



How to craft 7 figure product launches.



ABOUT RON REICH



Former lawyer, got involved in online marketing 10 years ago.
 Launched his own product and worked in a variety of niches.
 Had successful businesses in relationship space, and dog training space.
 50 products of his own launched.
 Became Marketing Director for Ryan Levesque, Author of Ask

Helped Entrepreneurs grow their businesses, then ran Ryan's launch
 Ryan's launch did over 3.3 million dollars.
 Branched out on his own as a launch consultant/strategist.
 Cemented his reputation as a launch specialist, was formerly in a very behind-the-scenes role.
 Now wants to be more front facing



RON'S FIRST LAUNCH



LAUNCH ROAD MAP



First launch is in dating and relationship space in 2008. \$150,000 in sales on a \$5000 product, which was unusual for that market.

If you want to go into a market, you need to make a splash, and launch big.

One important thing about launching is that people don't like being sold to, but love participating in events.

A launch is basically a big marketing event with a beginning, middle, and an end.

People are always doing launches. An example: Apple is famous for really big product launches.

When a movie premieres, it has a same rhythm as a product launch.

If you want to be known and make an impact, you'd be really silly not to do product launches.

People's attention is getting shorter and shorter - the only way to get attention is get out into the street and be in their faces.

There are 3 kinds of mind shifts that you need to show your audience:

1. Opportunity. Show them how things can be different from how they were before.
2. Possibility. It's possible for them to achieve their goal.
3. Certainty. Draw a roadmap from where they are now, to where they want to go.

The mechanism you use is not as important as following the overall the framework.

You need to give yourself as much lead time as possible. Plan your launch a year in advance. 6 months can also work.

The first thing you must consider is: what is your traffic source, and how big is your audience?

How big is your current reach? How much do you want to sell?

Start by launching something internally to your own existing audience. Then do a big partner launch.

If you have no list at all, you need to beta launch your product to a small audience. Spend 3 - 6 months building your audience up and nurturing them. Then do a big launch.

When you're deciding how to launch, start with copy and marketing material. Use those things to figure out how you are going to do your launch.

Ask yourself:

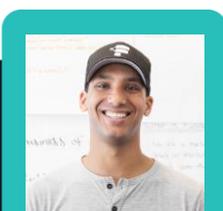
What medium are you good in? Who is your audience, how are they used to consuming content? How are people used to consuming content in your market?

For example: If you're a good presenter and your audience watches webinars, you should consider doing a webinar.

Webinars aren't working as well as they used to, though, so you may want to do something different cause everyone is doing the same thing. Approach everything on a case by case basis.

Then create your sales page, pre-launch emails, open cart emails, web pages, shopping carts, etc., in parallel to creating marketing material.

By the time your launch actually starts, you should not have too much work to do.





////// **SUCCESSFUL LAUNCH RECIPE** ////////////////

Start by asking the important questions: Who is the target audience? Who is the ideal customer of this market?

You need to be doing your homework. You need to be doing research. Interview them. Put out messages on social media. Write an article about an idea that you think is really hot and see if it hits. Be prolific in your content. Get an idea of what people are interested in.

Once you have an idea, you want to send out surveys and ask deeper questions about specific things: What's selling, what's hot. What is something that I know people want where I have my own unique spin on it.

The biggest mistake people make when it comes to launching new products is that they don't have the desire of the audience. They have something that people don't want.

You need to tap into a desire that's already there and position it as something new and different. Position it as a new version

You also need to crunch the numbers and make sure you have a big enough audience for a launch. If you don't, you need to spend some time building your audience before you will be successful.

////// **CRAFTING YOUR HOOKS** ////////////////

When you are creating your product and crafting your launch, you need to tap into existing trends that are going on in your market or in the world at large.

This means positive trends as well as negative trends. The product you create needs to meet in those two places.

An example: Luisa Zhou "Employee to Entrepreneur" helps corporate employees quit their jobs to become entrepreneurs. She did over \$800,000 with no affiliates.

An example of trends to zero in on:

Positive trend: By the year 2020, 80% of the workforce is going to independent contractors.

Negative trend: More jobs are being outsourced and taken overseas. Your job will be obsolete in 5 years.

Finding the intersection of a positive and negative trend is the fastest, most formulaic way to come up with good hooks for your launch.

As marketers, you never know [if someone will buy] until you ask people to take out their wallet and see how they respond.

////// **LAUNCH RECOMMENDATIONS** ////////////////

First, work with people 1-on-1. 1-on-1 is easiest to sell.

Focus on the highest, most profitable thing you can sell.

For example: Offer a 90 day package for \$3000-\$5000.

Use that to get your first 10 clients, then launch your higher-end group program.

Continue to build your list and put your content out there.

When you're selling higher end services and doing 1-on-1 stuff, there's more margin for error.

If you want to make a lot of money, it's more difficult if you're selling courses, vs something that's more expensive.

////// **HOW BUILD RELATIONSHIPS** ////////////////

Build a relationship months in advanced before asking for help.

You earn the right to be pushy during the actual launch because you've done the rapport building before hand. Bribery and Alcohol are great mechanism!

Remember the law of reciprocity. The more you can do for others, they more they will want to help you... and if you can figure out what they want, what they desire, you can be of value.

I recommend doing some free consulting on their launch, or sending people gifts with sites like AmazingClubs.com.

Every time they receive a package, they'll be reminded about how awesome you are.

Go to events, hang out at the bar. Conversations are easier at the bar. That's where all the magic happens.

