

Using Product Launch Campaigns to Generate Sales Leads

Janet Switzer



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By far one of the best new-business development strategies I've found—both for creating momentum in a business and generating massive cash-flow—is the 28-Day Product Launch Campaign. One of the more fascinating side benefits of a launch campaign like this is the substantial number of people who will “discover” you and inquire what kind of other business you can do together. It's a great way to announce your certification or replicate-the-expert program and generate leads for your salespeople (even if that salesperson is you).

When I launched my very first product using this technique, my company not only recruited 220 affiliates (joint-venture partners who earn a small commission from promoting your program online)—but more importantly, my product and I came to the attention of dozens of major players in my industry who wanted to “do business” with someone who ran finely-tuned marketing campaigns that generated both excitement and cash.

To get started generating sales leads for your certification program via a product launch campaign, use the following recommended steps to prepare:

Step 1: Produce Your Launch Schedule

Using the chart below, start plotting out your 28-Day Product Launch Campaign on a calendar. Be sure to work around any weekends or holidays. While it's acceptable to email on weekends, if that fits on the schedule, emailing on holidays is a bad idea.

- Day -5: Finish activating all webpages and blog associated with the campaign and check to see that they are functioning properly. Seed the blog with advance posts from people who previewed the free giveaway item.
- Day -1: Meet with your staff and web team for a final review of the entire campaign.
- Day 0: Call all joint-venture partners (affiliates) to remind them to broadcast the email tomorrow to their list.
- Day 1: Product Launch Campaign commences.** Joint-venture partners broadcast pre-written email to their list of customers and prospects with links to the free giveaway. This generates massive new opt-ins to YOUR list.
- Day 5: Send an email to all recent opt-ins (as well as the rest of your list) reporting on the “frenzy” you created by releasing the free giveaway. Post to your blog this email and any future emails you send to your own list.
- Day 8: Send an email to your list encouraging readers to download Giveaway Item #2 at a specific webpage.
- Day 10: Send an email reporting on the feedback from free Giveaway Item #2.
- Day 13: Send an email encouraging readers to download Giveaway Item #3 at a specific webpage.
- Day 15: Send an email reporting on the feedback from Free Giveaway Item #3.
- Day 18: Send the Mission Critical Email.** Alert contacts on your list that you are finalizing your new product or service, but want to get their input to make sure it fits their needs. Send people to your blog to post their comments on what they need to succeed in the area focused on by the campaign.
- Day 20: Send an email reporting on the results of the Mission Critical Email. Include in today's email feedback from your blog about what people need in your final product and how you are including those features.
- Day 21: Email your list that you are running a contest, holding a webinar, or providing some other opportunity.
- Day 22: Select the winner of the contest or hold the webinar—and provide updates about it to your list via email.
- Day 23: Send an email about the item or service won by the contest winner or about the feedback from the webinar (if that was your announcement on Day 21). Announce that you've decided to add a number of bonuses to the product which you'll make available for the first time on ___[date]___. Describe the bonuses in exciting terms.
- Day 24: Send an email encouraging readers to download Giveaway Item #4 at a specific webpage. Mention the bonuses again and describe them in glowing terms.
- Day 25: Send an email reporting on the feedback from Free Giveaway Item #4.

Once you've prepared this document, take time to "script" a brief introduction to use when you speak with potential endorsers. In your script, be sure to:

1. Introduce yourself and give your company name.
2. Describe what your company does. If you are calling competitors, refer to yourself as such by saying something like, *We're in the same industry, and—like most of us in this industry—we get some prospects who want our product and some who pass because they looking for something else.*
3. State why you're calling—that is, because you're preparing to launch a new program and are contacting businesses who may want to earn a generous commission by helping get the word out to their own customers and prospects.
4. Reassure the business owner that it is simple to participate—all you ask is that he or she send an email to their customers and prospects on a certain date, and post on their social media (if you've determined that would be appropriate). Once they do, email recipients and followers can click through to your website for a free informational piece of great value. Not only will your system track who on their list has opted in—but you'll also take over the work of marketing the new program via an exciting month-long campaign that gives away information, helpful bonuses and other free items as a build-up to the actual on-sale date of the new program. Reassure the business owner that their only effort is to send their list an email you will write for their approval (and post to social media).
5. Ask whether they have an interest by saying something like, *Is this program something that would be appropriate for your list to know about?* If you've done your homework, you'll be calling business owners whose customers and prospects are perfect candidates to buy your new training.
6. Answer any objections or questions the business owner might have. Offer to send the informational PDF file you've already prepared.
7. Be sure to confirm a follow-up day with the business owner, if they need time to think about it.

Once the business owner says "yes," you can begin working to include them in your Launch Campaign.

