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**MULTIPLE
PASSIVE
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PRODUCT
CREATION
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1.0 – INTRODUCTION TO PRODUCT CREATION

If you've been looking at starting an online business for a while, you've probably seen several different business models floating around. Probably the most popular one is affiliate marketing. You're told you should use lead magnets and free gifts to build an email list. Stick those lead magnets on a squeeze page and send traffic to it, right?

Well, if you've tried it, you've already discovered that it doesn't work very well.

After spending time and/or money on sending traffic to that page, you'll usually notice most people aren't exactly giving you their best email address. In fact, about one-third of them are giving you a fake email.

And of the ones that are giving you a real one, it's usually one they reserve for "junk" which is how they think of your promotional material. That means it's an address they don't check regularly and so it's about as useful as a fake one.

And keep in mind, they're called freebie seekers for a reason! They don't really buy things. Usually what happens at this point is that a struggling internet marketer starts to realize his or her marketing emails are getting open rates of around 4 or 5% and generating zero sales and that all their effort in creating a lead magnet and landing page and driving traffic was a giant waste.

So, they give up on IM and assume it's all a big hoax. Sad story, but it happens every day and it's the ultimate end of about 95% of would-be internet marketers.

So, what are the other five percent doing differently? Easy.

They're creating and selling products of their own.



You see, when you create and sell a product of your own, you're creating a different type of list. A buyers list. Unlike freebie seekers who make it a point to never buy anything and also rarely give you their real contact info, buyers actually buy things (crazy right?).

These are people who are serious about internet marketing and actually regularly pull out their credit cards and buy things. And because the email you collect comes from their transaction info, you're finally getting real email addresses that people actually check!

And beyond list building, selling your own products carries another benefit. You control your profit. You don't have to split sales revenue with anyone (although you certainly can if you're having affiliates help with a product launch). So, you're either keeping all the profit for yourself or you're choosing how much to share with affiliates.

Either way, you're in control.

Furthermore, if you do choose to pay commissions to affiliates and have them drive sales, it's essentially free traffic. You're paying a pre-determined commission to people ONLY when they make a sale, so there's none of the risk or gambling that usually accompanies something like paid display ads or solo ads.

You finally switched places with the successful marketers you've been looking up at and now you're letting THEM handle the problem of how to get traffic to YOUR offer. What a difference that makes!

Finally, creating and selling a product establishes credibility like nothing else. In a market packed full of so-called gurus and celebrity marketers, you'll absolutely need credibility. Your credibility affects several things.

Firstly, it affects the likelihood of people buying your future products.

Secondly, it affects how many people will recognize your name and bother to open your emails.

Lastly, it boosts your ability to network and recruit affiliates and JV partners. And having a product of your own to point to is one of the quickest and easiest routes to increasing credibility.

You might be asking yourself if product creation is for you. Well, take a moment and look through your inbox right now. Look at all the emails coming in from top internet marketers. Sure, they're all promoting other people's products with affiliate links. But what's the one other thing you see each of them doing at least once every month or two?

They're creating and selling their own products. It's very rare that you encounter a successful marketer without their own products.

So, if that's the one thing that all successful marketers are doing in your inbox, then guess what: yup, you need to be doing it too.

But don't worry. It's easier than you think and there are a ton of different types of products you can make. We'll cover that next.

2.0 – TYPES OF DIGITAL PRODUCTS

There are a ton of different types of products you can create. In this guide we'll be focusing on digital products because those are the quickest, easiest, and least expensive to make.

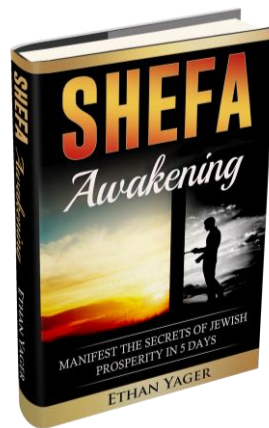
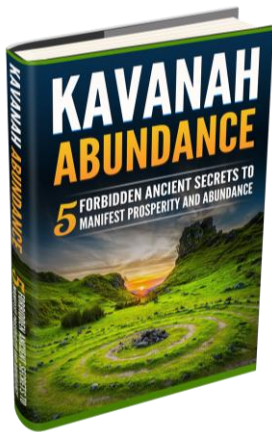
Digital products are great because you don't have to worry about things like inventory, production costs, wholesalers, warehouses, and shipping. Here's just some of the potential digital products you could create starting right now.

○ **EBooks**

Ebooks are an excellent starting place for product creation. They aren't as attractive or likely to convert as video ads or software these days, but they can still be a solid core product and will also come in handy down the road when you're looking to compile bonuses to sweeten the pot on your other product launches.

Ebooks can be anything from a how-to guide on a specific tactic or activity to a more general book covering a broad topic in a more general manner.

Although ebooks aren't as attractive these days by themselves, they act great as a sub-component of a larger package offer or a companion to a core product like a video course or software.



○ Video Courses

Video courses have become the new ebook. As of a few years ago, ebooks became old news and people had “banner blindness” when viewing them. The replacement was video courses. Video courses carry a lot of advantages over ebooks.

Firstly, people are a lot more likely to consume them. Hardly anyone actually reads the ebooks they purchase these days. They just don’t have the time anymore and people these days don’t really like reading anyway (thanks public schools!).

Video courses can be short and sweet or robust and lengthy. They can be in slideshow format, screen-capture format, or even “talking head” format with you in front of the camera. Generally speaking, a video “course” would be split into a collection of video “lessons”.

○ Reports

Reports don’t really hold much weight as paid products these days. They’ve become the typical free lead magnet. That said, reports can still make good paid products when being used as super low-priced tripwire offers.

Also, depending on how snazzy, value-packed, and especially how recent your report is, you might expect it to perform relatively well as a paid product (e.g. if you're publishing Critical Marketing Trends for 2019 right at the end of 2018).

Finally, reports do make excellent "added-value" products accompanying more attractive core products like video courses.

○ **Private Label Rights (PLR)**

Private Label Rights (PLR) products are another lucrative product category to get into. Essentially, you'd be creating any type of product in any category. But instead of selling it to consumers or "end-users", you'd be selling it to "resellers".

They would be receiving a license from you to private label these products.

This means they can pretty much pretend they are the authors or creators of these products, rebrand them, edit them, and redistribute them to their own audiences.

Because of the nature of PLR and the potential revenue that resellers can expect (not to mention the ease of not having to create their own products) it is often possible to charge premium, high-ticket prices for these licenses.

○ **Swipes and Done-For-You (DFY) Material**

One interesting "miscellaneous" category of products is Swipes and DFY Material. This can be more or less anything that makes a person's life easier or allows them to breeze through an otherwise difficult or time consuming process of their business using materials you provide them.

One of the most common of these would be email swipes or “DFY emails”. These typically are pre-written affiliate marketing emails or even entire email autoresponder sequences where a person can simply add their own affiliate links and plug these emails into their own autoresponder. Even a list of subject lines that are proven to lead to high open rates could be a swipe/DFY product.

Likewise, a list of top affiliate products to promote, in which you’ve already done the research on which affiliate offers have the highest conversion rates and the lowest refund rates could be an excellent DFY product.

You’ll often also see DFY sales pages, DFY sites, and DFY blogs and even DFY social media content like Tweets in this category as well.

