How to Create a 6 Figure Launch Battleplan

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The following report is the result of working full time online since 2006 and the checklist I am about to provide with you is the same checklist I use myself that I have put all of my online experience into. If you implement what is in this checklist you will get more sales, guaranteed.

Enjoy the report and if you do have any questions do let me know.

John Thornhill

First of all, if you are thinking about selling digital products online then you want to get as many affiliates on board, the main reason is because our products are digital in nature, and because of this, we can offer handsome commissions that are not possible when we sell physical products. This gives the digital marketer a huge advantage over a brick and mortar business.

Also, there are literally thousands of experienced affiliates out there who can drive endless amounts of traffic. There are a lot of things you can do to attract affiliates, but by far the best way to bring your product to the online world is to have a product launch and let as many affiliates know about your launch as possible.

It's important to understand that product launches can be unpredictable where many things that can and do go wrong. For a launch to go well, you need the following 5 things going in your favour...

1. Launch Date - You should try not compete with any other major launch that could potentially get traction and take affiliates away from your offer, obviously this is easier said than done but check first before making

it official. However, if your competitors have bad sales copy, you have the advantage as pro affiliates will spot that!

Also, once your launch date is announced you should only move it in exceptional circumstances as this can do more harm than good.

Before we go any further, I want you to take this huge tip on board, **never set your launch date until your product is 100% complete.** I see so many marketers with incomplete JV pages that will have email swipes missing, or they have no sales copy to review and a member's area with nothing but a 'coming soon' message.

If your product is not 100% complete it will put most potential affiliates off as you look unprofessional, also if your product is not ready you can't focus on attracting affiliates as you will be too busy working on getting everything complete. So please do not think of setting a launch date until your product is 100% complete.

2. Sales Material - If your sales copy is weak you will lose affiliate and customer interest FAST. You should know your USP and marketing angles well before you create your product, for most people this is an afterthought and they create copy that does not convert. If this is not your strong point get a critique from someone who knows what they are doing. Believe me this will be money well spent.

Also, the look of your page is just as important, some may even argue it's even more important. So, make sure your sales page looks professional and is easy on the eye, and always use a professional graphic designer for any graphic elements on your page.

3. Strong Email Swipes and Affiliate Tools - 99% of vendors massively underestimate how important these areas are they have to engage and pre-sell your product, so do your homework and get it done well in advance. Don't do these last minute as your affiliates will want to see them when your JV page is live.

If you don't put 100% into this, it will affect your numbers. So make sure you have a lot of promotional emails written and professionally created graphics in multiple sizes.

4. Strong Funnel - You need to have a tight and highly relevant product funnel with in demand offers that will raise your sales/EPC to get repeat mailings. You should be aiming for at least 3 offers in your funnel and if possible, include something that is recurring. This will keep your affiliates interested.

Also, while we are talking about funnels, offer as much as you can on the frontend and if your product is under $20 consider offering 100% commissions. Affiliates love this model and if your funnel converts the extra commissions you are paying on the frontend will be rewarded with funnel sales. It will also increase affiliate EPCs which means more affiliates interested in your offer.

5. Test test test, then test again. Again, this is something I see overlooked a lot. It's no good finding the order button on OTO1 isn't working when you go live, or your membership script isn't working. Or worse still, you have payment processor issues and can't take payments, you could have the best product in the world but, if people can't buy your product - it's all over, so make sure everything is tested for every eventuality. (More on this later)

If you're unsure about these 5 things then don't launch or you will cost yourself 10's or even 100's of thousands of dollars.

Finally, you may want to consider teaming up with your opposite numbers for a good launch and to ease the workload. This could be people with the skills you need. As an example, if you are a product creator consider teaming up with a good salesperson that's well known and connected and maybe even someone that can write good copy for you.

You may notice I do a lot of launches with Dave Nicholson? That's because he has different skillsets to me, and we work great together.

Below you will find our 6 Figure Launch Checklists, there is more than one depending on which stage of launch we are at, obviously you may not cover everything we have included but the more you cover the more successful your launch will be.

Product Planning Checklist

1. **Strong idea** - If it doesn't generate interest/curiosity – STOP!

2. **What well known problem does it solve?** - If it doesn't STOP!

3. **Create a feature list** - Create USP and potential marketing headlines.

4. **Is demand big enough?** - Your potential audience size needs to be large.

5. **Can we beat the competitors?** - Can we create features/benefits that trump the competitors?

6. **What partners and skills are required?** - Do we have the skills required to get it off the ground?

7. **What are the time and cost estimates?** - Is it cost and time effective or likely to end in a loss?

8. **What are the likely customer objections?** - You need to have those answered before you start.

9. **Find or create a relevant backend offer** - A percentage of your buyers will want mentoring/consultancy in your area of expertise and they will be willing to pay for it. It's not unusual for a backend offer to bring in the most revenue so don't overlook it. Most backend offers are usually presented via a webinar. If you don't have one find a marketer that does and work with them to integrate it into your launch.

Product Development Checklist

Putting the wheels in motion and building your product...

1. **Create JV contracts and agreements** - You'll be surprised how many of your partners fail to deliver or back track on their obligations and promises so it's important to put things in writing and set contracts up well in advance.

2. **Start a shared funnel document Google Docs/Trello Board** - So everyone is working off the same page.

3. **Create a timescale of who does what and by when** - You need to have a project timeline or the project will go off track.