Step 3: Write the Email and Posts That Joint-Venture Partners Will Use with Their Lists and Followers

The easiest way to get maximum participation—and maximum response—is to write the email for your joint-venture partners (affiliates) to send to their lists, and also produce the post(s) for their social media accounts. This way, you're assured these assets will get written, produced and used. Plus, you'll be able to control the quality of writing and the presentation of the offer.

Take a look at the email on the next page. It's one I wrote for Brian Tracy to send to his list to launch my new business-building course for authors and experts—the *Publishing Mavericks Program*. I used similar versions of this email for other joint-venture partners participating in the campaign. To make certain *your* email includes elements that cause readers to respond, review the list of recommendations below as you write:

1. Start by giving readers a vision of the better lifestyle, professional career or other circumstance they're likely wishing for.
2. Have the endorser tell the reader he/she's "discovered" the answer to this compelling future from you and your company.
3. Give extra information that credentializes you to the reader.
4. Tell the reader "John Smith" (you) has just released definitive new information about how they can get the lifestyle, professional career or other circumstance of their dreams. Provide a clickable link to your website so readers can opt-in to get this information.
5. Hint that you'll be "working with" a select group of people to achieve the dream.

6. Have the endorser state that he/she knows personally how reputable you are. Have them state that he/she has personally reviewed your products and services.
7. Close with an urgent note to download the free informational item. Provide the link again.
8. Add postscripts that repeat the offer the free giveaway item and encourage readers to click through to download it.
9. Add a "Trouble with this link?" line at the bottom of the email with an http link readers can copy and paste into their browser window to reach the free-giveaway squeeze page.
10. Be sure to add to the very bottom of the email a link for recipients to opt out if they do not wish to receive any further emails. This is required by United States CAN-SPAM laws.

BELOW: Sample of actual email sent to Brian Tracy's list for the Product Launch Campaign of Janet Switzer's Publishing Mavericks Program

SUBJECT LINE:

<\$firstname\$>, will the world's next celebrity expert be you?

Dear <\$firstname\$>,

Why is it that some people quickly become recognized as the leading expert in their field with all the fame, fortune and opportunity that goes with it -- while others in the same industry struggle just to get by?

Why do some experts get book deals, licensing deals, distribution deals, speaking tours, spokesperson contracts -- while others wait years to get hired as a speaker or find a publisher for their book?

I've discovered the answer from a woman whose work I'm sure you know. In fact, she's the secret business advisor behind many of the biggest name celebrity experts you've heard of.

Jack Canfield... Mark Victor Hansen... Chicken Soup for the Soul... Jay Abraham... Les Brown... Yanik Silver... Laurie Beth Jones... All these stars have been her high-profile clients.

In fact, they've paid her a fortune to create new profit centers for their businesses -- but she's never revealed her system for building entire publishing and media empires... until now.

[Click here for immediate details.](#)

If you've ever wanted to be a published author... an internationally renowned speaker... a syndicated columnist... an expert on the six o'clock news...

If your business or professional career would benefit from corporations, national media and third-party marketers "discovering" you as the leading expert in your field and bringing you exciting deals and national exposure...

If you'd like to add easy profit centers to your business that return staggering 85% to 95% profit margins selling products priced at \$5,000 or more...

I urge you to read this announcement about how you can master the BUSINESS of the information-products business -- from someone who's been working in the background creating these profit centers for nearly 20 years.

Click [here](#) to meet Janet.

The woman I want you to meet is Janet Switzer, herself a New York Times Bestselling coauthor and international speaker -- and one of the top information-product marketers alive today.

She's perfected the art of turning expertise of any kind into 52 different income streams ranging from book deals to coaching programs, high-priced consulting, seminars, licensing, subscription products, corporate contracts and more.

Now, she's offering my colleagues the opportunity to work with her to build their own info-business or media company -- an option she's made available only one other time.

I've seen Janet in action. I've reviewed her highly detailed and well-organized materials. And I recommend that you at least read what she has to say about how you, too, could join her select cadre of celebrity clients.

She's even giving away a copy of her confidential book proposal and business plan that recently landed a six-figure deal from McGraw-Hill Publishers -- but you must respond now. Janet is in the middle of finalizing her next book deal, and has decided to take on clients just one last time...through a unique process I know you'll be interested in.

But you must hurry. By this time tomorrow the window of opportunity may be closed.

Click [here](#) NOW before the deadline expires.

[Firstname], Janet Switzer and her empire-building systems have my highest endorsement. I hope you'll act quickly and be one of the few to get to work with her.

Sincerely,

Brian Tracy

P.S. Becoming a published author offering information products and training programs has literally skyrocketed my career and business. If you'd like to join me in developing your own unique leading expert persona in the marketplace, I urge you to read about Janet Switzer's unique advisory client relationship by clicking [here](#) to go to Janet's webpage.

