

The Simplified Product Launch

Product launches should not be taken lightly. They have the potential to make you a lot of money. There are 2 ways to go about this:



1. Simply not care and launch (has its benefits)
2. Care a lot, prepare, and make a ton of money

The first is fine if you are a new creator with a few followers. It is a good thing to just say "fuck it" and launch your minimum viable product.

- You can always turn the product into something else
- You can always use that product as promotional firepower elsewhere
- You can iterate on the product and launch a better version when you have more followers.

The second is clearly the best option - but I recommend doing it with a minimum of 5,000 followers.

- You will have connections that can affiliate and blow up your launch posts
- You can leverage their audiences and your own since they will be over 5,000
- You will ACTUALLY have an audience that you can nurture and season with content before you launch.

Let's dive into the actual phases of launch.

Pre-Hype

The great thing about a personal brand is that you can talk about whatever you want, but as we learned earlier, when it comes to sales, we need to get specific and authoritative.

1-2 weeks leading up to your launch you will be posting to start moving readers up the levels of customer awareness.



From unaware of their problem to aware of it and wanting to fix it. When you put your product in front of their face everything will make sense, and they will buy if done right.

What Content Do You Post?



You don't have to get super anal about this.

Just focus on putting out more content related to the topic your product is about.

If it's about programming, lessen how much you talk about your other interests on traffic generating platforms (Twitter, LinkedIn, Instagram) up until launch.

My favorite way to go about this is just writing out aspects of the product in your content ecosystem:

- Write out a foundational newsletter related to your product
- Write about one of the most compelling aspects of the product (copy and paste if you want from the product curriculum itself)
- Turn those newsletters into related actionable threads (save these for closer to launch)
- Start creating short form content based on those same topics

In essence, you are making people more aware of the topic.

At the end of all of your newsletters, or anywhere inside them, mention that you will be launching a product related to that topic.

If you'd like, you can start mentioning it on the timeline, under your tweets, in LinkedIn comments, or in your Instagram captions.


I haven't done this before, but have seen others do it with good success.

Gathering Potential Testimonials

Having testimonials before you launch is a lifehack.

 How do you get these testimonials? Ding ding ding! Your network.

If you have the curriculum built out, you can send it to them and ask for a specific testimonial on that.

If you don't have the curriculum built out, you can reach out to people asking if they can write a few kind words on your knowledge or skill relating to the topic of the product you are selling. 

Preparation For Massive Exposure

By now there should be at least 5-10 people that you can reach out to and let them know that you are preparing to launch a product. Offer to pay them for exposure (retweets / shares) if they want, but most of them will help out for free if they believe in you and your product.

Since you will not be directly promoting much on the timeline and will be doing most of your promotions at the bottom of threads or tweets, they should not have a problem helping boost your posts (since there won't be a direct promotion).

When your promotions go out on social media for launch, you will be sending them the posts directly and thanking them.

If you do not have 5-10 people that can help bring you more exposure (and possibly affiliate for your launch) then you need to start now. Again, follow the Non-Needy Networking process.

A Note On Affiliates

Affiliates can be an incredible source of revenue IF you do one of two things:

1. You know and trust the person that is affiliating for you (like your network that you reach out to)
2. You have a way of educating your affiliates on HOW to affiliate properly for your product

If you plan on handling affiliates long term, you need to make them self sufficient and give them the tools to actually make sales on your products. This means:

- A bank of testimonials or social proof they can utilize
- Promotional strategies and email topics / templates



- A rundown on everything that is inside the product so they actually know what they are selling

If you don't plan on doing that, I would only offer an affiliate link to those that have bought your product and *gotten results with it*.



If you plan to have affiliates for your launch, you should consider writing:

- 1-3 promotional emails that they can send to their list
- 1-3 examples of promotional tweets that they can post as promotions
- Topics for their own content or threads where they can plug your product at the bottom

If you do none of these things, don't expect to make much from affiliate revenue unless they are well read on marketing and believe in your product.

Launch Phases

There are multiple launch phases - all of them have the potential to make a lot of money. Let's run through them.

Presale & Building On The Go

Presale is optional.

It is also a great way to make sure your product gets done.

This is an example of the term I like to throw around, "tactical stress."

If you are procrastinating creating your product and deciding on a launch date - start a presale.

This will force you to set a launch date and get your minimum viable product out before then.