○ **Case Studies**

Case studies can be an incredibly valuable asset and a super attractive offer. A case study is basically a detailed account of something you accomplished. Specifically, it details how you accomplished it.

The steps you took, the processes involved, and –most importantly—the results. You could write a case study about something as little as a successful ad campaign or as robust as a product launch. This sort of product can be delivered in a multitude of formats including a report, an ebook, a video or video course, or an audio file.

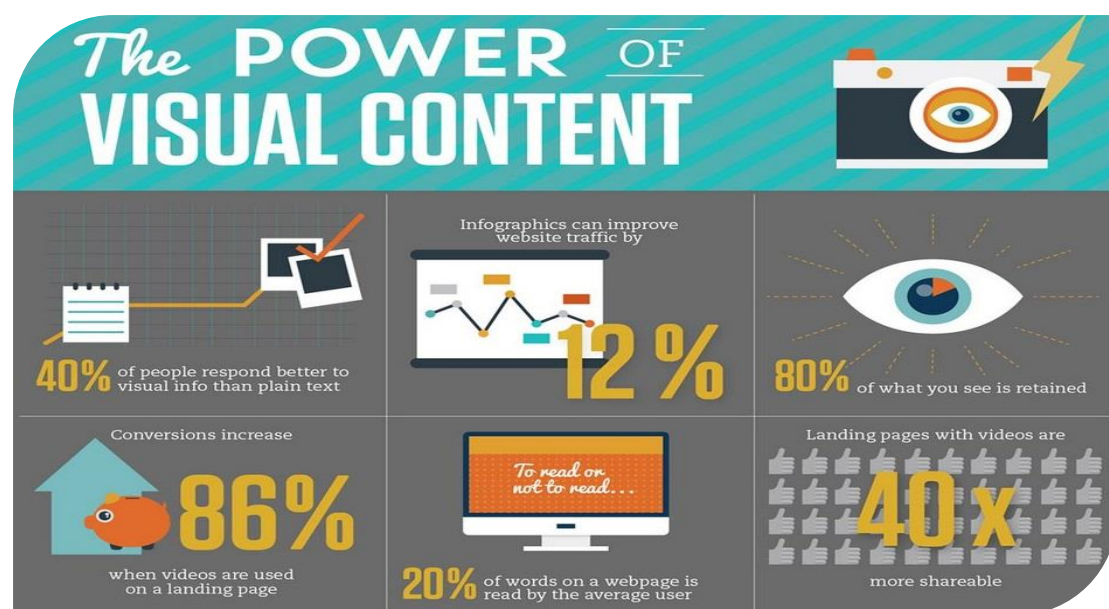
○ **Graphics**

Graphics collections are a less common but very useful category of products. Graphics are one of those things people usually have to painstakingly learn to do themselves or they have to outsource it

to a freelancer for a high price. Bundles of graphics are seen as a low-cost alternative to these two options.

Graphics can include banner ad templates, website headers, Facebook page headers, webpage backgrounds, sales page elements, icons, buttons, headlines, avatars, eBook cover templates, logo templates and even collections of stock photos.

Document templates can also be included here such as pre-formatted attractive pdf report templates or word document templates with graphical borders or headers and so on.



○ Software

Probably the hottest trending product category right now is software. Anything that "does something" for you at the push of a button is extremely attractive and has a lot of perceived value.

Not too long ago there was a craze where WordPress plugins were all the rage. These are still somewhat popular but have been trumped by cloud-based "Software as a Service" or SAAS platforms which are considered the cream of the crop today. Software can be anything.

A landing page builder, a video player, a pop-up script, pretty much anything you can think of that is in-demand that people wish they could do without having to know programming can make a great software.

○ Interviews

Interviews with successful or famous marketers can be an excellent and very useful product. Interview questions can deal with technical topics like “how do you do Facebook ads” or less tangible topics like motivational advice for entrepreneurs. These interviews could be delivered in any format including text, video, or audio.

A good interview product might be a thorough, robust interview with one person or a collection of shorter interviews with several people.



So, there you have it. A ton of great ideas for your next product. Now you’ve just got to create one! And that’s what we’ll be talking about next.

3.0 – TYPES OF PHYSICAL PRODUCTS

So, you may be asking yourself “can I really make my own product?” Don’t worry. You’re not alone. Most successful product vendors probably wondered the same thing at some point in their past. You’ll be surprised by (and very satisfied with) what you accomplish when you put your mind to it. Let’s start with written products.

○ **Written Products**

So, writing is one of the simplest, most straightforward methods of product creation. If you’re making an eBook and you’re comfortable writing it yourself, spend a few hours brainstorming what you’ll be writing.

Make a list of every topic and sub-topic you want to cover and be sure to jot down any random thoughts about points you want to emphasize. Once you’ve done this, you’ll need to shape it into an outline.

This is where you’ll bring some order and organization to your written product and eventually you’ll nail down things like chapter divisions and subsections.

Once you’ve gotten an outline laid out, it’s time to start writing.

Two of the most common areas for people to encounter writer’s block are the introduction and the conclusion. If you notice you’re staring at the same blank page or half-written first sentence after a while, just skip the intro and start writing the “meat and potatoes” of your ebook.

Usually you've already got a good idea of what you'll say about specific topics and subtopics so it's often easier to start by knocking these out and there's nothing wrong with doing it this way.

You'll want to pay close attention to basic grammar and writing quality here. People have seen plenty of hastily written garbage and you want to make sure your writing sticks out as different and worthy of their time and money.

When you're finished writing, be sure to either proofread it yourself a few times or have someone else proofread (a fresh pair of eyes is best).



Finally, once you've got your text completed, you'll want to make your eBook look awesome. There's a few ways to do this. Firstly, decide on a good-looking font for your body, chapter headings and subsection headings. Then, consider adding images or photos throughout. Lastly, you'll want to make the pages themselves look unique. You can either add unique frames/borders or header/footer art and background images/patterns inside of your word processor or you can use a more advanced program like Adobe InDesign to create a truly professional look.

Alternatively, you could acquire a sleek, pre-designed template from a site like Envato.

○ Video Products

Video products are a bit of a mixed bag. On the one hand, they can be quicker to make than written products. On the other hand, they're usually a little more complicated and the software and equipment involved can often be intimidating to someone who hasn't done video before.

That said, they are still worth it because videos are seen as considerably more valuable and attractive than textual products. There are a few different types of videos you can do with varying degrees of complexity and equipment requirements.

First, there's the slideshow presentation style. This can be accomplished using any slideshow software. A script isn't strictly necessary for these videos but may make the presentation sound smoother. Unlike eBook writing, where an outline is just the beginning, for slideshow videos the outline is pretty much all of the content!

Just narrate the presentation and export it to a video file using your slideshow software or you can just use screen recording software to record your presentation. Sound quality does a lot for perceived value so ensure you're using a quality microphone like Blue Yeti or something similar.

To add an extra layer of perceived value to these videos, break from the black on white mold and use a unique background of some sort as well as some images. But here's an expert hint: resist the urge to use all sorts of whacky transitions and animations.

Newbies tend to get excited by all the animation and transition options in these slideshow programs and end up going crazy with them but it comes off as cheezy, cliché, and amateur. If you want your presentation to look clean and professional, stick to fades and "slide in" type effects.

