

Secrets of Product Launching

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Sean Mize

[Secrets of Internet Success](#)

I have recently written an ebook that teaches you step by step how to create a large online income.

Check it out here:

[Cash Flow Business Model](#)

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Product Launching Secrets – What the Experts Don't Want You to Know

When you want to launch a new product what do you do? Normally you would upload it to your server then design a sales page for it. Then you would advertise it as much as you possibly could. That is how the internet experts do it as well, but there are certain product launching secrets that only the internet gurus know: marketing and advertising secrets that the experts don't want you to know.

For example, they would rather you did not know that on average people do not purchase a product until they have been exposed to it seven or eight times. That means that your single emailing to your list informing them of your latest product is pretty much worthless unless you follow it up with another six or seven at regular intervals. Of course, you can't just send the same email each time.

You have to write a series of info-letters or newsletters, cleverly mentioning your product somewhere in each. You then program your autoresponder to send these at set intervals. Initially to your whole list, and also to new members of your list individually, as they register. There are many marketing techniques like this that the experts use and are not telling you about.

Take TV advertising. You and your children might not know it, but consistent exposure to a product conditions you into purchasing it. You may only subconsciously be aware of a TV advert for a specific brand of washing powder, or your children may see several adverts for the same toy, and the time comes that you have been exposed in this way so many times that when you are shopping you feel practically compelled to purchase that brand, and your child must have that specific toy. Studies have proved that it's not always a conscious decision. It's due to conditioning by repeated exposure, and it works on the internet just as it does on TV.

You have been informed so many times that a particular powder washes whiter than any other that when you have to replace your washing powder, that one immediately comes to mind. In the same way, if you are looking for article directory submission software, you have been informed several times that that particular software submits quicker, and to more directories, than any other, so you feel that it must be just what you are looking for. Why waste time? Just click on the link in your latest email.

More product launching secrets that the experts don't want you to know about are the up-sell and the backend products. You've probably come across this, but how often have you actually used it yourself. You purchase what seems to be a great offer at a low price. You pay for it and click to download it, but before the download up pops a page that says:

"Wait! Before you download your product check out our one-time offer below! If you don't accept it now you will never be offered it again!"

You scan down the page and there is the Mark 2 version of your purchase. For an extra \$27 you can get this great new advanced version that will shortly be selling for \$97, but all you will be paying in total is the \$20 you already paid for the Mark 1, plus an extra \$27 making a fantastic total of only \$47 – a saving of \$50. How can you refuse? But if you do, you will not get another chance.

This is the 'one-time offer' ploy. It is also an example of an up-sell. You originally wanted the tempting offer of the \$20 software, but what you are being told in effect is that having paid the \$20, your purchase is not really that good. In fact it is next to useless and you need to part with another \$27 to get the real thing.

What the marketer has done here is rather than advertise a product at \$47, a price that might deter customers from buying, it has been offered in two lots of \$20 and \$27. Since the \$20 has just been paid, the customer is psychologically more prepared to pay 'only' another \$27 to get the real McCoy. Especially since it is to go up to \$97 'shortly'. To further persuade you to accept the up-sell, there are usually some free offers thrown in. You virtually have the option of paying up or asking for your \$20 back. Most people do not like asking for their money back so the experts know they will pay up the other \$27.

That's yet another marketing ploy they don't want you to know. The free offers. Where do they all come from? Usually when you buy a product you are not given the right to give it away free. You can get resale rights or private label rights, but rarely 'give away free' rights. Where do they get these?

These are just some of the product launching secrets the internet experts use, some of what the experts don't want you to know. However, you can now try them yourself and see how they affect your sales.

How to Sell a Product Online: Part One – Sell it Yourself

For those just starting out on internet marketing, a few business ideas on selling your own product online are usually welcome. There are so many different ways to make money online, and so many claims and products aimed to turn the eye of people new to online marketing that it is very difficult to make a decision as to where to start.

There are a few people who have a product they want to sell, and decide to do it online. They might start off with eBay, or another online auction site, to test the water and determine the demand for their product. It is generally difficult to sell a product offline, especially if you do not have a retail outlet, commonly called a shop! This is where the internet comes into its own. There have been many people in the past who have a great product, but have been unable to retail it due the lack of a shop, store or any other offline sales platform.

They generally have little option but to approach a company to help them to market their idea, or product, and end up making very little from it since the company they

use claim the bulk of the profit, and ultimately, due to contractual agreements, also the rights to the product. The internet provides everybody the opportunity to market and sell their product and retain the full rights to it. All you have to know is how to go about it. Bill Gates would not have been so successful were he reliant on IBM to market his version of DOS – it would have been called IBM-DOS, rather than MS-DOS!

If you have a product that you know will sell if you could make it visible to potential customers, you have two basic options. One is to have others sell it for you, and the other is to sell it yourself. Let's have a look at both. First, the second: sell it yourself.

This is the preferred method of internet marketing for many, though ultimately more money is to be made by having others sell you product for you. You can draw a parallel with opening your own shop on the High Street to sell your own product, or selling it to other shops to sell on at a higher price. However, if you want to sell your product yourself, you will need a website.

You should find a web host that provides you with a range of features on your site, such as multiple email addresses, autoresponders, software to design and build your own web pages and online forms, a checkout and credit card payment program and, if possible, unlimited subdomains that enable you to have virtual websites for every product that you sell. Looking ahead, you should also have an affiliate management option, so that you can offer affiliate programs to those willing to sell your product for a commission.

