



# YOUR LAUNCH PATH: THE THREE TYPES OF LAUNCHES

Lesson 2 Action Guide



## Welcome to Lesson 2!

Every successful business, every successful product, every successful brand **starts with a successful launch**. Whether you have a business that you want to grow, or you want to start an online business... **you need to launch**.

And there's no better time than now, when **online education has never been more popular (or more critical)**. Engagement is up, consumption is up... and people are actively looking for training and resources to make their lives better.

This action guide is designed to help you capture the critical lessons from the second lesson in the Launch Masterclass™.

Follow along and take notes as I show you **the three primary types of launches...** and help you **find the one that's the right fit for you**, for where you're at right now. Even if you're just starting out, or if you've been in business for years!

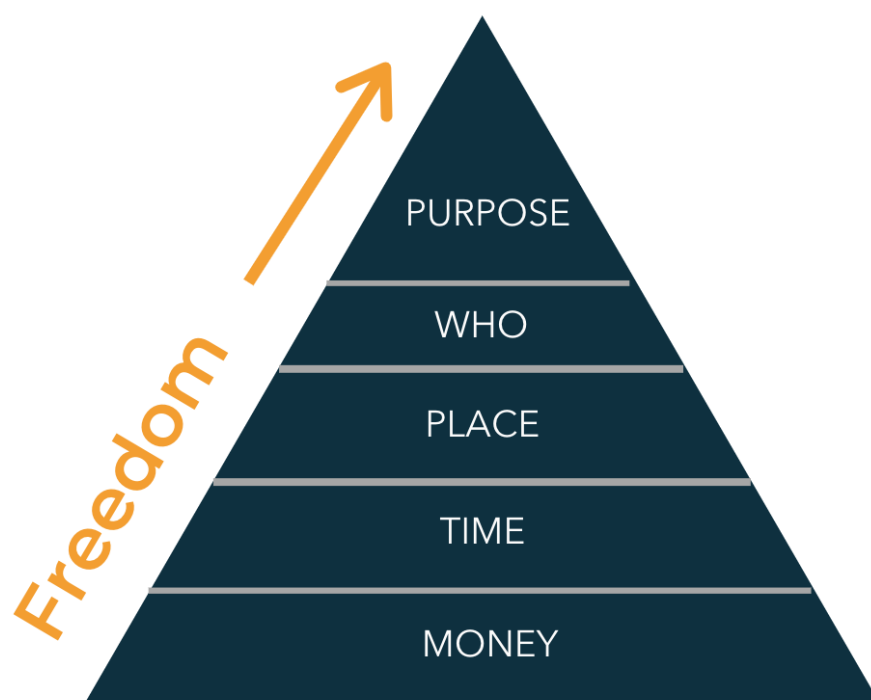
best regards,

A handwritten signature in black ink that reads "Jeff". The signature is stylized with a large, sweeping 'J' and a cursive 'eff'.

## Why You've Got to Launch

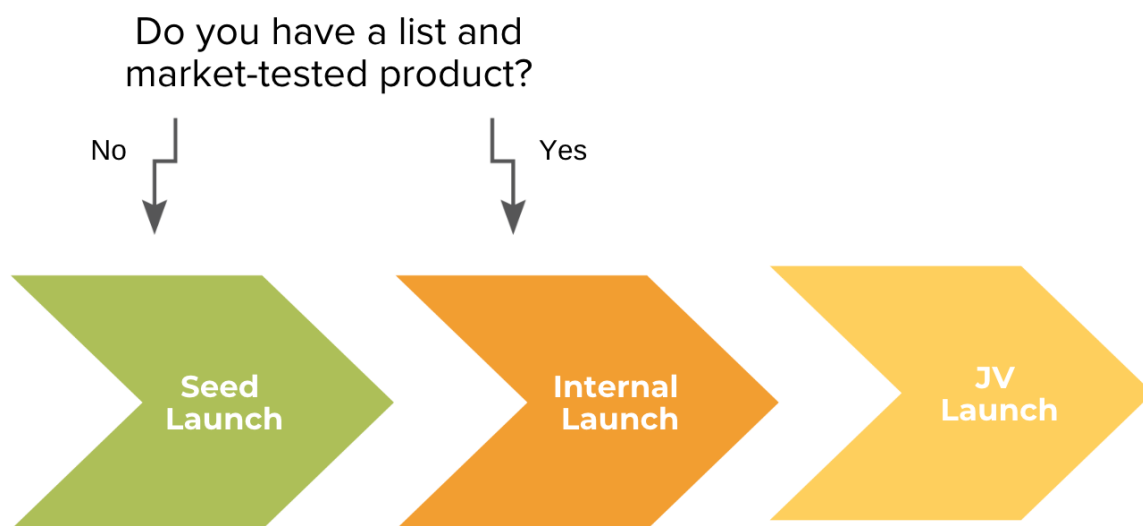
In case you missed it, in Lesson 1 we talked about why you've got to launch. A lot of the time, it starts with generating the kind of income that gives you monetary freedom.

