

# **Action Plan Session 6**

**How to Get  
\$100,000  
and 4000 Buyers  
in 1 Week**

## INTRODUCTION

In this Session we discussed Launching your own product. This is where the **money online really is**. All of the behind-the-scenes stuff is revealed in the video training. Now let's take some **fast action**.



### **IMPORTANT NOTE:**

This fast start guide works with the videos.

These are NOT INSTEAD of the videos.

You will need to watch the videos first to make this work. After that you can use this guide to make sure you get the best results, in the fastest way Possible.

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## **STEP #1. Build a BUZZ (in advance)**

Let people know it is coming. On my most recent launch I **sent out Ferraris** to my **top JVs**. I let them know they were invited to



promote, but I did it in a way that **started people talking**. People were **posting their (model) Ferraris online** and other JVs were commenting on it. You have to **get people buzzing and excited before the launch**. I sent these out **more than a month before** the launch so they had **plenty of time to prepare** their custom promos.

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## STEP #2. Offer Great Incentives

Naturally, you will want to do **cash incentives**. Prize money goes a long way. I personally show pics of cool items they **could buy with that cash**.



**These prizes, as well as every part of the promotion are themed.** This gives people the chance to **have fun** while they are **making money**. Once you have an established reputation, you may want to say **you will promote the next launches** of your top 5-10 affiliates. Your creativity is the only limit to the incentives you can try.

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### STEP #3. Get JVs on a Mailing List

You need to **communicate with your affiliates (JVs)**. If you send out a blast that **someone is creeping up on the leaderboard**, they will try harder to win.



**Competition goes far** with the right JVs. Let them know that you have a **certain EPC** (Earnings per click) or that **X number of sales** have occurred. Anything to **keep them engaged** and focused on **promoting you**. This can also be a **help line** for them. They can email you back if they are struggling. **Everybody wins with good communication** (just like your wife always said)

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## STEP #4. Give Them Customized Tools

They will need **emails with their affiliate link**. They will need to **easily** be able to **apply** for their link.



Give them a **full breakdown of the funnel**, the **upsells** and **bonuses** you are providing. You can also give them premade bonus pages. **Ideally they will want to make their own custom promotions and bonuses**, but if you provide them, they will have them either way.

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## STEP #5. Give them the Back Stage Pass

Make sure they **know what the product does** and how it **benefits** the end user. This is not just about



what the product is and does, but it is also about **how it helps the customer**. Let them **see the sales page**. Many Vendors wait and do not have this finished ahead of time. This appears lazy and may be a sign that they are not professional. Give them an **overview of the members area** and give them enough info so they **can promote it effectively**.

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## STEP #6. Where to Announce your Launch

The video mentions a few places. But you will want to **attract some JVs** that you do not yet know. (**New promoters**).

This can be achieved easily by **announcing your launch** on launch sites.

**Muncheye** and **JVNotifyPro** are two such sites. You can easily do a quick search for “where can I announce my product launch” or search **Facebook groups** for **launch announcement** sites. This will attract some people to make sales that you wouldn’t have had otherwise.

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