



HOW TO LAUNCH: THE SIDEWAYS SALES LETTER®

Lesson 1 Action Guide



Welcome to Lesson 1 of the Launch Masterclass!

You are in exactly the right place at the right time. Amidst all the chaos of the past couple years, the internet is open for business... and **business is thriving**.

The ideal way to start or grow your online business is by tuning in to my free Launch Masterclass™. This is where I'm going to teach you the launch formula that I've taught to over a million people... and that's been used in literally **hundreds of markets and niches around the world**.

This first lesson is all about **the core strategy behind the most successful launches**. And it has nothing to do with fancy software or some crazy fad that you have to time just right... it's about connecting with your people on a deep level. I discovered this strategy almost by accident because I didn't want to come across as pushy or salesy.

I've summarized the critical pieces of that strategy below... and there's some space for you to take notes as you follow along, too.

I want you to get everything you can out of the Launch Masterclass. Ask questions. Leave comments when you have them. You might be giving voice to someone else's question – or answering it. The more people that actively participate, the more takeaways you'll end up with.

You're going to learn a lot more in Lessons 2 and 3.

Don't let yourself feel overwhelmed. **Your goal here is just to keep moving forward**. Small baby steps are what leads to huge momentum...

best regards,

A handwritten signature in black ink that reads "Jeff". The signature is stylized with a cursive-like font.

The Proven Sideways Sales Letter®...

We're more distracted than ever... so you can't count on any one ad or email to capture attention. Instead, you need to use a sequence of content. And the most effective way to do this is with the Sideways Sales Letter.

This is a step-by-step process that will help you deliver a ton of valuable, useful content to your people (without giving everything away), and will naturally lead to sales... without being sleazy or slimy or pushy.

Each piece of this sequence is called Prelaunch Content (or PLC). And each PLC has a specific theme that will walk your prospects down a logical path, all the way to your solution. I've got space below for you to write down the three themes:

PLC 1 theme: _____

PLC 2 theme: _____

PLC 3 theme: _____

**You can't count on any
one ad or email to
capture attention.
You've got to create a
sequence...**

Create Your P.S. Path

The Problem Solution or (P.S. Path) is how you structure your Prelaunch Content so that it naturally leads to the sale. When done right, it can make your launch super successful.

In the old-style “long form” sales letter, the formula was: Problem, Agitate, Solve.

What we do instead is use the P.S. Path in the Sideways Sales Letter: Problem, Solution, Problem...

In your first piece of Prelaunch Content (typically a video), you define a problem, and then you actually solve it for them. You give them the solution. So you’ve built real value for your prospective buyer. And then at the end of that piece of Prelaunch Content, you define the next problem. In other words, the solution has the roots of the next problem built into it...

Then you repeat that for PLC 2 and PLC 3.

So it's problem, solution, problem, solution, problem, solution, and then at the end, in your Sideways Sales Letter, you present the ultimate solution: buying your product.

The solution has the roots of the next problem...

Incorporate the Mental Triggers

This is the quickest, most powerful way I know to build a near-instant connection with your people.

These are powerful psychological principles that really work. This stuff hasn't changed in thousands of years.

Use the space below to write down the mental triggers covered in Lesson 1:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

**Mental triggers are
factors that affect
our decision making,
and they're present
in all of us...**

Looking ahead in the Launch Masterclass...

Lesson Two – Your Launch Path: The Three Types of Launches

Up next is Lesson 2: Your Launch Path.

In that lesson, I'm going to show you the three specific launch types that I've used in my own business to generate millions of dollars in sales... and more importantly, they've helped my students generate over a billion dollars in sales.

Those three launches – the **Seed Launch**®, the **Internal Launch**, and the **JV Launch** – will “meet you where you're at”. They've been used by everyone from tiny solopreneur businesses... all the way up to major companies. You'll also learn how to “stack” your launches, so they get better and better as you go from launch to launch... because once you learn how to do these launches, you're going to want to keep doing them.