P.P.S. Information products are also indisputably the best marketing tools for consultants, independent sales professionals, service companies and Internet businesses -- because they literally do the sales work for you. Don't pass up this chance to build your info-marketing systems with the best. [Click to read](#) about Janet Switzer's unique client process.

Trouble with links above? Copy this link into your browser:

[\[LINK\]](#)

Step 4: Write or Record Your “Launch Lead Magnet”

This informational item should be a special report (most common), a video presentation, a previously recorded course, or some other instantly downloadable or viewable file that presents you, your product and your expertise in the best possible light—while at the same time teaching recipients something new, revolutionary, controversial or thought-provoking.

For my first Product Launch Campaign, I wrote a 25-page special report called the *Book Publishing Protocol* which told authors the truth about the publishing industry and why most authors never achieve the career or income of their dreams. The *Protocol* was so controversial that it got written up in numerous blogs and ezines which further helped the Launch Campaign.

Step 5: Gather Additional Free Giveaway Items and Get Them Ready to Download

Throughout the campaign, you'll also be giving away additional free items—either viewable (video) or downloadable (PDF). Because these campaigns can get very frantic, it's best to have these additional giveaways ready ahead of time. You can even ask your webmaster build out several versions your free giveaway download page with successive giveaways listed in chronological order, along with links to these files already live/clickable. This way, it's a simple matter to “go live” with each subsequent version of the page whenever you send a new email announcing the next giveaway.

Step 6: Get Your Program Ready Including Any Bonuses You'll Offer with Purchase

If “hard goods” are included with your program (printed manuals, for instance) produce at least several units of these (if not dozens) in readiness for the initial sale day's orders. If you don't produce enough, don't worry. You can always report to your buyers that you were “oversold” and are rapidly making additional units available for shipment.

Step 7: Make Sure Your Shopping Cart Is Operational Including Credit Card Capabilities

If you will be directing people to buy your training program online, you'll need to be able to accept credit cards at your website. However, depending on your sales process, you can also have live salespeople (including yourself) talk with prospective participants and collect payment information by phone.

If you've provided your affiliates with emails and posts embedded with their unique affiliate link, be sure your affiliate tracking system is functioning properly at your shopping cart, as you'll want to record which opt-in names are generated by which joint-venture partner (affiliate).

Step 8: Write Your Webpages and Build Your Website & Blog

To effectively run your Product Launch Campaign, you'll need a number of webpages—each with a specific purpose. To prepare the content you'll need and execute your webpages most effectively, take a look below at the list of pages these campaigns require.

Main Opt-In Page:	The domain name you'll eventually use full-time for this program or certification business such as www.NameOfMyProgram.com . Positions you or your company as an expert in the field. Describes Free Giveaway Item in glowing terms. Features opt-in form at bottom of page with five fields—first name, email, retype email, phone (optional) and zip code (optional)—which visitors must complete in order to receive the Free Giveaway Item.
Confirmation Page:	System automatically advances to this page when the visitor opts in to receive the initial Free Giveaway Item. Asks new subscriber to “whitelist” a specific email address from which all emails will be sent during the campaign. Provides a technical support email address if link to Free Giveaway Item is not received via email. Located at www.NameOfMyProduct.com/confirmation .
Free Giveaway Download Page:	Subscribers arrive here after receiving email containing link to Free Giveaway Item. Contains download link to Giveaway and Tell-a-Friend script so subscribers can alert friends that the Free Giveaway Item is available. Located at www.NameOfMyProduct.com/download .
Future Giveaways Download Page:	A page that grows longer as additional Free Giveaway Items are added. The link to this page appears in all future emails where a new giveaway item is mentioned. The link is also added to all postscripts urging readers to download past giveaway items (for subscribers who opt-in during the middle of the campaign). Located at www.NameOfMyProduct.com/listen .
Tell-A-Friend Page:	A webpage containing a script that automatically sends an email to 3-5 email addresses input by the new subscriber. The automatic email alerts friends about the Free Giveaway Item and provides a link to the Main Opt-In Page. Friends' email addresses should not be collected for future marketing purposes (in fact, the webpage should state this in bold type). Located at www.NameOfMyProduct.com/tell-a-friend .
Blog:	Link to your blog should be featured in all emails sent to opt-in subscriber list. Readers should be encouraged to “go to my blog and tell me” about what they need to be successful in the area illuminated by the campaign. Located at www.NameOfMyProduct.com/blog .
Sales Letter:	Two versions should be produced—one with live links to your shopping cart and one without. The live page should only become visible at 9:00 am on the initial sale day (Day 28). Located at www.NameOfMyProduct.com/details .

Step 9: Write at Least Your First Week's Worth of Email Communications

While much of your email content will be generated by the feedback happening at your blog, you can prepare at least the majority of emails ahead of time. Spend time ahead of the campaign writing descriptions of your bonuses, for instance. Review the email schedule in Step 1 (above) to give you an idea of the type of email to send each day. You can write each email as a framework—leaving a space that reads [PUT FEEDBACK FROM BLOG HERE].