Next there's the screen capture style video. This is generally an over-the-shoulder type presentation in which you record your screen and teach how to do something specific. In this case there's usually not a need (nor an opportunity) for a script, but you do want to at least have a general outline of what you're presenting and go through the whole act once or twice to practice and avoid awkward pauses or mistakes.

There's several screen recording softwares out there from high-ticket options like Camtasia to free ones like Jing. Some affordable middle-ground options are Snagit and Screencast-o-matic.

Finally, there's the talking head style. This is literally you in front of the camera. This is obviously the one people tend to shy away from the most. Sometimes it's because they don't want to be on camera and sometimes it's because they don't want to worry about cameras and equipment. The fact is, when done right, talking head videos can be super effective at generating trust and brand loyalty, but it's not absolutely necessary. If you are doing a talking head, make sure you use a good lapel mic so your sound quality is good.

Also ensure lighting is optimal and either memorize your script or use an excellent teleprompter or teleprompter mobile app.

Don't bother with special green screen backgrounds or even super bright white screen backgrounds. 99% of people who mess with this green screen stuff end up wasting money and looking cheesy. A white screen is a little better and more foolproof but still unnecessary. Your office, your backyard, or your couch make a perfectly acceptable backdrop for your videos in most cases (keep it bright and clean, obviously).

When you're done shooting, use a video editor like Adobe Premiere to edit and sync the audio to the video (again, use a good lapel mic, not the camera mic).



○ Software

Software is by far the hottest seller online right now. On any given day, if you look at JVZoo's Top Ten List, you're likely to see a majority of the top products are software tools. Software is seen as having far more value than typical infoproducts. It "does" things for you. It's "magical" and "automatic".

Chances are, you aren't a programmer and you can't create your own software from scratch, but it's still very possible for you to create a software product. The quickest way is probably to acquire white label rights to an existing software tool and rebrand it as your own.

If you'd prefer to have your own unique software, you can outsource it much more easily than you may think.

4.0 – OUTSOURCING PRODUCT CREATION

Almost any product creation can be outsourced. If you're not much of a writer or you don't have time to write a textual product yourself, there are a ton of writers on places like UpWork and Fiverr.

If you want someone else to do your video lessons, whether talking-head, screen capture, or slideshow, there's plenty of talent on those two sites as well. Even software can be outsourced. Don't be afraid to approach freelancers with a rough idea of your dream software.

Most freelance programmers can quickly tell you whether what you seek is realistic and how quickly it can be made. Once you've got an idea of how possible it is, present the idea to multiple freelancers and shop around for the best offer.

○ **Packaging & Selling It**

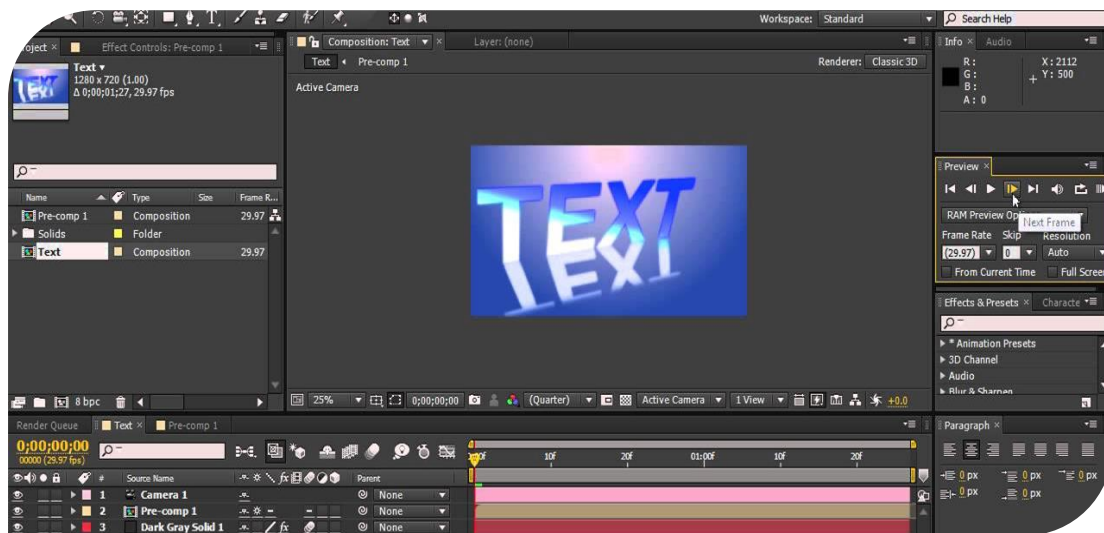
Once your product is ready, you need to "package" it and get it ready for a launch. We have a more in-depth guide on Product Launching that you can grab once you get to that point, but for now we'll go over some of the basics.

○ **Branding**

The first thing you'll need to do is create a brand or identity for your product. You've probably already settled on a name for your product, but if you haven't already, now would be a good time to do some brainstorming. When you do decide on a product/brand name, be sure to do some research and ensure it hasn't been

taken. A few searches on google.com and the U.S. trademarks office website should suffice.

The next step is to create a logo. This can be done yourself if you're comfortable with basic graphics or logo creation software like Creator 7. Otherwise you can easily outsource this to someone on UpWork or Fiverr. Along with your brand name and image, you'll want to develop a unique selling proposition. What problem does your product solve and why is it better than other alternatives?



Come up with a solid USP, preferably no longer than a short paragraph. You won't necessarily be writing this out in your logo or on your sales pages verbatim, although some brands do, but your USP will set the tone for most of your sales copy. So, don't skip this step.

○ Packaging

So, since we're mostly focused on digital products in this guide, there won't be any physical packaging, obviously. But you'll still need to develop some e-cover images. Really, all you need for this is your logo and a simple ecover software. One great option is

mycovermaker.com, but if you are already comfortable with photoshop templates or other solutions, feel free to use those.

Ecover creation is pretty straightforward. If your product is an eBook, create an ecover of a book or maybe an e-reader/tablet with your logo on it. If it's a video course, create DVD and/or disk images. And if it's a bundle of multiple product types, make sure they're all represented. You get the idea. Regarding style, you'll want to take into account the theme and colors of your logo and desired brand image.

When you're done, take all of your e-cover images and bundle them together on a background table top image. This conveys a feeling of tangible value to your customers.



○ Product Splintering

If you're hoping to send your customers through a funnel in which they buy a front-end product and then successively more valuable products on the back-end (hint: you should be), then you'll need to splinter your products. This is a way of spreading out the components of one or more products into multiple offers throughout a funnel with varying price points. This often involves a bit of content repurposing too.

Here's an example. If you've got a large study course that consists of multiple video lessons and an eBook, with a little bit of work you can turn this into a four-step funnel.

First, you can take the intro or first chapter of the ebook, tweak it a little, and turn it into a stand-alone report. This could be used as a free lead magnet at the entry point of your funnel.

Then you could offer the eBook itself as a low-priced front-end or tripwire offer. Then take the video course and make that your core offer or upsell.

Finally, on the back -end, you can throw on a profit maximizer such as a 1 hour coaching or strategy session where you walk people through what you're teaching 1-on-1 for a high-ticket price.

You've now gone from a single product to a 4-product funnel.

You get the idea.

