

# Prelaunch Rules

Product Launches

Video #1

# Product Launches

- **Prelaunch**

- **Issuing prelaunch content to build buzz and a mailing list**

- **Launch**

- **When people can actually buy the product**

# Prelaunch Phase

- **The prelaunch phase is the most important phase of the launch.**
- **Two parts to the prelaunch**
  - Lining up affiliates
  - Releasing the prelaunch content
- **Lining up your affiliates is the most important part of the prelaunch preparation.**

# #1 Announce Launch To Affiliates Early

- Let your affiliates know about the launch as far in advance as possible.... **60 – 90 days in advance if possible.**
- Give them specific dates to mark down on their calendar.
- Try to stick to those dates as closely as possible.
  - keeping your leads engaged is much easier than keeping your Affiliates engaged.

## #2 Make The Product Seem “New”

- Try to give your affiliates something “new” to promote.
- You don’t have to know what the product name is two month in advance, just make sure they know something “new” is coming, and what those dates are.
- Adding version numbers can be effective for existing products (Traffic Voodoo 2.0, 3.0, etc)

## **#3 Announce Launch First, Create Product Second**

- **The creation of the product itself does NOT have to be done before you announce the launch to your affiliates.**
- **You don't even need the name of the product before you announce it to your affiliates.**

## **#4 Keep In Contact Before The Launch**

- **Keep in regular contact with your affiliates about your upcoming launch.**
- **Use different means of contacting them such as email, blog posts, videos and postal mail.**

## **#5 Personal Introductions To Your Affiliate Team**

- **Personally reach out to your top affiliates or prospective affiliates yourself before you hand them over to an Affiliate Manager... Make the introduction first before you turn them over.**



# #6 Always Send Links And Swipe

- **Send your top affiliates their email copy and their affiliate links for each piece of prelaunch content.**

# #7 Use An Affiliate Update Blog

- **Create an Affiliate blog to post your launch updates to.**
- **Include:**
  - **Important Dates**
  - **How much they get paid**
  - **Email swipe copy and links**
  - **Prize/Bonus announcements**
  - **Leaderboard updates**
  - **Links to join your Affiliate program**
  - **Contact info for your Affiliate Manager**

# Affiliate Blog

<http://superaffiliatecoachingclub.com/affiliates/>

The screenshot shows a blog post from Jeff Johnson's SuperAffiliateCoachingClub.com. The page features a blue header with the site name and a 'Join' button. A red arrow points from the 'Join' button to the 'Join Jeff Johnson's Affiliate Program' link in the navigation bar. The main content area includes a post title 'Video 1 Links And Swipe Copy' circled in red, a date 'AUGUST 28, 2011', and a 'Join' button. A red box highlights the text 'Links and Swipe Copy'. To the right, a sidebar contains a box for 'Up To \$4,000.00 Commissions' circled in red, and a 'Recent Posts' section with links to 'Video 3 Links and Swipe Copy', 'Video 2 Links And Swipe Copy', and 'Video 1 Links And Swipe Copy'. A large red box highlights the 'IMPORTANT DATES!' section, which includes a large red arrow pointing down and a list of dates: 'Video #1 - August 28th', 'Video #2 - September 2nd', 'Video #3 - September 6th', and 'Sales Video - September 9th'. A red arrow points from this section to a red box labeled 'Important Dates' at the bottom. The 'Important Dates' box also has a red arrow pointing to the 'Mark These Dates On Your Calendar:' section, which lists the dates for each video and the sales video.

Jeff Johnson's  
**SuperAffiliateCoachingClub.com**  
Affiliate Update Blog

Home Join Jeff Johnson's Affiliate Program **Join**

Video 1 Links And Swipe Copy

AUGUST 28, 2011 BY JEFF JOHNSON COMMENT (EDIT)

Like Tweet 3

My Super Affiliate Coaching Club "Lifetime" pre-launch has officially started.  
That means **\$1,350.00 Commissions** are now up for grabs!

Your **Links and Swipe Copy**  
Very

Here's what the offer is all about:  
Traffic and Money.  
That pretty much sums it up.  
They get "Lifetime" access to two of my best selling "Traffic and Money" training programs.  
I show them how to get Traffic, and then I show them how to turn that Traffic into Money.

