

PRODUCT LAUNCH AUTOPSY

Why Launches Go Wrong
And How You Can Ensure
Yours Is A Success

campaign
FORMULA

NIC LUCAS

You could launch your idea, product or business without reading this ...

... but then you wouldn't know the insider-knowledge I'm about to share with you ...

... and that could make or break your launch and your business.

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Read this book and use it's content as part of an wholistic education and investigation of launching an idea, product, service or business. You are responsible for any actions you take and the results of those actions.

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Product Launch Autopsy

First, a short story ...

It was 2PM on a weekday and I was going about my research at the Faculty of Medicine, University of Sydney. **I was anxiously checking my iPhone for email updates.**

I was waiting (hoping) for payment notifications to come through from the first online campaign I'd ever run.

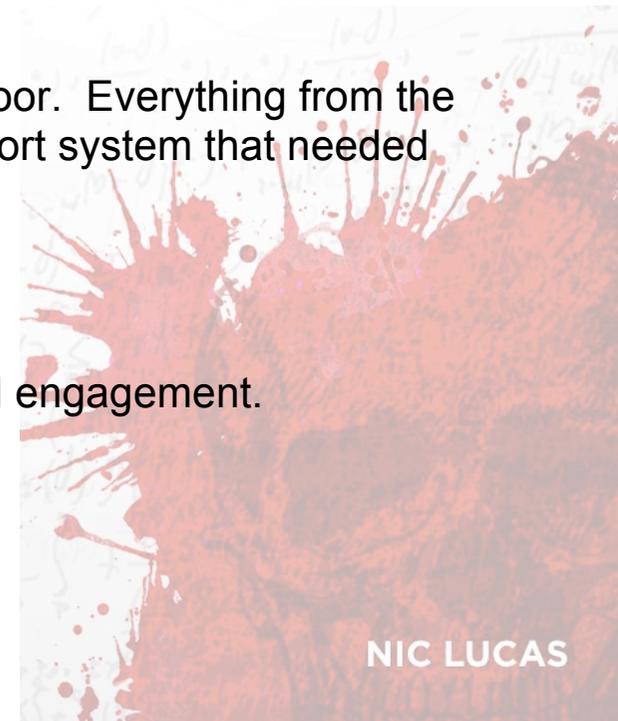
Just after 2PM they started flooding in.

As the afternoon progressed, I had more money flow into my PayPal account than the average academic earns in a whole year. It had worked.

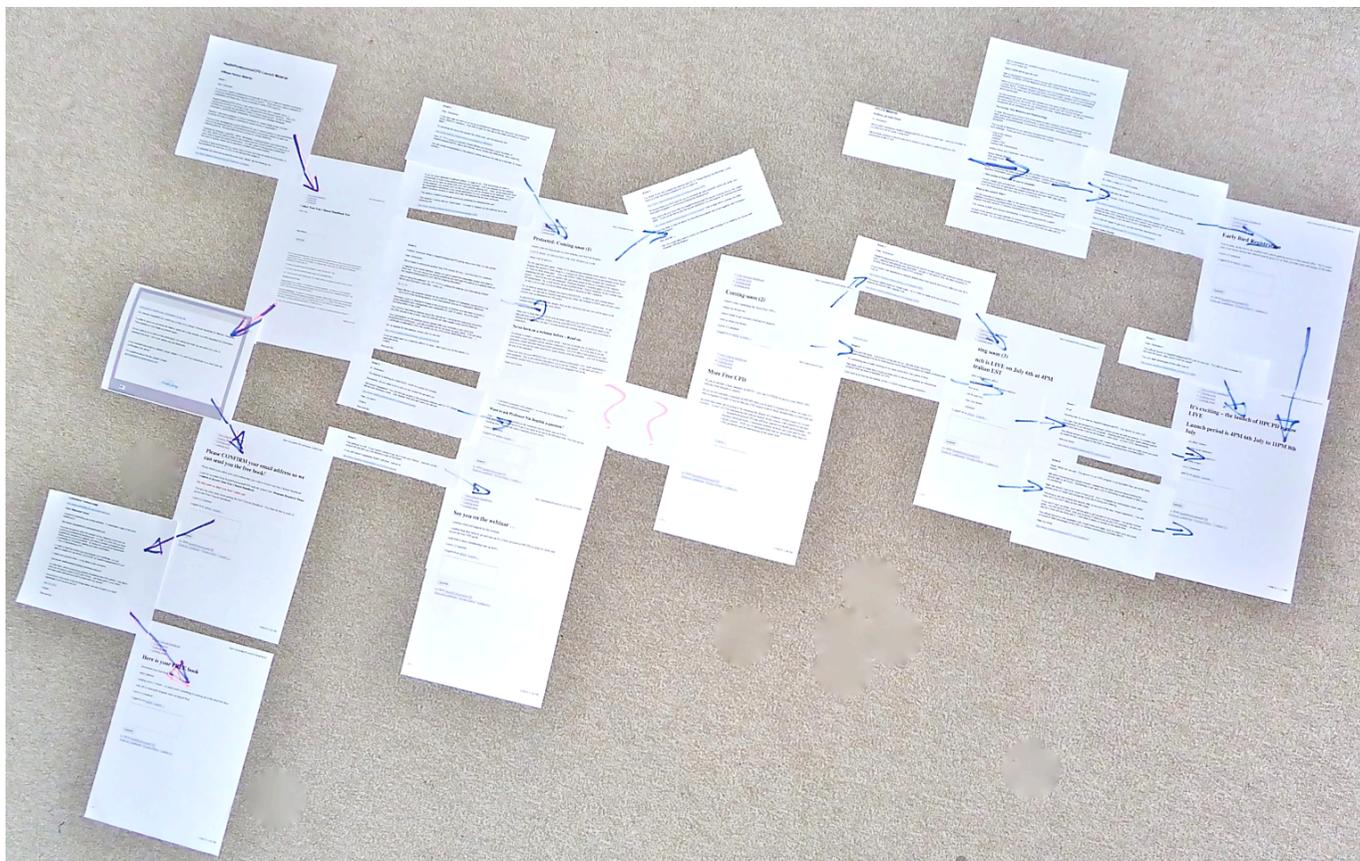
Six weeks earlier, I planned out the whole campaign on my lounge room floor. Everything from the emails, website, video, product, payment gateway, social media, and support system that needed to be set up and integrated.