○ Sales Pages

Your sales pages are THE bottleneck of your product's success. It doesn't matter if you know you have the most amazing, valuable, life-changing product in the world. If your sales page isn't converting, you won't succeed. There are a lot of different approaches to sales pages and copy. Short-form, long-form, text-only, video-only, and so on.

The most common one's you'll see today are hybrid mid- to long-form video sales letters. This means a sales page in which the center of attention is a sales video at the top, under a headline, and then a long or medium length sales letter below it that basically repeats the message of the video. This type of page has the advantage of appealing to people who like to learn via video,

people who like to learn by reading thoroughly, and people who like to just skim down the page and collect the main ideas.

Whatever style you choose, make sure you keep it clean looking, attractive, and have every element and aspect of it point towards your main goal: the conversions. Ideally, a page like this will have lots of images and sub-headlines to break up the text. Buy buttons, headlines, and CTAs should be clear and pop-out easily from the background

(so ensure you use contrasting colors). The overall look and feel of your sales page should ideally match the theme and colors of your brand image. Because a sales page is such a vital part of your success, it's something you should really consider outsourcing if you aren't already good at it.

○ **Accepting Payments**

There are several options out there for "taking people's money". You can use your own shopping cart or payment solution like Paypal, ThriveCart, or PayKickstart. Or you can rely on a marketplace like JVZoo, ClickBank, or WarriorPlus.

These marketplace/payment processing solutions provide an easy way to list your products, create buy buttons, and manage affiliates all at the same time.

If you're doing a "hard launch" with a specific launch period and relying on affiliates, you'll want to take into account what community of affiliates you want to tap into and where they prefer to promote products.

○ **Delivery**

So, once you've collected a payment, you'll need an automated method to deliver the product to your buyer. Some marketplaces

provide product download or delivery within their platform. Alternatively, you can just forward buyers to your own delivery page with download links or the video lessons and so on. But it's best, these days, to take an extra step towards protecting your content and to lock it behind a members' area.

There are several options for this. First, there are the more common WordPress-based options like WishlistMember, MemberMouse, and Digital Access Pass. Then, there are non-WordPress solutions like Kajabi or FreshMember. Whichever you choose, you'll need to go through a few steps to integrate it with your payment platform or marketplace so that people can automatically access their purchases after buying.

One other important benefit to membership-based delivery is that it can decrease refund rates. If unscrupulous customers have to login to access materials, they're less likely to request their money back than if they can simply download files to their computer right away.

So, there you have it. A blueprint for creating, branding, and delivering any product you want. But guess what? It's all worthless if you don't apply what you've learned. So make sure you implement the following Battle Plan today:

5.0 – BATTLE PLAN

Step 1: Determine what type of product you'll create.

Step 2: Brainstorm and develop an outline of your product if it's text or video. If it's software, draft up an overview of its desired features.

Step 3: Start creating your product using the steps above or outsource it to freelancers.

Step 4: Establish a name, brand image, and USP (take care to deconflict with similar brands).

Step 5: Package your product in accordance with your brand image using an eCover creator tool.

Step 6: Get your product ready for customers by linking your members area with your payment platform.

6.0 – LAUNCHING YOUR PRODUCT

There are a few ways to launch a digital product.

○ **Soft Launch**

One way is to do a “soft launch”. A soft launch is a low-key opening of the doors, so to speak. You set up a product, have it ready to accept sales, and instead of having a major announced launch period with special promotions, you simply start sending traffic to it.

○ **Hard Launch**

On the other hand, there’s a “hard launch”. A hard launch is a publicized launch period with a specific beginning and end date. The idea here is to drive large amounts of traffic to your new product in a short period of time.

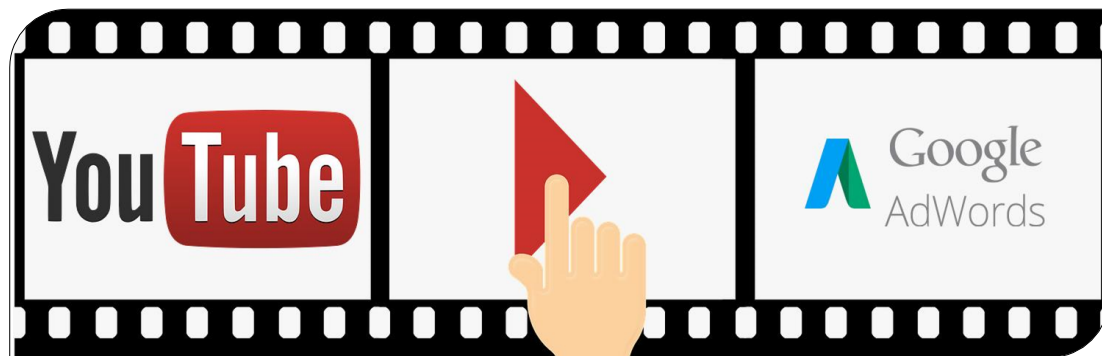
In most cases, there’s a special discount during this short period which encourages people to adopt the product early.

Ultimately, the goal of a hard launch is to bring in a large number of new customers (and revenue) and to make a very visible splash in the marketplace. Since the goal of this guide is to get you a buyers list as quickly as possible, we’ll be focusing on how to accomplish a hard launch.

○ **Traffic**

The most important “how” of your product, however, is traffic. Where will you get it? You certainly COULD drive your own traffic

with paid ads and hope that you make a profit, but the most popular approach is to recruit affiliates (also called “JVs”).



If you can convince and incentivize several affiliate marketers who already have their own audiences and email lists to promote your product, you’re basically handing off the problem of traffic generation to someone else. It’s also great because you don’t have to worry about spending your own money in advance. You’re simply paying commissions using money from sales that were already made by the affiliates.

You also have the benefit of not having to worry about targeting and tweaking and other stuff you have to mess with when you pay for your own traffic. All the people on these affiliate marketers’ lists are already interested in your niche and are likely already habitual buyers of products like yours.

So, for the purposes of this guide, we’ll be focusing on getting a bunch of JVs/affiliates to promote a hard launch. But before we start recruiting JVs and sending traffic, you’ll need to set up your launch structure and that’s what we’ll be covering next.

7.0 – BUILDING YOUR LAUNCH STRUCTURE

Before you start recruiting JVs and sending traffic to a hard launch, you'll need your actual launch structure in place. Your launch structure includes your sales pages, your sales funnel, your pricing model, as well as the marketplace or payment platform you'll use.

Your launch structure also includes the backend infrastructure you'll need for delivering your products to buyers and your initial interactions with them after they purchase. This includes setting up a support desk, a member's area (or product delivery apparatus), and an autoresponder welcome sequence.