Once you have your website, there are a number of techniques that you can use to advertise. Just as offline products can be offered using paid adverts, so too can those sold online. You can use pay per click advertising, such as Google Adwords or Yahoo Search Marketing and also pay for ads on ezines and other online publications. Although not intending to specifically promote Adwords, this is a particularly good advertising platform due to Google Adsense that places your adverts on web pages that are specifically targeted to your type of product.

You can also advertise offline. For instance, if your product is health or fitness related, you could put a poster up in your local fitness club, or your golf club would probably agree to you advertising your ebook on how to fix your slice. Local classified ads pages can also be useful.

What you are advertising is not only your product, but also your website. Once people get to know about your website, you can sell other products that might interest them. However, for your first product, your visitors can be sent either to your sales page or page designed first and foremost to get their names and email addresses, popularly called a 'squeeze page'. If a visitor has a look at your product and decides it is not for them, they will leave your website, and likely for ever.

If, however, you manage to get their email address before they go, with the promise of a free gift or a newsletter or whatever, then you can keep in contact. You can offer them new products, or even the same product but with a better, more personal, sales pitch. That frequently works where your generic sales page does not.

The second way to sell your product yourself is through an online auction. Many people, called 'Power Sellers' use this as their predominant means of income.

However, in order to do this you need a continual supply of in-demand products, and that is not normally relevant to the ordinary person selling their own products.

You can, however, use eBay to direct prospects to your squeeze page and help to build your email list. A regular offering of your product on eBay maintains a regular number of people, checking out your product description. If you use the 'About Me' page that every seller on eBay is offered (if they know about it) then you can put a link on that to your website. You are not allowed to use it to sell or advertise products, except on eBay, but you can use it to offer your newsletter or other special offer in exchange for their name and email address.

In other words, you can use the eBay 'About Me' page to send visitors to your squeeze page. That in itself is well worth the listing fee, and you even get the opportunity to sell your product! Anybody who has a decent product and a website with a squeeze page, is losing a great opportunity if they do not use eBay to sell and advertise in this way.

That is the first part of this article on how to sell a product online – sell it yourself. The next part will explain how to have others sell it for you so that you can go on vacation for a couple of months without having to look after your business.

How to Sell a Product Online: Part Two – Affiliate Marketing and Joint Ventures

In the second part of this article, we will look at how to sell a product online through affiliate marketing and joint ventures. In the first part, we discussed the two main methods of selling your own product online yourself: by using your own website and by online auctions. However, having other people selling your product for you can be significantly more rewarding.

If you can persuade others to sell your product, your potential income is significantly higher than selling it yourself. Even offering a commission of 50% means that it only takes two people to make one sale each to equal your own efforts. Imagine 20 people doing so, or even 200! Not only that, but if they are experienced in affiliate marketing then they will have a much bigger email list than you will, and will have a much larger customer base.

They will also be more experienced in selling and therefore more able to make a sale than you are, even though the product is yours and not theirs. There is no doubt that, while you must still keep selling your product yourself from your own website and on eBay if you want to keep building your email list, it is much more profitable running an affiliate program.

If you followed the advice given in Part 1 of this article, you will have a good web hosting service that offers an affiliate management system. You can offer an affiliate program to prospects on your sales page, and if your product is an ebook, also to customers inside the book itself. You can also offer the opportunity to your list via

email. I am sure that you can think of other ways to offer people the opportunity to earn 50% of your selling price by selling your product.

The figure of 50% is mentioned because that is the average commission paid to affiliates for electronically delivered goods. A product delivered electronically, as opposed to hard goods that have to be physically delivered, requires no stockholding, and once sold it does not have to be remade and replaced with another item. You can sell the same thing over and over again with no overhead, so a 50/50 split between the owner and the seller is reasonable. Some offer up to 80% and more, but you should stick to 50%.

If your product is an ebook, you should include a link to your website, and to more of your products, within it. Some of these products can be affiliate products, from which you also make 50%. You can then offer resale rights to buyers free of charge, so that every time they sell the product, your affiliate links are exposed to more and more people. That is what is called 'viral marketing' and it is a very effective way of making money.

If your product is good, you could also consider joint ventures. This is a very powerful way of marketing a product, especially if you have a reasonable email list that you can use to offer other people's products. A joint venture deal usually takes the form of somebody offering your product to their list in return for you offering their product to your list. It costs you nothing to offer a product to your list, so if you can enter into a joint venture with several other internet marketers with good lists, your product is going to be offered to many thousands, even hundreds of thousands, of people.

If you have chosen your partners well, then these people are going to be well targeted to your type of product. Your conversion to sales is liable to be much higher in a joint venture than in a normal email campaign. This is because an email list is compiled from people who have offered their address in exchange for information on a specific topic or subject. If you have chosen your partners properly, then that will be the topic that is the subject of your product.

While selling your own product yourself might appear to be the obvious way to make money on the internet, it is not necessarily the best way how to sell a product online, and affiliate marketing and joint ventures are very difficult to beat for reaching a very wide ranging customer base for any product.

Some notes from Sean Mize

After having read this, you might be thinking...all of that sounds so simple...why aren't more people doing it?

Actually, they are: significant incomes are regularly made in product launching.

Of course, in order to adequately monetize your online business, regardless of where it originates, you have to have a game plan, something that will get you from the very beginning to the point where you are consistently making money.

One of my most popular learning tools is my monthly newsletter, delivered to your doorstep by the postal service:

[Monetizing Online Businesses](#)

I trust that you will use these materials to grow your own internet business, and achieve your online and financial goals,

Sean Mize