And that's just the infrastructure.

I also had to plan the communication strategy, the story, and the emotional engagement.



I won't tell you that all this was 'easy', because it wasn't. It took a lot of effort. I had to go against the grain, or what I call 'the strong invisible current' that was holding me back. Here's a picture of that launch structure laid out on my floor.



It took all my knowledge and experience to pull this together, as well as learning a new approach to sales and marketing ... **and it almost did my head in.**

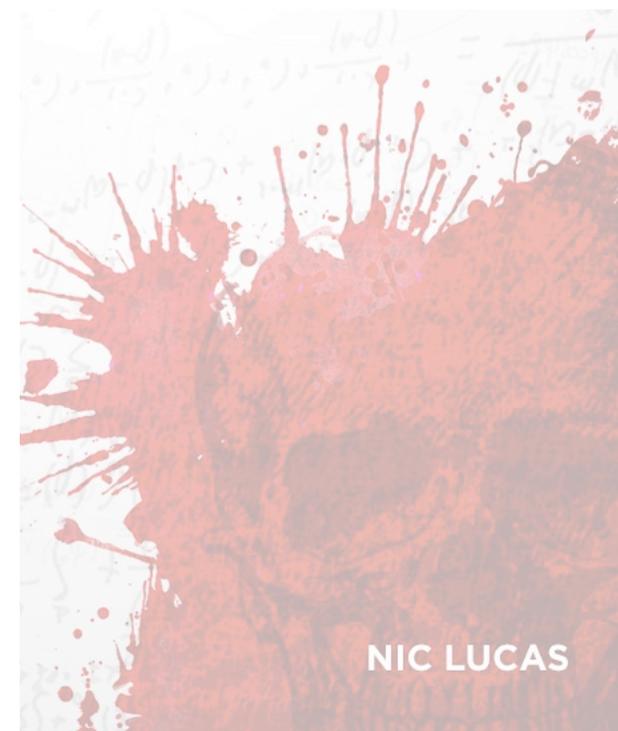
I was working full time, and so I did this at night, after the kids were in bed.

Apart from understanding how to put all this together strategically, I really struggled with the technology. Technology is great when it works, and threatens your mental health when it doesn't.

Some nights I was up until 2 or 3PM. This is what you do if you really want something ... and it's often what you have to do when you're doing it for the first time. What you lack in skill and experience you have to make up for with effort and hard work.

Since then I've been down this road many times. I've put together and run multiple campaigns, or 'product launches' ... for myself and for clients. I've done campaigns in:

- Professional development
- Health and wellness
- Real estate
- Software applications
- Tennis coaching
- Business and finance education
- Agriculture
- Live events



Here's what you'll get from this short guide ...

By reading and understanding what's in this guide, you'll get the best information I can give in this format about how to plan and launch a successful campaign.