Note: many would argue that these last three items are better categorized as CRM rather than part of your launch structure, and that's a valid point, but we're dealing specifically with the immediate post-purchase interactions that often make the difference between happy customers and angry refunders, so we've included them as part of your launch structure

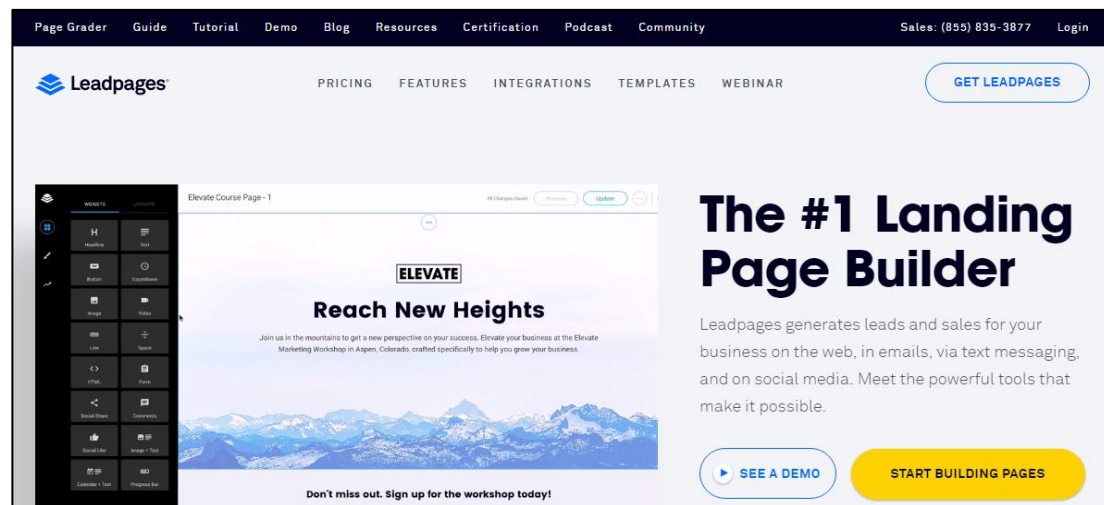
Let's take a closer look at each of these:

○ Sales Funnel

Before you start building the pages, you'll need to establish your funnel flow. Hopefully you've done a good job of splintering your product into multiple stand-alone components or combining your product with other relevant products.

The reason you need to do this is so that you'll have multiple products to upsell and downsell through a funnel in order to

maximize your revenue. If you haven't done this yet or aren't sure how, see our guide on Product Creation.



The flow of your sales funnel basically handles what happens after a person buys your front-end product. Ordinarily, they'll be offered a relevant, higher-priced product as an upsell. This product should ideally augment or reinforce what the front-end product does. You'll then need to plan for a "yes or no" scenario.

You'll (probably) want a second upsell in case the buyer purchases the first upsell, and you'll need a downsell if they decline it. This can theoretically go on as long as you want, but generally you'll annoy people if your sales funnel is more than 4, maybe 5 products deep.

Depending on what marketplace you'll be using (discussed later), you'll be able to create product listings and set up your sales funnel before designing your actual sales pages.

○ Pricing

Finding the perfect pricing strategy for the products in your funnel can make a world of difference. First, you'll want to establish what your "normal" price will be after your launch period. In most cases, this will already be lower than your product's actual

assessed value. But then, for your special launch period, you'll typically want to offer an even lower price to encourage early adopters.

But be careful. This isn't a race to the bottom. Often times, a price that is too low will kill the perceived value of your product and can actually drive prospects away. You'll want to think long and hard about how to find the perfect "sweet spot" that maintains the perceived value of your product while also making it a no-brainer to snatch it up before the launch ends.

Plan on a few different pricing ideas and combinations throughout your funnel so that, if you feel the offer isn't performing well, you can change it up. Be sure to be taking notes if you make changes so you can compare performance at various price points.

○ **Marketplaces**

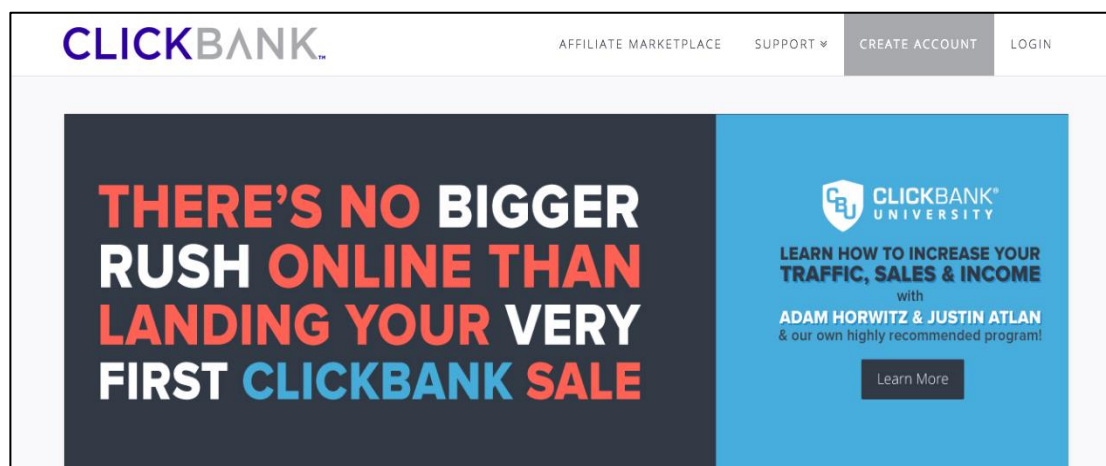
The last component of your structure that needs to be established before moving on to the sales pages themselves is which marketplace or payment platform you'll be using. If you're relatively new to product launching and you're relying heavily on JVs, you'll want to stick with one of the big affiliate marketplaces rather than your own payment platform.

This is because you'll have a greater chance of attracting affiliates and many of these marketers are only comfortable with these marketplaces anyway.

The reason this decision should come before your actual pages is that some of these marketplaces have specific guidelines and requirements for vendors and their pages. For a long time, ClickBank was the preeminent, go-to affiliate marketplace for digital goods.

In recent years, however, JVZoo has emerged as an even more popular marketplace for hard launches.

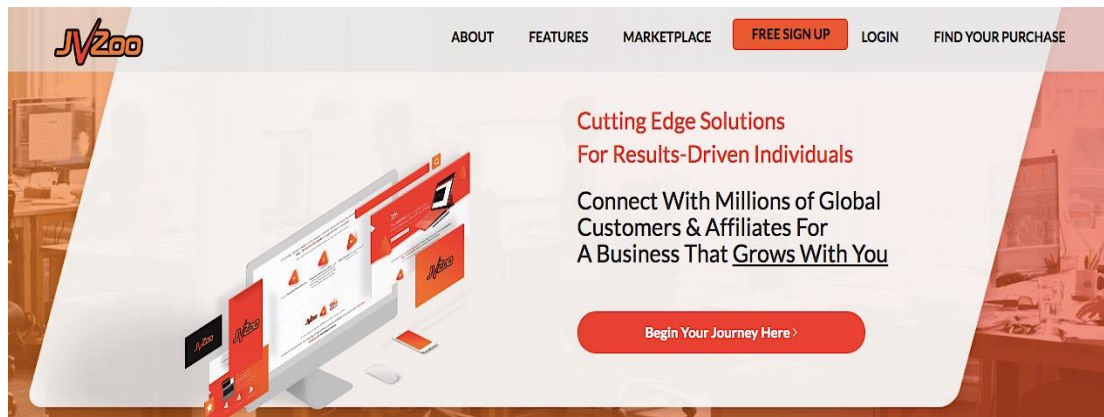
ClickBank has the benefit of being a little easier to use from an affiliate point of view because most products don't require you to wait for the vendor to manually approve you as an affiliate. However, ClickBank is also much stricter in its guidelines for vendors and their pages and they also seem to be more evergreen oriented than launch oriented.