But what happens after you create that financial freedom for yourself? There are actually FOUR additional freedoms...



And the best way I know to achieve financial freedom and beyond? It's launching, hands down.

## 3 Primary Types of Launches, and How to Know Which is Right for You



### **Seed Launch®**

- Great if you're just starting out, with no list or product (or if you want to test a new product)
- Super simple – can often get started with just a few emails to your Seed List (which is quick to build)
- Get paid to create your product – something you know the market will buy. Once you've made an offer, you co-create your product with your new members in a live interactive format (like a series of calls or webinars). You then take the recordings and materials you create on those live calls or sessions, tidy everything up, and repackage it. The result is a product that's tailor made to your avatar that you can sell over and over again.

### **Internal Launch**

- Great if you already have a list and want to launch a new product as a test, or relaunch a proven offer
- Uses the Sideways Sales Letter® and the P.S. Path to lead your audience through your offer
- Get invaluable feedback from people who are already followers and fans since you're only sending to YOUR list

### **JV Launch**

- Take what you did for your Internal Launch and add instant leverage with affiliate partner support
- Quickly grow your list and increase your sales as JVs recommend your product or service to their followers
- Your partners get paid for sales they help you make, you get new fans and followers and make more sales... and lots of people are served. Win-win-win!

Which launch sounds right for where you are, right now?

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If you're starting with a Seed Launch... what market or niche do you want to launch in? What are some of the skills, hobbies, or interests that you could possibly teach?

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## THE LAUNCH MASTERCLASS: YOUR LAUNCH PATH

For that Seed Launch, take a moment to write down some ideas for topics you could cover:

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## The Seed Launch

### ❑ **Step 1:** Start building a Seed List

- How will you grow your list from scratch? Write your notes below:

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### ❑ **Step 2:** Send them to your simple Sideways Sales Letter

- In an Internal Launch, your Sideways Sales Letter includes three pieces of Prelaunch Content. In a Seed Launch, the sequence is condensed, typically into just one piece of Prelaunch Content (one video) that covers the Opportunity, Transformation, and Ownership. Use the space below to write your ideas for how you'll touch on each of these themes in your Prelaunch Content:

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### ❑ **Step 3:** Build your beta product with your people

- Do a series of teaching calls (or live sessions or webinars). Send a survey to find out what they want to learn from you, then teach that on the call.
- Before your call, send a short survey asking for questions on that topic.
- Use the most commonly asked questions to help you plan your talk.
- Repeat the previous steps for each call.
- Record your calls, transcribe them, and package the recordings and transcripts into a product.

## THE LAUNCH MASTERCLASS: YOUR LAUNCH PATH

- If you feel like you already have a clear sense of what you want to deliver in your program/product, awesome! That's a great starting place. Just remember, by co-creating your product with your members (instead of just coming up with your product all on your own), you'll find out what the actual questions/problems/challenges your members are struggling with, and you can create your product to directly address those questions/problems/challenges. This is the power of the Seed Launch, and it's essential to how you create a product you know the market will buy.



## The Internal Launch

### ☐ **Step 1:** Create your Sideways Sales Letter

- Need a quick refresher on the Sideways Sales Letter? Check out the replay on the Concierge page.
- What will you teach for:
  - PLC 1 (Opportunity): \_\_\_\_\_
  - PLC 2 (Transformation): \_\_\_\_\_
  - PLC 3 (Ownership): \_\_\_\_\_
- Decide if you want to do video, email, or social posts for your Sideways Sales Letter

### ☐ **Step 2:** Share it with your people. Here are a few ways to get the word out:

- Your Email List
- Social Media
- Ask people to share

What other ways can you think of to help spread the word about your launch?

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### ☐ **Step 3:** Make your offer and start taking orders

I teach this part in lesson 3 of the Launch Masterclass!

## The JV (Joint Venture) Launch

### ☐ **Step 1:** Do an Internal Launch

- A lot of people like to skip to the JV Launch, but that's usually doing themselves a disservice. **When you start with an Internal Launch, you'll have a much easier time attracting JV partners** because you'll have a proven offer you've already sold to your own list, along with conversion stats, testimonials, and case studies from satisfied customers.

### ☐ **Step 2:** Identify 4 or 5 partners whose audience could benefit from your offer. Jot your ideas down below:

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- ☐ **Step 3:** Ask those partners to email their lists about your launch, sending their subscribers to your opt-in page
- ☐ **Step 4:** Send those new leads from your JV partners through your Sideways Sales Letter sequence
- ☐ **Step 5:** Track sales and pay your JV partners a percentage (called a commission) of each sale they send you

## Looking ahead in the Launch Masterclass...

### **Lesson Three – The Open Cart Sequence: Making the Sale**

I hope you're ready for Lesson 3. This one is all about how to transition from giving massive value to asking for (and getting) the sale in a non-slimy, non-sleazy way.

This is often where people struggle the most... knowing how to pivot to the sale naturally. Understanding this key piece can drastically improve your sales results.