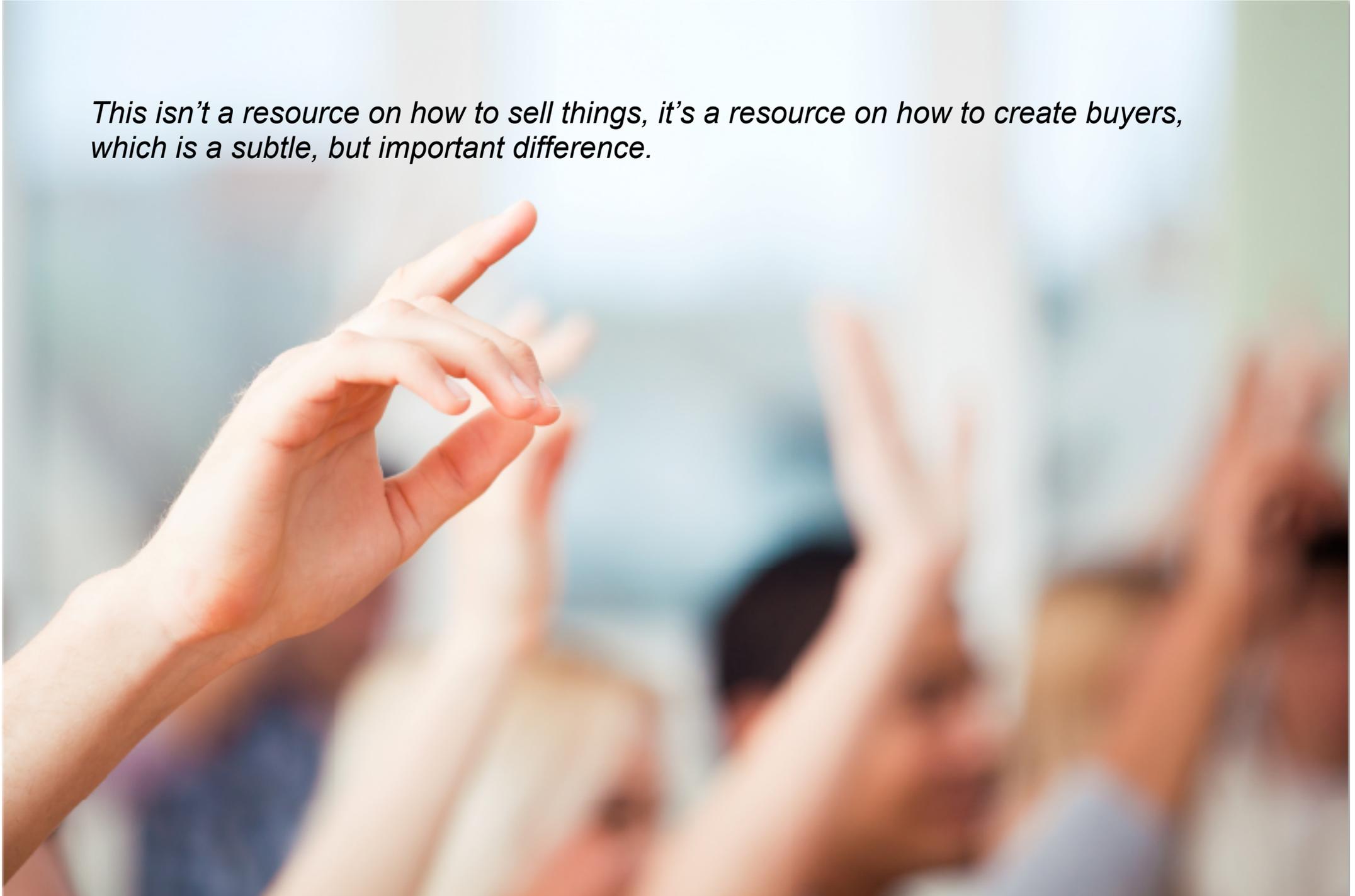
You can apply this to the launch of an idea, a product, a business, or a movement.

Whether you're just starting out, or whether you're already established, the insights and steps I take you through are fundamental to the success of any campaign because they are based on the brain science of human behavior ... and the reason this is important is that whether you know it or not, any campaign is all about changing someone's existing behavior ... from stranger to support crew ... from prospect to client ... and even from competitor to strategic partner.

This isn't a resource on how to sell things; it's a resource on how to create buyers (buyers of your product, idea, or movement), which is a subtle, but important difference.

I've called it 'Product Launch Autopsy' because I'm going to take you through this as if you were looking back 'clinically' over a campaign to find out what could have been done better.