JVZoo, on the other hand, is much more launch oriented and seems to be the preferred affiliate marketplace for both vendors and affiliates when it comes to launching new products. Another marketplace worth mentioning is WarriorPlus.

This one is not necessarily "new" but it's been recently updated and expanded and is making a big comeback. It seems to have more in common with JVZoo than ClickBank and is very much associated with the Warrior Forum community.

Whichever marketplace you choose, be sure to carefully review their vendor guidelines and familiarize yourself with their policies.



○ Sales Pages

It doesn't matter if you know you have the most amazing, valuable, life-changing product in the world. If your sales page isn't converting, you won't succeed. Your sales pages act as a sort of bottleneck of your product's success.

There are a lot of different approaches to sales pages and copy. Short-form, long-form, text-only, video-only, and so on. The most common one's you'll see today are hybrid mid- to long-form video sales letters.

This means a sales page in which the center of attention is a sales video at the top, under a headline, and then a long or medium length sales letter below it that basically repeats the message of the video. This type of page has the advantage of appealing to people who like to learn via video, people who like to learn by reading thoroughly, and people who like to just skim down the page and collect the main ideas.

Whatever style you choose, make sure you keep it clean looking, attractive, and have every element and aspect of it point towards your main goal: the buy button. Buy buttons, headlines, and CTAs should be clear and pop-out easily from the background (so ensure you use contrasting colors). The overall look and feel of

your sales page should ideally match the theme and colors of your brand image.

Ideally, a page like this will have lots of images and sub-headlines to break up the text. Because a sales page is such a vital part of your success, it's something you should really consider outsourcing if you aren't already good at it.

○ **Product Delivery and Membership**

So, once you've collected a payment, you'll need an automated method to deliver the product to your buyer. Some marketplaces provide product download or delivery within their platform.

Alternatively, you can just forward buyers to your own delivery page with download links or the video lessons and so on. But it's best, these days, to take an extra step towards protecting your content and to lock it behind a members' area.

There are several options for this. First, there are the more common WordPress-based options like WishlistMember, MemberMouse, and Digital Access Pass.

Then, there are non-WordPress solutions like Kajabi or FreshMember. Whichever you choose, you'll need to go through a few steps to integrate it with your payment platform or marketplace so that people can automatically access their purchases after buying.

Also, pay close attention to how you're setting up your membership script and ensure that it's protecting all the correct pages for all the correct products.

Also, test to make sure login details are automatically being sent at the moment of purchase.

Another important benefit to membership-based delivery is that it can decrease refund rates. If unscrupulous customers have to login to access materials, they're less likely to request their money back than if they can simply download files to their computer right away.

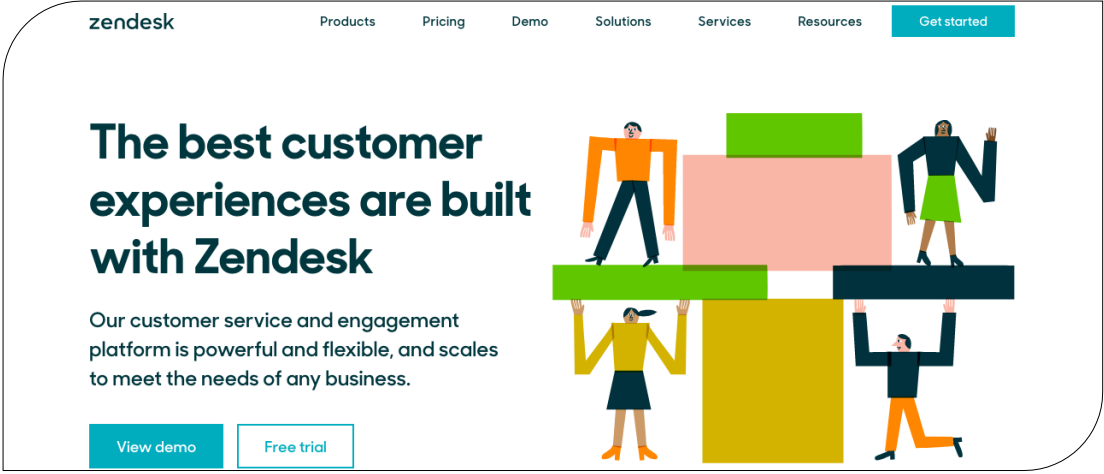
○ Customer Support

Customer support will be a permanent part of your relationship with each of your customers. However, for this guide, we're specifically focused on the very first interaction you'll be having with each customer. Namely, login headaches and refunds.

Prior to your launch, ensure you've picked out and tested a solid support desk software. There are many out there to choose from. The two most popular ones are arguably ZenDesk and FreshDesk.

Try a couple out and see which ones work best for you or your agents if you employ support staff. Once you've got your helpdesk setup, you'll want to establish streamlined workflows and canned statements specifically for dealing with things like refunds and login problems.

You can guarantee you'll have a lot of both of these.



The screenshot shows the Zendesk website homepage. At the top, there is a navigation bar with the following links: Products, Pricing, Demo, Solutions, Services, Resources, and a blue 'Get started' button. The main content area features the headline 'The best customer experiences are built with Zendesk' in a large, bold, dark blue font. Below the headline, there is a sub-headline: 'Our customer service and engagement platform is powerful and flexible, and scales to meet the needs of any business.' At the bottom left of the main content area, there are two buttons: 'View demo' and 'Free trial'. On the right side of the main content area, there is a colorful illustration of four stylized human figures (two men and two women) standing on a stack of four large, rectangular blocks in shades of green, pink, yellow, and dark blue. The figures are positioned as if they are supporting the stack, with their arms raised.

Your canned response for refunds can either be to oblige immediately or to offer a “bribe” of some sort first to keep the refund-requester on-board. For login issues, you’ll want a step-by-step process of immediately looking up a person’s transaction to verify what they bought, then looking up their account information in your membership platform and either resending credentials or creating new ones.

Also consider putting important info into your helpdesk’s autoresponse. Rather than “we’ve received your ticket and will review it shortly” consider adding a few things like “if you haven’t received login details, please check your spam folder” and “due to our current product launch, support tickets may take a full 48 hours”.

○ **Welcome Sequence**

A full post-launch email autoresponder sequence will be covered later on. Right now we want to focus on the welcome sequence.

Also called an indoctrination sequence, what you want to do is immediately greet and welcome the new customer with an email message. In this message you’ll want to footstomp a few things such as asking them to whitelist your email address (include a link to a whitelisting tutorial), reminding them to check their spam for important product access information, a little introduction about your business and what they can expect to hear from you in the future, and finally, a cliff-hanger.

The cliffhanger is a promise of something, relevant to what they just bought, that will be sent to them the following day.

The next day you can send out a relevant email with info about how to use their product or tips and tricks, and so on.

The day after that, you can introduce them to your most popular blog content or something. It doesn't really matter what you cover in these first few emails, as long as you're providing value and establishing a relationship. But there is one specific thing you'll want to consider doing for each of these welcome sequence emails.

You'll want to include an invitation to purchase other products in the funnel, on the off chance the buyer declined your upsells. This can be a main point, emphasizing that the special launch price will soon expire, or it can be more subtle and simply added in the P.S. area.

Now that your sales structure itself is up and running, it's time to go get some affiliates and convince them to send their traffic to your offer.