1. Super Affiliate Coaching Club - "Lifetime" access instead of the regular 3 months of access that sold for \$1,997.00 just a few months ago.
2. Traffic Voodoo 2.0 Non-Stop Traffic - "Lifetime" access. Previously Sold for \$1,997.00
3. "Field Trip To My Office" - I've sold similar deals for \$7,500.00 in the past so this is a very real \$7,500.00 Value. I reserve the right to limit the number of people that receive the office field trip as a bonus).

That's a total package value of \$11,494.00 but they'll be able to get it for pennies on the dollar.

Mark These Dates On Your Calendar:

- Video #1 goes live on August 28th.
- Video #2 goes live on September 2nd.
- Video #3 goes live on September 6th.
- Sales Video goes live on September 9th at 3pm Eastern.

**Important Dates**

**IMPORTANT DATES!**

Video #1 - August 28th  
Video #2 - September 2nd  
Video #3 - September 6th  
Sales Video - September 9th

Up To \$4,000.00 Commissions  
Join Affiliate Program  
Existing Affiliates Log In

Recent Posts  
Video 3 Links and Swipe Copy  
Video 2 Links And Swipe Copy  
Video 1 Links And Swipe Copy

Contact Us  
Just send us an email and my Affiliate Team will get right back to you:  
[affiliate@undergroundtraininglab.com](mailto:affiliate@undergroundtraininglab.com)

# #8 Create Free Content Blog

- **Create a “free content blog” to post all your prelaunch content to to help it go viral and to provide “social proof” that others are watching it and enjoy it.**
- **Encourage comments**
  - WP comments and Facebook Comments
- **Encourage social media sharing**
  - Facebook like, twitter, google +1, etc
- **Leave the content up after the launch**

# Prelaunch Free Content Blog

<http://superaffiliatecoachingclub.com/content/video-1>

Jeff Johnson's  
**SuperAffiliateCoachingClub.com**

Video 1 Video 2 Video 3 Video 4 Join Early Bird List

Like Jeff Johnson, Paul Cubright and 228 others like this.

Share Tweet 47

If you do not see the video, please refresh the page

**Some People Think That Selling Products As An Affiliate Is Not Only **One Of The Best Ways To Get Started Making Money Online, It's Also One Of The Simplest Ways To Make Money Online Because You Don't Need A List... And You Don't Need Your Own Product....****

**Or at least that's what most people think.**

00:01 12:17

Leave a Comment

Logged in as [Jeff Johnson](#) [Log out?](#)

Comment Using Facebook

Like Jeff Johnson, Thomas Solomon and 228 others like this

Public Comments Moderator View Settings

23 comments Add a comment

**1,089 Comments**

Karl says:  
September 16, 2011 at 10:48 pm • [Edit](#)

I am curious for a bit more depth – Thanks

Reply

Ringoo Chen  
Well to start with you don't cover any of the marketing basics such as rankings, traffic base, organic traffic, traffic sources etc and without these your affiliate programs get seen by no one. Teaching someone how to do multi-product marketing without teaching them the others is not genuine. Your basically cherry picking talking points (only the up side) in order to make sales.

u/9 Like Reply Moderate Follow Post September 2 at 1:32pm

Rosemarie Ledogor Fort Mill, South Carolina  
I agree

September 3 at 9:13am

# #9 Build Your List During Prelaunch

- **Capture Emails during the prelaunch phase**
- **Set up a different email capture page for each new prelaunch content piece**

# Prelaunch Video #1

<http://superaffiliatecoachingclub.com/lg/v1.php>

**Absolutely Free Video Training And PDF Downloads**

**Here's Exactly How A Complete Internet Idiot  
Went From Zero Just A Few Short Years Ago To  
Recently Earning \$466,390.99 In A Single Month  
As An Affiliate... All With 100% Free Traffic.**

But That's Not The Best Part...

**He Got Started Without  
A List, Without Affiliate  
Partners, Or Even His  
Own Product...**

- 100% Free Video Tutorials and PDF Downloads reveal exactly how he manages to consistently crush his competition with an insanely small email list and how you can do the same.
- Learn how you can Tap Into The Power of The "Circle Of Money" and literally double your profits almost overnight.
- Discover how to fill your "List Basket" on auto-pilot so you never have to worry about generating leads again.

