

# Launch

## Product launch formula

Instead of relying on a single communication to make your point, you use a sequence of communications that build upon each other. Our product launches use a series of sequences—pre-prelaunch, the prelaunch, the launch, and the post-launch.

These businesses focused mostly on providing “information” that fell into two categories: information that solved a problem (such as learning to play guitar or installing crown moulding) or content that provided entertainment (such as jokes, photos, games).

## Your list(target customer)

## The mental triggers

Authority

Scarcity

Community

## Pre-Prelaunch

## Prelaunch

So one of the key cornerstone pieces of the Product Launch Formula is delivering value and building a relationship with your prospect before you ever ask for the sale.

## Launch

However, typically you'll get about 25% of your orders in the first day and about 50% of your orders on the final day.

don't look at customer service as a cost center, but as a big part of my overall strategic business building.

Finally, don't forget about following up with the prospects who did NOT buy.

## The seed launch

ocus on the transformation they will go through. What will the final outcome be? Will they finally be able to play songs for themselves and their friends? Will they gain the confidence to start playing with other people? Will they finally feel like a real musician? Will they get more dates?

## the JV launch

it's generally more like the 99/1 rule, where 99% of your results come from 1% of your partners.

First, you need to build long-term relationships with your JV partners. And second, you need to create real, long-term value for those partners.

## Final

For an entrepreneur, the biggest opportunity cost is often time.

just want you to realize that when you decide to go down one road, there are several other roads that you won't be able to go down.

I never referred to myself as “we” in my emails, and that set me apart from the very beginning.

Hire people to do the things that are not in your genius zone.

Many people wake up and instantly look at their phone. They check messages, check email, check various social media. That's a huge mistake—the only thing that's waiting in your phone is someone else's agenda.