8.0 – AFFILIATE RECRUITMENT

There are plenty of ways to drive traffic today. But generally, when you need to drive large amounts of it for a product launch, you'll be using paid methods. In many industries, the standard is, of course, paid advertising - usually pay-per-click or PPC.

This is risky because you are paying out money for traffic without a guarantee that those clicks you paid for will convert to sales. So you're risking loss and you have little or no control of what your ROI will be.

For example, you might pay \$200 for 200 clicks and only make \$210 from the handful of sales you made. It's great that you at least broke even, but you had no control over that outcome and in the next campaign you might make back less than you spent.

You can still make this model work, obviously, but it requires a lot of testing, tweaking, adjusting, and a ton of "ad spend" just to get to the point where you've optimized and gained better control over your expected ROI.

Compare that to the JV/affiliate model. When you do a JV-driven product launch, you don't have to worry about ad spend. You're only paying for successful sales after they happen and you know in advance what amount you're paying per sale.

You also don't have to spend any time or money testing and tweaking and targeting. You're handing all that hard work over to JVs with their own lists and audiences that they already know well and know how to pitch and market to.

When you compare the two, clearly the JV/affiliate model holds an advantage, especially if you're an independent entrepreneur and not a business with a huge advertising budget.

Bottom line: if you want to launch a digital product, you need JVs sending traffic to your offer or you can kiss your dreams of having a big buyers list goodbye.

○ **What to Pay Them**

If a buyers list is your priority, rather than profit – and it should be – then the indisputable best commission rate is 100%. 100% commission launches automatically pop out and appear more attractive when JVs are looking at upcoming launches. Remember, your launch is not the only one out there, vying for affiliates. If an affiliate can make more money with other launches, he or she will ignore yours.

So, if your front-end product is less than \$20, you should seriously consider 100% commissions (you can always drop it to 50% after the launch). If your front-end product is higher than \$20, then it is acceptable to offer something like 50% or 75%.

The most common commission rate for the rest of a funnel is 50%.

○ **Where to Recruit**

Launch announcement sites are an excellent place to let JVs know about your upcoming launch. The two most popular ones are Muncheye and JV Notify.

Both of these have a free level where you can list your upcoming launch. However, to get an extra edge, you might opt to pay for added exposure on these sites. Both of them have paid options

that will cause your JV recruiting ads to be more prominent and get more views.



The screenshot shows the MunchEye website, which is described as 'The eye of IM launches'. The navigation menu includes 'Submit', 'Events', 'Evergreens', 'Categories', and 'FAQs'. A 'Featured' section highlights the product 'IM Wealth Builders – Covert Video Press V3'. The product image includes the text: 'BUILD UNLIMITED FREE TRAFFIC GENERATING NICHE VIDEO BLOGS', 'COVERT VIDEO', 'Transform Your Blogs into Your Own Profitable Viral Video Empire', and 'CLICK HERE TO GET STARTED'. Below the image, the following details are provided: Product: Covert Video Press V3, Contact: Matt Garrett | askmattg@gmail.com, Launch Date: Thursday 19th July 2018, Launch Time: 11:00 EST, Front-End Price: \$17 to \$27, Dimesale Commission: 50%, JV Page: TBA, Affiliate Network: JVZoo, Niche: YouTube, Traffic, Affiliate Marketing, Product Type: Software, WP Theme, Delivery Method: Download Page, Frontend Price: \$17 to \$27, Dimesale @50% Upsell #1: Covert Video, Content - \$37 ... A 'Read More' button is located at the bottom right of the featured section, and an 'Advertise Here' link is at the bottom left.

Another good place to advertise your launch is on the affiliate marketplaces themselves. JVZoo, ClickBank, and WarriorPlus all have paid advertising options that will allow you to get your launch in front of potential JVs. The success rate and ROI of these advertisements will vary quite a bit.

You can also announce your launch in one of the many Facebook JV/launch announcement groups. These groups tend to be private, so you'll have to request to join each of them. There are literally a ton of these groups on Facebook.

Many of these groups are like notice boards where everyone posts their launch but very few people read about launches, while others are much more interactive and fruitful. Since it only takes a moment to post in each of these, you might as well post even in the lower quality ones, but just be aware that results will vary.

○ **A Note on Coaches as JVs**

Arguably, the quickest and easiest way to get a high-level JV on your team is to join their coaching program.

Many IM coaches offer to promote your product as part of their coaching package. However, you should typically do this well in advance of your launch or even in advance of your product creation. This is because these coaches desire to work with active students and do not want their coaching programs to become “affiliate for hire” programs.

Coaching programs tend to be very expensive, but they are often, ironically, less expensive and more effective than the above-mentioned paid ads that people often spend a lot of money on.

○ Affiliate Signup Page

A JV signup page is vital to getting affiliates on board and there are a ton of important elements that you should include, starting with a JV invite video. Your JV invite video is most effective if it features you in “talking head” format. You should describe your product thoroughly as well as all the details of your launch.

This means you should mention your funnel and commission model, your contest and prizes, and so on. Ultimately your video should end by thanking JVs for considering your launch and repeating your invitation.

Big Launches		All Launches	
25 Jun	Joshua Zamora : SyndBuddy Summer Sale \$47 at 50%	25 Jun	Joshua Zamora : SyndBuddy Summer Sale \$47 at 50%
30 Jun	Jai Sharma et al: HQWebinar \$47 at 50%	25 Jun	Precious Ngwu: Storeless \$67 at 50%
3 Jul	Josh Ratta: Click Animate \$37 at 50%	25 Jun	Regal Online: Modern Social Media Marketing \$17 at
5 Jul	Fred Lam et al: Print Profits \$997 at 50%	25 Jun	Andy Firth et al: Social Leads \$37 at 50%
8 Jul	Neil Napier et al: EmailRamp \$37 at 50%	25 Jun	Edmund Loh: [PD PLR] Supercharged Productiv... \$10
11 Jul	Simon Warner: The Project \$37 at 50%	25 Jun	Pailab Ghosal et al: Recurro \$9-\$13 at 100%
12 Jul	Walt Bayliss: Vidfuse \$47 at 50%	25 Jun	Software Mission: AllExtractor \$97 at 40%
13 Jul	Mario Brown: EazyAppzPro Software \$34 at 50%	25 Jun	Maureen Oliver: Fun in the Sun PLR Journal Pac... \$17
17 Jul	Mike From Maine et al: Million Dollar Shortcut \$27 at	28 Jun	Dennis Alm: Shark Notify WP Plugin \$17 at 50%
19 Jul	IM Wealth Builders: Covert Video Press V3 \$17-\$27 at	28 Jun	Pete Bruckshaw: Azon Cash Creator \$17 at 50%
21 Jul	Jai Sharma et al: LetSetCom \$27 at 50%	28 Jun	Wael Kaheel: Email Marketing Advantage .V2 \$10 at

Your sales funnel diagram would typically be the same place you lay out your commission model. Ideally, you should have a graphical representation of each step in your funnel indicating all of the upsells and downsells along with the commission

percentage for each of those steps and the price of each of those products. Include any different pricing options you have for each of those products.

You may specify what each step or product is on this diagram or it is also acceptable to simply label them as OTO 1, 2, etc., but expect some JVs to contact you and ask what those OTOs are.