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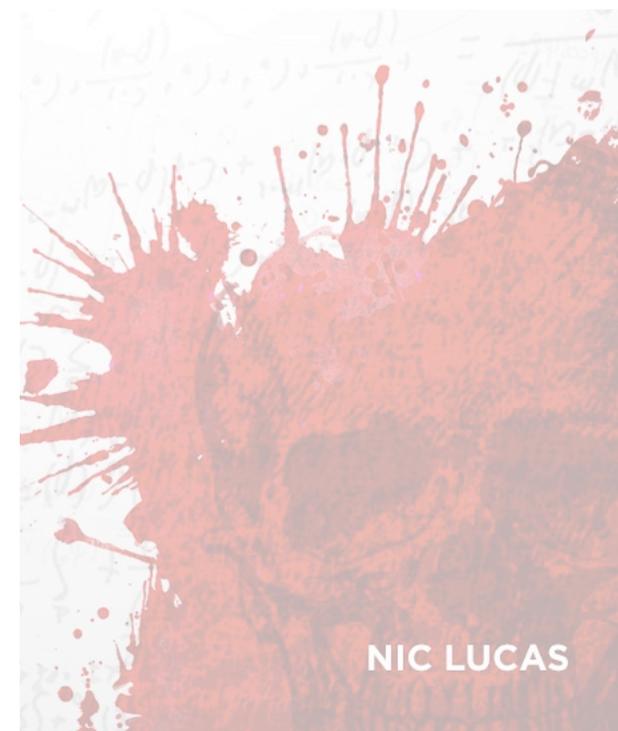


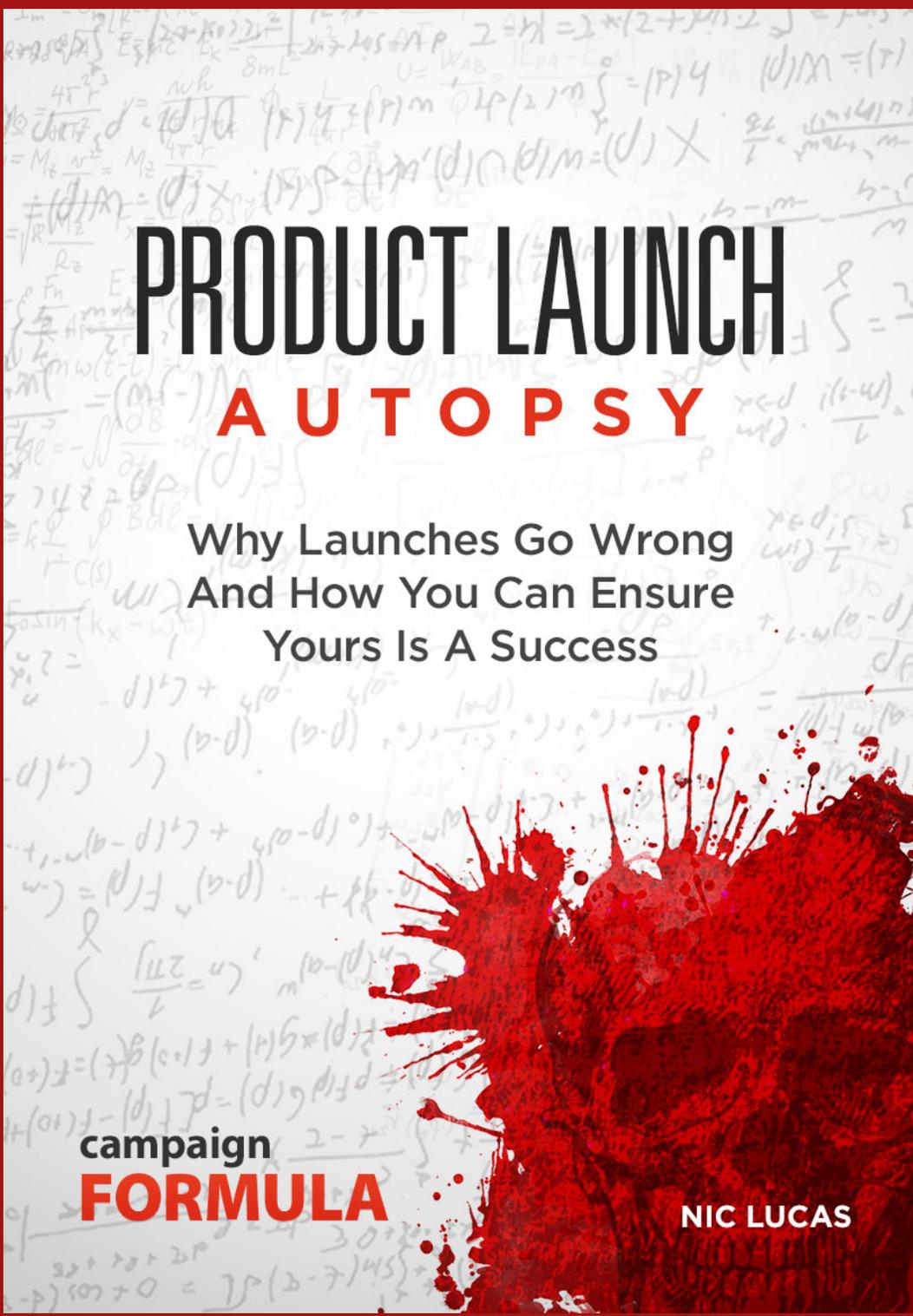
It's the checklist I've developed over time to critically analyze how a campaign went, why it did well, why it didn't do well, or why it failed. You can use this to analyze your campaigns or you can use it to plan your campaigns.