4. **Create shared project folders** - Create a shared resource are such as a shared Dropbox folder to put all the completed project files in.

5. **Developers build product and upgrades -** Products need to be built tested and adjusted. Ease of use and good user experience is essential.

6. **Copywriters write copy** (sales pages and sales video scripts) - Make sure you have seen the quality of their work and previous results before hiring or write it yourself following best sales practices.

7. **Graphics artists build branding, GFX and images** - You will need these for your sales pages.

8. **HTML sales page creation** - Use a page builder or set your pages in HTML.

9. **Record and edit training videos** - For your members area.

10. **Record and edit video sales Letters (VSLs)** - For your sales pages.

11. **Build and secure members areas** - To protect your content.

12. **Generate buy buttons, funnels** - Use a marketplace or a shopping cart system. (We tend to use ClickBank)

13. **Build an affiliate page** - For your affiliate recruitment.

14. **Write swipe emails** - To make it easier for affiliates to mail your offer.

15. **Record product demo/affiliate invite video** - For your affiliate page.

16. **Record sales teaser videos** - For Facebook marketing.

17. **Create product ads** - For social marketing.

18. **Create Retargeting Ads** - For retargeting your website visitors.

19. **Install Tracking** - Google Analytics and FB Tracking Pixels

Pre Launch Checklist

Ideally Begin This Process at Least 6 Weeks Before Launch

1. Test Funnel/no thanks links and secure member access.

2. Test autoresponder integration.

3. Check Favicons and Social Media sharing images are correct.

4. Check sales page titles and descriptions are correct.

5. Create and deploy coming soon page.

6. Create Facebook wall and Facebook Group header images.

7. Set launch date and announce on JV networks - Muncheye / Warrior JV / LaunchRR / ProductLaunchCalendar / JVNotifyPro. (See list at bottom of this report)

8. Add a countdown timer to your JV page counting down to launch.

9. Make a top 30 JV Head Hunter list. (Personally contact this list daily and aim to get 1 per day to commit)

10. Ask your friends and affiliates to mail THEIR JV's for you.

11. Mail affiliate list and make public announcements on personal wall and JV groups - 4-6 weeks ahead. (See list at bottom of this report)

30 Days Before Launch

12. Contact potential affiliates with product brief and launch date.

13. Purchase JV Solo Ads from other marketers and Facebook groups.

14. Create a 'Buzz Spreadsheet' with 30 valuable items to share (Video's / Posts / Memes / Lessons)

15. Post valuable info from spreadsheet daily in every group you belong to. (STAY RELEVANT)

16. Post and Tweet every day about your launch prep progress and give them teasers.

2 Weeks Before Launch

17. Contact affiliates again and offer product access. Illustrate the funnel and explain the playout process.

18. Mail your own affiliates daily from this point.

19. Automatically give top JVs Access to your product.

20. Give JVs contact methods to reach you.

1 Week Before Launch

21. Contact affiliates again checking they have what they need.

22. Advise Merchant Processors of upcoming increase in sales. (We hope)

23. Setup domain monitoring service. (Ask your host)

24. Fine tune checkout pages and shrink site images and add support contact details, privacy policy, etc.

25. Contact JVs again with final launch schedule/pricing schedule.

26. Set up headline and video split tests.

27. Set up back end members area offers.

28. Post on JV groups 3,2,1 days before launch.

29. Mail your JV List twice per day 3,2,1 days before launch.

30. Run final checks on sales material.

31. Prepare and schedule your own promotional emails.

32. Insert A Leaderboard Placeholder.

During Launch

1. Monitor sales pages and make sure they are loading OK and fast.

2. Run split test in the first few hours and during high traffic.

3. Mail affiliates a few hours after you go live to keep them updated.

4. Announce early stats in Facebook groups and wall.

5. Run retargeting ads to customer audience.

6. Make daily affiliate progress announcements - Always include one swipe email that they can 'mail now'.

7. Monitor support desk and disputes.

8. Remember to mail your own list at least once per day.

9, Let staff handle product and support issues - YOUR ONLY CONCERN IS JV'S AND CONVERSIONS.

10. Within 24 hours compare list of JVs who've promoted to those that committed and contact those that haven't mailed.

11. Keep recruiting during launch week.

12. Always be on Facebook chat, Skype, etc.

13. Keep recruiting, don't stop.

14. Keep JVs updated daily with stats and leaderboard updates throughout the launch via email, messenger, Skype, Facebook, etc.

After Launch

1. After launch pay the prizes straight away. (Get tax details first)

2. Record a thank you video for JVs. use their names and compliment their traffic power.

3. Post a thank you image on Facebook.

4. Make your JV page evergreen and remove any reverence to dates, etc. Also add launch stats to recruit even more JVs going forward.

5. Contact JVs who haven't promoted and set up private promos.

6. Take a break, you've earned it ☺

As you can see launching products is a long process, full of labour, risks and obstacles but the pay off can be huge if you get it right.

Most people make their biggest/costliest mistakes in planning and pre-launch stages so refer to this report as much as you need to and always have it to hand whenever you launch.

Below you will see a list of recommended groups and resources that you can announce your launch in. Please check the rules for each group as they can differ quite significantly.

Here's to your success with your next launch.

John Thornhill and Dave Nicholson

Recommended Links and Resources

Please Check The Rules Before Posting to Any Site or Group

You can check out our recommended links and resources here