Usually your contest and leaderboard will be together in the same section. You'll want to show images of your contest prizes if they are physical items as well as other details (i.e. if you're offering cash alternatives for people who don't want the physical prizes).

If you have minimum sales requirements for each prize, list those clearly. But be warned, a lot of JVs don't like minimum requirements.

As for the leaderboard, you'll want that posted above or below the contest info. You can manually update the leaderboard yourself periodically or you can use an embedding tool that automatically updates it based on the data from JVZoo, W+, etc.

It is not necessary to show the number of sales the contestants are making on the leaderboard and most marketers keep this private.

You'll be wanting to update your JVs every day on how the launch is going and to encourage them to keep promoting. To do this, you'll need their email address. You should have an easily visible opt-in form for JVs to sign up. An added benefit of this is that on later launches you'll have a list of JVs that you can email and notify about your launches.

In order to make life easier on your JVs, encourage them to promote, and help them get higher conversions, you should provide done-for-you bonuses. These can simply be repurposed

PLR/MRR content (check the licenses and make sure you can use them as bonuses) that you place into a zip file and provide a download link on the JV page.

For a course on how to make these bonuses look gorgeous and appealing, see our Bonus Creation course. Once you've got your bonuses, you'll want to go the extra mile and create a bonus template.

This simply means creating an html or WP page with those bonuses on them, maybe some images and a few headlines about your product with a CTA stating "grab these bonuses when you buy [your product] through our link". You then place this into a zip file and your JVs can simply upload it to their website and drive traffic to that bonus page.

You can either hire someone on Fiverr to create a basic page like this or use an easy web builder like OptimizePress 2.0 to build it yourself and export the page as an OP2 template (but keep in mind not all your JVs have OP2).

Just like you need to provide DFY bonuses and bonus pages to them, you also need to provide pre-written emails for them to use. You may find this hard to believe, but if you look closely at the promotional emails in your inbox and then look at the JV pages for those products, you'll notice that even famous, high-level marketers often use pre-written swipes from JV pages.

Why? Because it takes time to write a good sales email and even more to fill your email marketing schedule with a whole series of them. Providing JVs with email swipes allows them to copy and paste promotional emails and simply tweak them a bit to make them more unique. I'm not saying ALL JVs care about email swipes, but for many of them, this definitely makes your launch more attractive.

At a minimum, you should have one email for each day of your launch, but 2 per day is better and having 4 or 5 scarcity-based ones for the last 48 hours of launch is even better.

In this same section, you can also add an assortment of graphics and banners for people to use in their blogs, sites, and even paid ad campaigns. These are probably used less often, but it's still worth having them.

If you aren't sure what sizes or dimensions to provide, you can simply go to Google's AdWords advertising site and look at their guidelines for banner ad sizes. This isn't because you're making these for google, but simply because they cover a broad range of shapes and sizes that can be useful anywhere.

To give your affiliates an idea of how attractive your offer will be to their audience, you'll want to add a preview of your sales page. This also allows them to read up on the basics of your product so they can understand it better and write more detailed and accurate promotional content about it.

Arguably the most important part, make sure you have a big, bright, prominent button on your page inviting affiliates to request an affiliate link for your product. This should link to your affiliate registration/details page on whichever affiliate platform or marketplace you're using. So now that you've got a launch date set and affiliates recruited, it's time to get ready for your first digital product launch.

9.0 – THE LAUNCH

So, you've got a product, your date is set, your sales funnel is ready, and your army of affiliates is standing by. It's time to launch your product (but first, a quick note on pre-launches).

○ Pre-launch

One thing you might want to do in the days prior to launch is a pre-launch. Pre-launches are a little less common today than they used to be, but they can be super useful.

Generally, a pre-launch just consists of a landing page where people can sign up to be notified of your launch and, ideally, you'll incentivize them with a special low price or early access or both.

The idea here is that if you can get a significant amount of people interested in advance, get them committed, and get their email addresses, you'll be able to mail them and start your launch off with a boom.

You'll want to ensure you've got your pre-launch landing page designated with your affiliate platform in a way that gives affiliates credit for anyone they send to the pre-launch page prior to launch.

○ Launch week

This is it. This is the moment you've been working towards all along. It's launch week.

Hopefully you did a good job of communicating to your affiliates what time you want them to start mailing and hopefully you didn't make a rookie mistake like forgetting to set your product listing to "allow sales" or something. Now there are several things to keep in mind for launch week.

Firstly, make sure you make a good impression on your customers by keeping an eye on your help desk and answering tickets and fixing issues ASAP.

Secondly, keep your affiliates up-to-date and motivated with regular updates about the JV leaderboard and the funnel's performance. Do this via email, social media, your blog, and so on.

Last few hours to mail this offer for contest prizes!

And remember... it's an evergreen launch, so once the launch ends, the page will stay active.

How's the leaderboard looking in the final stages?

My Freelance Paycheck - Latest Leaderboard:

1st Place: Dawn Clark
2nd Place: Jay Boyer
3rd Place: Karl Moore and Andrew Roth
4th Place: Blair Gorman
5th Place: James J. Jones
6th Place: cbuniv2
7th Place: Winter Valko
8th Place: Roy Chua
9th Place: papeak
10th Place: Matthew Neer

Dawn has mailed hard for this today and looks almost unbeatable... can Jay catch up?

Third, it's tempting to stay up all day and all night watching the sales roll in or worrying about customer support issues (especially if there's something problematic happening with your membership or software) and yes, you'll likely not get as much sleep during a launch, but don't wear yourself out too much.

Whether things are going really badly or really well, remember that life goes on. Make some time to hang out with your loved ones and be sure to get some good rest whenever able.

○ Post-launch

If you've had a particularly taxing launch, it's tempting to want to put your feet up and disappear for a few days afterwards. Not so fast... You've got important post-launch work to do. Firstly, you need to ensure you send out a big thank you message/post/video to all your affiliates. It's important to make them feel appreciated since you'll likely be relying on them again on the next launch.

Then, ensure you pay out or ship off whatever prizes were won by the JVs on your leaderboard. Also make sure you go in and make any manual commission payments you still owe (e.g. with JVZoo your Stripe transactions don't automatically "split" so you have to manually pay affiliates for those sales).

Definitely don't forget to increase your product price. False scarcity makes people angry and causes a loss of credibility for you and your affiliates. If you said the launch price was going to end at midnight, you need to increase it after that.

Finally, ensure you've got a robust autoresponder sequence scheduled to kick in for each buyer right after they finish your welcome/indoctrination series. Keep in mind, your buyers have a hundred other marketers bombarding their inboxes all day long, if you don't start your email marketing immediately after their purchase, they'll forget about you and will wonder who you are and how you got their email.

Everything you've learned here has the potential to get your business off the ground and your buyers list built in no time. Put this guide to work by implementing the following battle plan today and make thousands of dollars today!

10.0 – BATTLE PLAN

Step 1: Determine which affiliate marketplace you'll be launching in and launch date

Step 2: Draft up your funnel and pricing structure (splinter products, if necessary)

Step 3: Design or outsource your sales pages

Step 4: Choose your help desk and product delivery method

Step 5: Write out and schedule your welcome sequence in your autoresponder

Step 6: Develop an affiliate signup page and start recruiting affiliates.

Step 7: Get ready for your first launch!

Step 8: Make Awesome Cash!