Go through this list and make sure you attend to *everything*. If you do that, your chances of having a wildly successful campaign are greatly increased.

And I say 'chances' because nothing is guaranteed. There are *always* other factors that you **can't** control, which is why it is SO important to be certain about what you **can** control.

Let's go ...





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Part 1

The Core Components of
A Campaign or Product
Launch

The Core Components of A Campaign or Product Launch

The aim of a campaign is not to sell to people, but to create buyers. Once you get this distinction, you'll approach the whole thing *differently*.

To create buyers, you have to understand the psychology of why people buy, because *that* is at the core of any campaign.

There are 5 *phases* that you need to walk people through in order to create a buyer.

They are:

1. Awareness
2. Education, Emotional Engagement, and Relationship
3. Benefit versus Risk
4. Certainty
5. Motivated Action (Buy)

That might sound a bit 'official', so let's break that down into everyday language by taking you on the journey of a buyer.



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For someone to buy, they first need to be **aware** of the need, desire, and possibility to buy.

Once you've made sure they're aware of this, you need them to understand and feel that ***they should consider buying***. You will need to **educate** them about the benefits of making a change and the risk or cost of not making that change.

At this point **they are *not* buyers**, because they are still coming to terms with the idea that they need to make a change.

They might be aware of the idea, product or service that you offer ... but they might not feel that they need it ... or they might not be confident that it will work for them.

Nothing else matters if you haven't helped them suspend their disbelief in themselves ... they need to be aware and believe that your solution or idea will work for them ... otherwise it's over before it starts.

This is also the time that you need to **emotionally engage** with them, or in other words, build **relationship** with them. This is so important ... it's the difference between simply trying to spread an idea or build a business and creating a pre-eminent brand or movement that stands out from all the rest.

They need to be aware and believe that your solution or idea will work for them otherwise it's over before it starts.



Building relationship and emotional engagement isn't too hard, once you know how.

Do these things ...

Be a 'person', not a faceless 'business'. Be friendly and co-operative. Help people. Identify things you have in common. Create a sense of collaboration to solve their problem or fill their need. Find ways to showcase them, authentically compliment them, and make their life easy.

Avoid these things ...

Don't diminish them. Don't belittle them. Don't ignore them. Don't humiliate them. In other words, don't do the things that break down relationship.

So, at this point:

1. You've made them **aware** of the need to change in some way.
2. You've **educated** them that this is something they *should* consider doing and that they **can do it**, and you've built **relationship** with them.
3. And you've done this by helping them understand that there are **benefits** to change and that there are **risks** or **costs** associated with *not* changing.

All this can happen very quickly ... it doesn't have to be a long, drawn out process. I've made it happen over a series of emails and videos, and I've made it happen almost instantly on a phone conversation or when speaking from stage.

So, now that they believe in and *are* considering the idea or solution that you're talking about, they have to decide *how* they're going to change.

This is where you need to help them develop the **certainty** that *you* and *your product or service* is the best thing they could use in order to get what they now want.

Let me explain this with an example.

Let's say you're a dentist and you provide teeth whitening services. You run a campaign to bring people into an **awareness** of the fact that teeth can look dull, and that they look better when they are white. You also bring them to the **awareness** that there is a service that makes this possible.

You then **educate** them about the benefits of whiter teeth. The person will look better, they will have more confidence, and as a result they might find life easier, be more attractive, get that job ...

You can also **educate** them about the **risks** or **costs** they face by *not* changing, or getting their teeth whitened. These risks might include unhealthy teeth, people noticing that their teeth are discolored, not being as attractive (and therefore, potentially being *unattractive*), missing out on opportunities, not feeling as confident as they could feel and the flow on effect from that.

And if you did this personally, and they felt you were genuinely trying to help them, then you would also build that **emotional engagement** and **relationship**.

So, now they are *considering* getting their teeth whitened, they have to decide if *you* are the dentist to do it for them. Maybe they could get someone else to do it? Maybe they could just do it themselves?

They could shop around or buy teeth whitening products off the shelf.

But you've brought them to this point and now you need to create the **certainty** that *you* are the one to whiten their teeth (or whatever it is that you offer).

There are a number of ways to create **certainty** and the most sure way to do this is by demonstrating that other people *just like them* have used your product or service and that other *experts* also use or recommend your product or service.

These two things, combined together, will help them have **certainty** that they don't have to look elsewhere, because they are **certain** that your product or service is right for them ... because other people *just like them* and *experts* who are in the know, all endorse you.

And only now do we get to the final phase ... the creation of a **buyer**.

Each of the other phases is essential, however this step is the most crucial, because without it, there is no sale.

You can make people aware. You can build relationship and educate them about the benefits of change and the risks of staying the same. You can also help them be certain that you are the one to help them. And yet, ***they might still not buy***.

