

# PRODUCT LAUNCH **AUTHORITY**



**RESOURCE CHEAT SHEET**

Are you ready to create a digital product and start marketing it with a high profile launch? A big launch event can help to make any product considerably more exciting and will help you to build a bigger audience of potential buyers.

But creating a successful launch is not always easy and there is a definite skill to gaining the kind of momentum and excitement you need to guarantee your product will be a hit. The resources and tools on this page will help you to ensure that your launch is as high profile as possible and will provide you with even more information to craft the ideal event.

## Affiliate Networking Platforms

One of the most important resources for creators is an affiliate networking platform. This is where you will be selling your product and finding marketers who will promote it for you in exchange for commission.

### **JVZoo**

<http://www.jvzoo.com/>

JVZoo is possibly the best affiliate network for beginners. It has an excellent user interface with lots of features and low fees. You'll find all the tools here to build your affiliate program.

### **ClickBank**

<http://www.clickbank.com>

ClickBank is a little more expensive and less user friendly compared to JVZoo but it also has a huge selection of products and a ton of users as one of the oldest affiliate programs on the web.

### **InfusionSoft**

[www.infusionsoft.com](http://www.infusionsoft.com)

InfusionSoft is an affiliate network combined with a CRM (Contact Relationship Management) and autoresponder. In short, it will allow you to combine multiple aspects of your business model with great synergy.

However, it is also important to note that this is more fiddly than most affiliate networks, so it will be better suited to those who are a little more experienced.

### **CommissionJunction**

<http://www.cj.com>

Like ClickBank, CJ is an older website for affiliates and once again has a very wide variety of products while being a little less accessible than JVZoo.

### **WSO Pro**

<http://www.warriorforum.com/warrior-special-offers/>

Warrior Special Offers Pro is a great place to find affiliate products as well as to sell them. This is connected to a digital marketing forum and all the products are in that niche.

## **Autoresponders**

Email marketing is going to be one of your best tools for growing your audience and getting more people interested in your product. To build a mailing list and to manage it however, you are going to need to use an autoresponder, which will let you build an opt-in form to collect emails and which will also allow you to view open rates, manage groups and more.

While there are many options, the best three autoresponders are:

### **MailChimp**

(<http://mailchimp.com/> )

### **Aweber**

(<https://www.aweber.com/landing.htm> )

### **GetResponse**

(<http://www.getresponse.com/> )

# Building a Sales page

Your sales page is a single page that will be completely dedicated to allowing you to making sales. That means there will be no external links and no other elements on the page to distract from your sales pitch. These pages tend to be long and narrow, with 'buy now' buttons spread throughout.

Some tools can help you to more easily create a professional looking sales page:

## **OptimizePress**

<http://www.optimizepress.com>

OptimizePress is a theme for your WordPress site that will instantly transform it into a professional-looking sales page. OptimizePress is particularly effective at increasing conversions because it will help give your sales page more sheen and professionalism. This makes a big difference by instilling trust in the visitor. It also streamlines the whole process, so you'll spend a lot less time on web design.

## **Optimizely**

<http://www.optimizely.com>

Something we didn't discuss in the full book is 'split testing'. This means that you're creating two very similar versions of your sales page with at least one major difference. You then observe which version performs best and either accept or reject the change on that basis.

## **PayPal**

<http://www.paypal.com>

The easiest way to accept payment on your website is to add a PayPal button. PayPal has a lot of advantages over other payment systems and is particularly secure, making it a very good choice for anyone looking start selling products online.

## **Deadline Funnel**

<https://deadlinefunnel.com>

Deadline Funnel is a tool that will allow you to add a countdown timer to your page, integrate that timer with emails, track your visitors and more. This is perfect for your pre-sale page, your squeeze page and eventually your sales page.

# **Outsourcing**

When it comes to the actual creation of your product, you may find it easier to hire someone to handle the writing, videography or whatever else.

In this case, you can use a number of sites to find freelancers:

## **UpWork**

[www.upwork.com](http://www.upwork.com)

UpWork recently became the top freelancing site by buying off the competition (Elance). The site is one of the very best for recruiting writers, as well as coders if you want to sell an app.

## **Freelancer**

[www.freelancer.com](http://www.freelancer.com)

Freelancer is a little smaller but allows you to build somewhat closer relationships with your service providers. It's a very good resource and if you can't find the work you need on UpWork, this is the next place to look!

## **Fiverr**

[www.fiverr.com](http://www.fiverr.com)

Fiverr is a site where you can order any service for \$5. This isn't the best place to find long-term work or to place big orders. However, if you're looking for a book cover design or similar, then it is a great option.

## 99Designs

[www.99designs.com](http://www.99designs.com)

Then again, you could also try 99Designs, which is a website designed specifically for outsourcing creative work.

# Further Reading

## CBTrends

<http://www.cbtrends.com/popular-clickbank-products-1.html>

This is a list showing the top ranking products on ClickBank. Head over there and take a look at what is working and what isn't. You can then use this to inspire your own products!

## Hacking Kickstarter: How to Raise \$100,000 in 10 Days

<http://fourhourworkweek.com/2012/12/18/hacking-kickstarter-how-to-raise-100000-in-10-days-includes-successful-templates-e-mails-etc/>

This article from Tim Ferris shows how to hack Kickstarter and even provides successful email templates and more. While you're not using Kickstarter, Kickstarter essentially is all about product pre-launches, so there's a lot of useful information to be gleaned here.

## How to Write an Effective Landing Page

<http://www.businessknowhow.com/internet/landing-page.htm>

This post does what it says on the tin and shows you how to create a more successful landing page!