

Product Launch Control

PLC Analysis



By Daniel Sumner and John Thornhill

Product Launch Control

It's hard to comment on your own launch, but John and I are going to be open and honest in this report and discuss exactly where we can improve. This will help both of us when it comes to your own launches and our future launches.

Improvement on the previous launch are essential....

Launch Improvements

Based on outside influences which were vacations for both John and I we were caught out by a little bad timing which included:

1. **Give more notice to affiliates** – Affiliates are the life of your product. Although both John and I can create quite a number of sales on our own, affiliates are the keys to making massive income! Letting your affiliates know more than 14 days before the launch (which we did this time) is essential.

Contacting affiliates is essential to generate a major income. And letting them lock your launch dates in and providing them with all the tools they need is number 1 priority next to your product competition. So remember, contact affiliates with an affiliate/JV page and working product with a good lead time of at least 30 days or more!

2. **Product completion** - Also due to unforeseen vacations, John and I were still working on our product 24 hours before adding some finishing touches. However, realistically you should have your product finished and ready to rock and roll at least prior to launch so you can run testing and fault finding. The run up to your launch will most certainly bring up some unexpected bumps in the road and completing your product early is the best way to stay ahead, to avoid headless chicken moments!
3. **Conversion testing** – Possibly the most disappointing for us was the testing phase to grab an outlook on how the product was going to run in a live environment. So again, due to outside influences, we weren't left with a lot of time to test conversions of sales copy and Earnings Per Click (EPC's) (which help affiliates) but thanks to JV Zoo and their new split test feature, we were able to do this on the fly and found a winning combination after a few days! This allowed us to boost EPC's and generate more income for affiliates

Some of you may not be able to test in this manner, due to list size or ad funds availability. However don't worry too much here, if it's your first time launching with limited resources, you can always use free methods, so as Facebook groups (group owner permissions), forums, peer lists, alternative social media, blog ads etc.

Commendable Launch Additions

As well as the points which we need to improve on, we also had some good additions to this launch which worked better than we expected and are also highlights for the future.

1. **New launch funnel** – A lot of launches use older products or collections of products in their launch funnel, items such as product packages to compliment the front end, monthly membership sites and consultations. I'm sure you have seen them before. This time around I suggested to John that we go ALL NEW! This way nothing has been seen before, everything was related and worthy of buying..

Did it work? Yes of course it did. All upsells were fresh and new and highly targeted to the front end product offering massive value.

2. **We had a killer prelaunch** – The trick to creating a great product is to create a great buzz about your product. We did this starting two weeks prior to the launch with a survey which simply said:

Can I ask you a favour and a question?

All we asked for in the email, was 1 question which was “What part of product launches do you struggle with?”

This allowed us to structure our product around our audience. Thankfully John and I had covered 90% of the questions asked, so we had very little to do, but with the input we received it solidified the product and implanted the product in the audience before the launch. The seed was planted.

Two blog posts later and a thank you for your help email which thanked everyone for the survey and the results which allowed us to create Product Launch Control we moved to pre-launch with a lot of people watching us.

What made the pre-launch extra special was we gave away so much. Mind maps, videos and reports allowed us to generate so much interest in the main product, when launch day came, the cart went crazy. Our top affiliates made over 5K in one evening. Don't discount the pre-launch!!

3. **Marketplace stardom** - With the initial launch going so well and EPC's being so high in the first few hours, we pretty much hit number one in the marketplace immediately, got knocked off for a day, then we were back again for the rest of the launch. We also hit JV Zoo product of the day in the 2nd day.

A good start really pumps things up. It builds EPC's which created more affiliate interest, hitting number one in the market place also creates affiliate interest and almost guarantees promotions from other affiliates who watch the marketplace. So remember come out swinging!

To wrap it up, we had a great launch with over 1000 front end units sold during launch period. There were a few mistakes which we need to address for next time and more ideas we need to implement again.

Thanks for reading.



Product Launch Control