So, why is this?

There are a number of reasons that I go into more detail in a later section, but one of the common reasons is that there is no **motivational direction** to *buy now*. They agree that they should buy, and that they should buy from you, but they haven't agreed that they should ***buy now***.

There are many ways to **motivate action**. I first learned this when I was a University lecturer. The earlier I set **due dates** for assignments, the quicker the students got their work done, and the more prepared they were for final examinations.

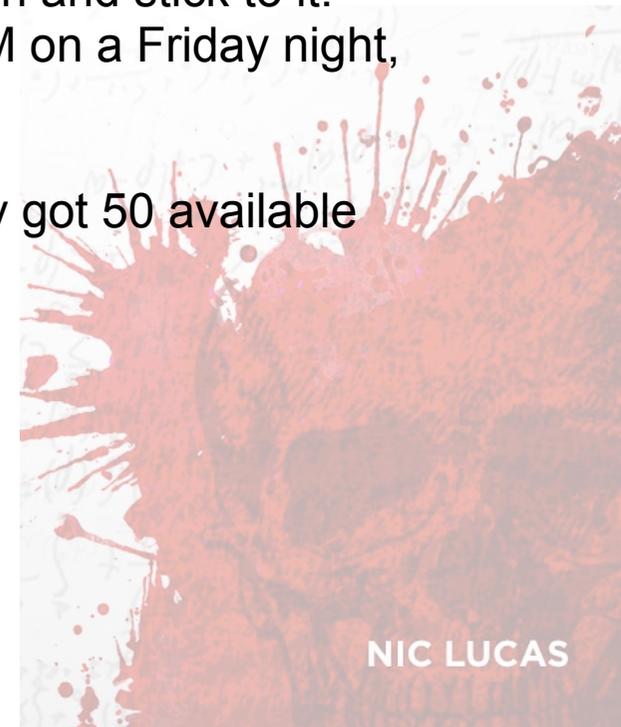
This is called a **limited time** motivating factor, and you can also use **limited number** or **exclusivity**. Each of these **motivates action** to help create a buyer *now*.

There's one really important thing to be aware of here, and it's this. If you FAKE any of these motivating factors, then you will still motivate action, but you risk all the relationship and trust you've just built up.

If you put are going to put a limit on the **time**, then provide a reason and stick to it. Don't say one thing and do another. If your offer is closed at 12PM on a Friday night, then make sure it's closed at 12PM.

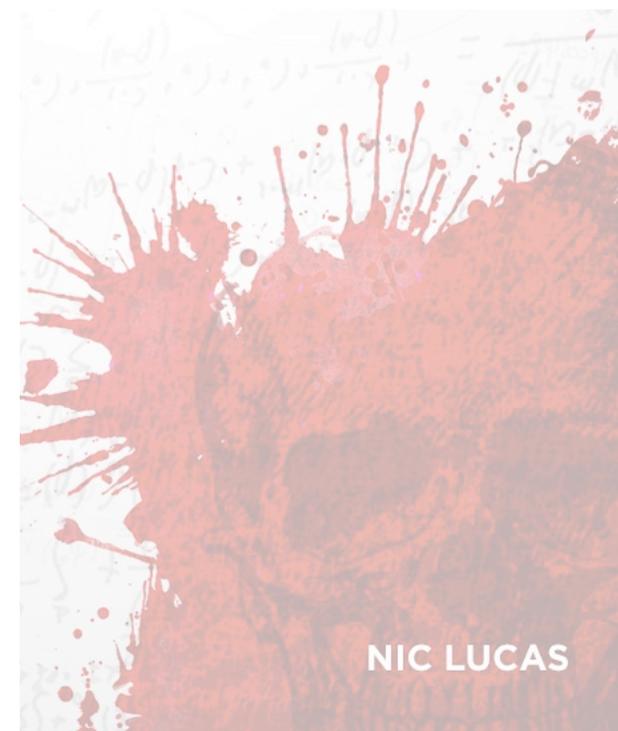
If you have a limited **number**, then stick to it. Don't say we've only got 50 available when you've actually got 200.

If you say that the offer is **exclusive**, then it has to be **exclusive**.



So, now that you understand the foundational steps of a campaign, we're going to do the autopsy, and pull the process apart to identify the key points of failure. That way you can avoid the mistakes, and for some of you, this will be worth hundreds of thousands, or indeed, millions of dollars.

How do I know that? Because I've worked with companies who've launched products and run campaigns without knowing how all this works, or without *doing* these steps ... and they have lost that kind of revenue as a result.



Part 2

6 key things that destroy campaigns and product launches, and how to prevent them from happening.

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1. Did enough of the right people know (awareness)?

If you get everything else 'right' and get this 'wrong', then the campaign will fail, or produce mediocre results. Also notice that there are two parts to this.