This will also let you know what areas need improvement based on the sales you get.

If you want, you don't have to have the product finished before launch, especially if you craft your offer in a way (for now) to have the curriculum released on a weekly basis (like a cohort or



consulting offer, even a course if you want to).

This will allow you to launch and build out the curriculum week by week. All you will need to do is upload the curriculum to whatever hosting platform you use on a set date.



Be sure to keep your customers up to date on what's happening via email.

How Much Do I Charge?

In all seriousness that's up to you, but I can give you some guidelines. Price can heavily differ based on authority alone. I can sell a \$300 product that has the same exact information as a 500 follower account selling something for \$25 — just because the customers are buying from someone they like and are invested in.

With a launch, you want to start lower than you think, especially during presale.

Once you increase your prices, it's hard to bring them back down.

If you start low, you can increase however much you'd like until the price feels just right.

Promoting a price increase with a deadline is similar to a product launch, you will make 5-10 times more sales than you would a regular promotion. Deadlines are extremely powerful. Keep this in mind when launching something like a cohort.

Be sure to check what the current prices for a similar product on the market are, especially in the community you are immersed in on social media.

For a digital product, I would start somewhere between \$25-\$95 depending on what's actually inside. Products vary in size, detail, and perceived value of material.

Launch Week

Launch week is simple.

PROMOTE. PROMOTE. PROMOTE.



Attack from all angles you can. Write different tweets handling different objections and use as much social proof as humanly possible.

Every time you put out a tweet, ask your network to engage with it. They don't have to retweet, just ask them to like and reply to it for social proof reasons.



Promote 1-2 times a day for the entire week. Make sure everyone in your audience knows that you launched a product.

I would recommend writing 2-3 threads in advance and post all of them during this week. You can also plug the product under relevant tweets the same day.

It is also crucial to remind affiliates to promote if you have affiliates. Either have them in a Telegram group or DM them individually and ask them if they need anything for their promotions.

Leverage their audience as much as you can.

Post Launch

If you plan to have this as a core offer in your education system it doesn't stop there.

If this is a micro product that you don't really care about, you can skip to the second part of this section where we talk about repurposing the information.

After launch, your job is to get creative with promotions to keep sales coming in steadily.

- Having guest appearances to teach a subject that you will upload to the curriculum (to leverage their audience and broaden who your product targets)
- Adding on a bonus or new modules that you can use as promotional leverage
- Slowly increase the price by \$10-\$20 at a time when it feels right. This is usually every month or so but allows you to keep scarcity high. This is justified if you are adding bonus or guest modules

Eventually, your product will lose the hype if you are not growing at a rapid rate, and that's okay, here's what you can do:



- Launch another product, wait until it "dies" and then bundle them together for a cheaper price.
- Use the dead product as a bonus for a new one (Modern Mastery started with a bundle of 3 of my older products)
- Using them as incentives for video testimonials (I have a Make It Profitable course that I offer people for testimonials)
- Using them as a very cheap tripwire so you can get more "buyers" and put them into buyers email sequences.



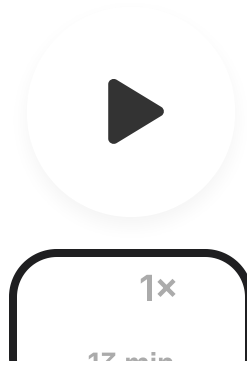
All in all, there's no need to overcomplicate this. If anything gets overwhelming, don't stop in your tracks for the sake of avoiding a negative feeling. Nothing good comes of that. Push through and launch even if you skip certain aspects of this launch.

The greatest thing I ever did for my brand was going through a year of building, launching, and trying to sell multiple products.

I launched 4 courses, 1 physical planner, a self improvement ebook, and affiliated for others products. That taught me everything I needed to know about marketing a product to an audience. Books and other information pales in comparison to direct experience and learning from your failures.

We will be going over [this Notion template](#) in the video below and adding it to our project in the Command Center.

Or, you can use the [Kortex version here](#).



Conversational Sales Call

Onboarding & Offboarding



Module 8

Creating Your Own Customers

0/6 ✓

Your Education System

Synthesizing Knowledge

How I Create Digital Products

Copywriting & Sales Pages

The Simplified Product Launch

Social Media Promotions



Module 9

Automating Clients & Customers

0/5 ✓

The Reality Sequence