say the starting price for your front-end is \$7. The price goes up \$1 each time a purchase made. Finally, the sales will be ended when the price hit \$15.

This is just an example to show you how exactly dime sale can be done. You can plan out yours as well!