First, they have to be the 'right' people; people who will understand and want the benefit, and who can afford your offer.

Second, there has to be enough of them. This second part is the difference between a small launch and one that does millions of dollars.

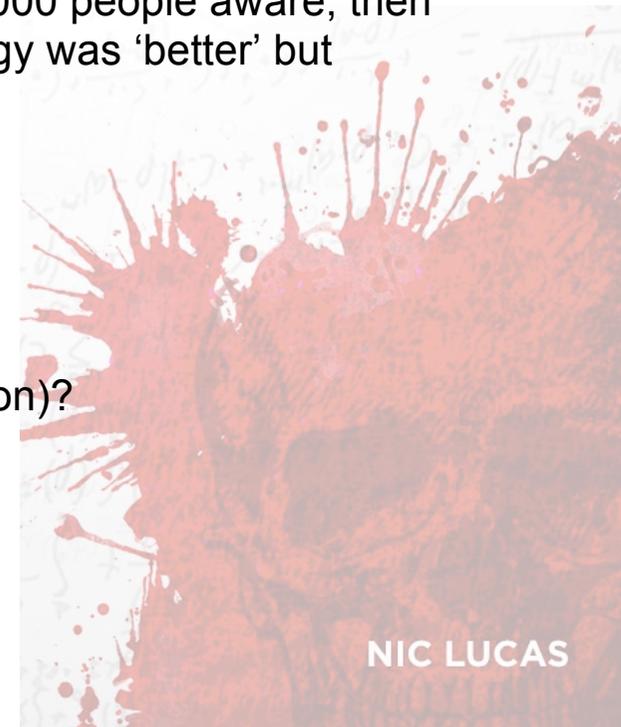
Think about it. If you've made 1,000 people aware and 25% 'convert' and buy into your idea or product, then you just created 250 buyers. If you'd been able to make 10,000 people aware, then you would have created 2,500 buyers ... not because the campaign strategy was 'better' but because the numbers of the right people were bigger.

So, what are you going to do to maximize awareness?

How big is your initial database of potential clients?

Do you have access to another database (another person or an organization)?

Are you planning a paid advertising campaign (e.g. facebook)?



What about a strategic partnership?

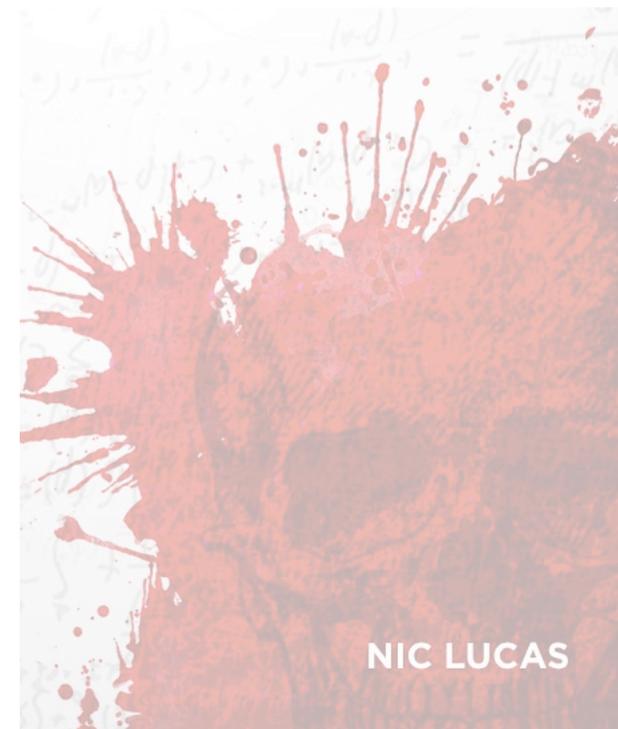
Have you networked with people who can help you develop awareness?

There are many options these days, including podcasts, guest blog posts, and webinars.

In many instances, you will be starting from scratch, in what I call a 'genesis-campaign' ... and this is how I first started while still working fulltime. These are small campaigns designed to get things going and take the product to market to get those important initial sales and feedback.

From here, you can grow.

If you don't create enough awareness, this will be a key limiting factor in the financial success of the campaign.



2. Did they understand the benefit of change compared to the benefits of staying the same, and did they emotionally engage with you?

This is all about your communications, and the two key words here are ‘**emotion**’ and ‘**understand**’.

Did you create educational messages that helped people understand their current situation, and the new, alternative situation that is available to them? Did you do *anything* to help them out of their current situation and into their *new situation*, before asking them to consider buying?