Learn how to get started without a list, without any affiliates, and without your own product... and if you already have your own list or products... I'll show you how to use his money-making strategy to attract Maximum Money

**Here's How I Won This \$169,000.00 Benz**



**Affiliate Marketing Rocks!**



# Prelaunch Video #2

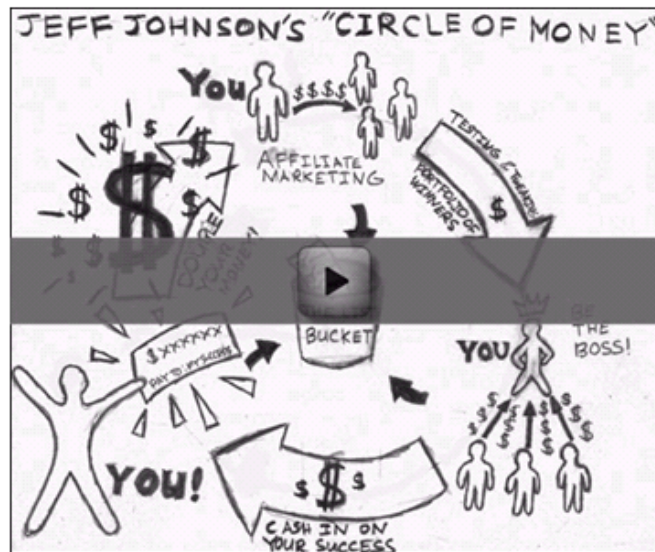
<http://superaffiliatecoachingclub.com/lg/v2.php>

## Absolutely Free PDF Cheat Sheets And Video Tutorials

Here's Exactly How A Complete Internet Idiot Went From Zero Just A Few Short Years Ago To Recently **Earning \$466,390.99 In A Single Month As An Affiliate... All With 100% Free Traffic.**

But That's Not The Best Part... He Got Started **Without A List, Without Affiliate Partners, Or Even His Own Product.**

And Now He's Going To Show You How To Put The Power Of His "Circle Of Money" To Use In Your Own Business... **Even If You Are Starting From Complete Scratch.**



Just enter your email address and push the "continue" button... everything you need to get started today will be sent right over. 100% Free.

Email:

[Continue >>](#)



# **#10 Use Prelaunch Feedback To Fine-tune Offer**

- **Use the feedback from your leads during the prelaunch phase to fine-tune your offer.**
  - **The best performing optin page and “hook”**
  - **The most asked questions**
  - **The most frequent comment topics**

# #11 Keep Prelaunch Short And Sweet

- **Prelaunch should last 7 – 10 days, up to 14 days for completely new products.**
- **Release new prelaunch content every 2 or 3 days. Avoid releasing new content on the weekend.**
- **Release the sales video 2 or 3 days after the last prelaunch content is released.**
- **The longer the prelaunch sequence, the more content you should release.**

# #12 Give Affiliates Cool Toys

- **Prelaunch contests/prizes/bonuses are an important part of the prelaunch.**
- **Consult with your attorney before offering any contests/prizes/bonuses.**
- **Here's the attorney I've used for the past 6 years:**
- **<http://www.undergroundtraininglab.com/internet-lawyer/>**

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- **#5 Make Personal Introductions To Your Affiliate Team**
- **#6 Always Send Links And Swipe**
- **#7 Use An Affiliate Update Blog**
- **#8 Create Free Content Blog**
- **#9 Build Your List During Prelaunch**
- **#10 Use Prelaunch Feedback To Fine-tune Offer**
- **#11 Keep Prelaunch Short And Sweet**
- **#12 Give Affiliates Cool Toys**

# Recommended Prelaunch Tools

- <http://AllInOneProfessional.com>
  - Affiliate software
  - Email marketing
  - Shopping cart
  - Split testing
  - Internet marketing tools
- <http://wordpress.org/>
  - Prelaunch blog or membership site (needs the most customization)
- <http://undergroundtraininglab.com/optimizepress>
  - Preconfigured Prelaunch blog and membership site
- <http://undergroundtraininglab.com/exitsplash>
  - Email capture for people leaving your site/sales page
- <http://undergroundtraininglab.com/popupdomination>
  - Email capture on prelaunch blog
- <http://undergroundtraininglab.com/kajabi>
  - Preconfigured Prelaunch blog, email capture and templates, membership site

# Best Product Launch Training Course

- <http://ProductLaunchKing.com>

# Prelaunch Timeline

- I'll cover the actual prelaunch "Timeline" in the next video so stay tuned...

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