To get you started, take a look below at the very first email I sent to my 900 email addresses I had on my list at the start of my first Product Launch Campaign. The rest of the campaign's emails can be found in the *Instant Income Advertising and Copywriting Course* included with this *Business Multiplier System*.

BELOW: Sample of actual email sent to in-house list for the Product Launch Campaign of Janet Switzer's Publishing Mavericks Program

SUBJECT LINE:

My Latest Book Proposal Is Yours F.R.E.E + Help Getting Your Own Book Deal

Hi, <firstname\$>!

On Tuesday, September 26th, I'd like to give you a copy of my highly confidential book proposal that details the exact business strategies I'll be using to build a new publishing empire around my trademarked brand, Instant Income®.

It's 113 pages in full-color, with more than 45 media and marketing systems that not only astounded New York publishers, it landed a multiple six-figure deal from McGraw-Hill for the Instant Income book which will be released in bookstores March 2007.

Fewer than 18 copies of this book proposal exist today, but I'm willing to give away additional copies to forward-thinking experts like you who know that a book is only a small part of the thriving, robust media empire you could be building around your own knowledge products, speaking engagements, licensing deals, broadcast content and high-priced consulting services.

I'll be giving away the book proposal on Tuesday, September 26th starting at 9:00am Pacific Time.

But before I do that, I'd like you to take a look at a brand new special report I've written called the Book Publishing Protocol. It details my philosophies about the BUSINESS of the information products business and describes exactly how to turn your book into an entire media company deriving revenue from more than 50 different media properties.

The Protocol is F.R.E.E and you can download it here:

<http://www.1shoppingcart.com/app/aftrack.asp?afid=492352>

Others have said about the Book Publishing Protocol:

"Janet gives you a candid and controversial, yet supremely common-sense, view of what it takes to build a thriving media company based on your expertise and national persona. It will educate you on the product distribution model and proven marketing systems that could turn your expertise into a worldwide reputation and multi-million dollar business. I hope you'll read it with immense fascination — as I did."

-- Michelle Anton, Former Executive Producer of The Dr. Laura Schlessinger Show with 15 million radio listeners

"Janet is the best-kept secret in the knowledge products industry. We were all wondering when she was going to let her secrets out. Chicken Soup for the Soul® has benefited from her expertise for more than 12 years. Janet reveals some of her best kept marketing strategies in her Book Publishing Protocol."

-- Patty Aubery, President of Chicken Soup for the Soul® Enterprises, Inc.

"Nothing else out there even comes close to this report. Janet's unique perspective will allow me to consistently focus on running my business — rather than endlessly wading through other so-called 'expert advice' that had always left me feeling underwhelmed and frankly, very disappointed at the lack of detail and quality information. Janet is 180-degrees different."
-- David Scotland, film producer, CEO Marketing Experts International

Click: <http://www.1shoppingcart.com/app/aftrack.asp?afid=492352>

"After years of attending seminars, reading white papers and purchasing information on growing my speaking and publishing business, I must say that I have never come across anything that resonates with me the way this report does."
-- Frank Felker, Business Author, Speaker and Consultant

"The Protocol provides true value and no-nonsense information that dispels old myths about how to go about publishing your book and gives solid criteria for a business marketing plan."
-- Maria Mar, CEO, Shamans Dance

If you've ever wanted to become a published author or build a worldwide reputation as a leading expert in your field with dozens of super-lucrative income streams, I urge you to download the fr.e.e Book Publishing Protocol now.

Click: <http://www.1shoppingcart.com/app/aftrack.asp?afid=492352>

Then, watch your email over the next few days for details on how to get your copy of the Instant Income book proposal and how to begin your career as a celebrated expert in high demand -- all starting Tuesday, September 26th.

For now, download and read my new Book Publishing Protocol report fr.e.e to see what's in store for you:
<http://www.1shoppingcart.com/app/aftrack.asp?afid=492352>

I'll be in touch via email tomorrow,

Janet Switzer

P.S. The Book Publishing Protocol report is absolutely fr.e.e and details my approach to building info-product businesses that are far more lucrative and exciting than "just" being a published author. Read the Protocol today -- then start making your plans to be at your computer Tuesday morning, September 26th to download my latest book proposal. I've reserved a copy for you.

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Founded by industry veterans Paul Martinelli and Janet Switzer, the *Replicate Peer-Certification Program* helps business owners, professional practitioners, and subject-matter experts create a network of their own consultants, peers, coaches, trainers, or fellow entrepreneurs who are proficient in the experts’ proprietary methods and who can bring this important knowledge to millions of consumers and entrepreneurs worldwide.

Learn more at: www.replicateprogram.com

Email: success@replicateprogram.com