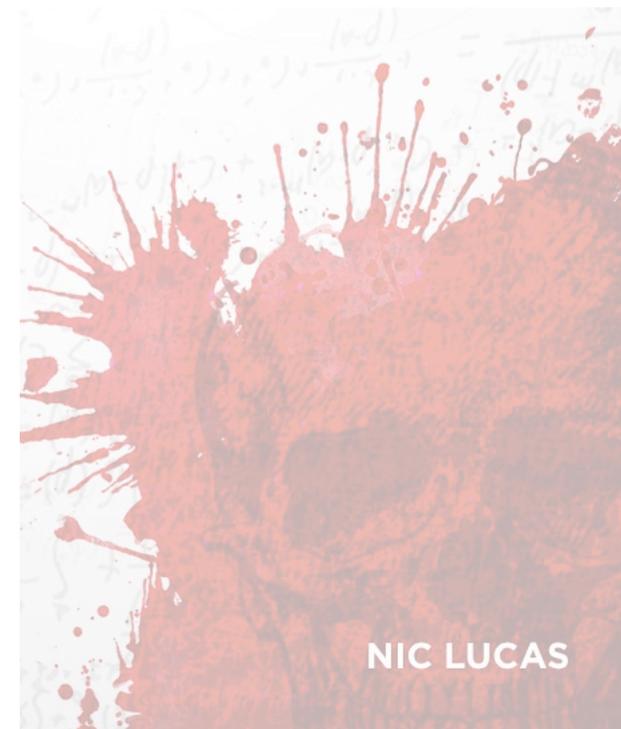
If they don’t believe they can have the result or solution or feeling that you promise ... then they won’t buy. You might get them to ‘take a chance’ on you ... but the more ‘chance’ they feel they’re signing up for, the lower the number of buyers you’ll create.

Did you educate them about the benefits of a new, alternative situation compared to the benefits of staying the same? Did you create a ‘before’ and ‘after’ story?

Did you build relationship through your communications? Did you utilize your similarities to trigger the **Likeability Factor**?

Most people skip this entire step. They fail to build relationship and they fail to create emotional engagement, and this will limit the success of the campaign.

So, ask yourself ... how can you best create educational communications that achieve emotional engagement about the benefits of change?



3. Did they understand the risks of not changing?

Sometimes people are already experiencing stress and anxiety about their situation and are actively looking for a solution. You would think they are already aware of the risks if things don't change. You might think that they are already considering buying.

Well, maybe they are ... and maybe they're not.

All the steps we're going through also apply to these people, and you will serve them better, and create more buyers, if you go through all the steps. That's because people often **underestimate** and don't **fully understand or feel** the current risk they're facing.

For example, a person might attend the doctor for a checkup, and casually mention that they've got a discolored mole on the back of their knee. They've been aware of it for a few months and are now concerned enough to mention it to the doctor.

What should the doctor do? Should they assume that this person knows and understands the risks of a discolored mole?

I think we all know of someone who died from preventable cancer because they didn't bother going to the doctor about 'that spot or lump'.

So, the doctor shouldn't downplay the risk the person faces. When it comes to cancer, time is of the essence. You have to act now, fast, immediately ... because failure to do so will have awful consequences.

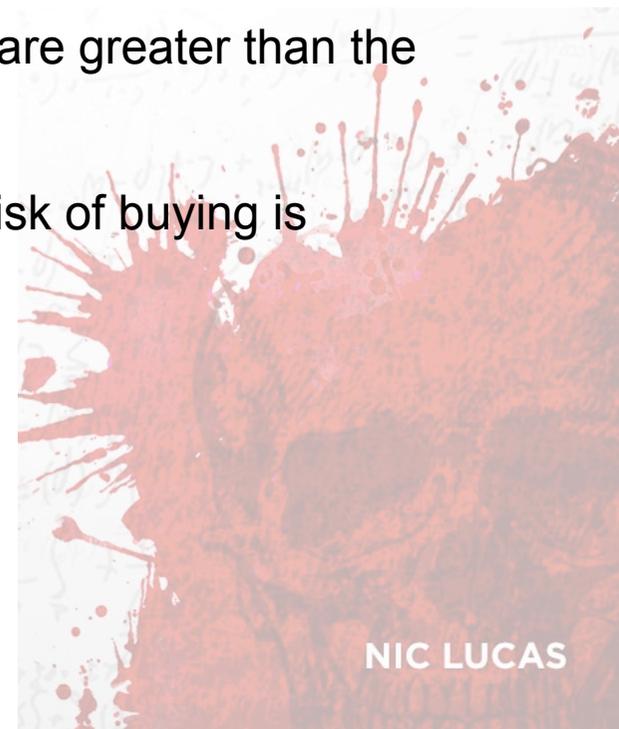
And it's no different for you and your campaign. It's important that you take the time to point out the direct risk to the person in full gory detail so that they don't just *know* it, but that they *feel* it.

To help them more fully understand the risks about their current situation, you also need to make them aware of the indirect risks, or the flow on effects that will happen if they don't change.

A person will only buy if they feel that the benefits of your solution are greater than the risks of staying the same.

As long as they feel that their current situation is OK and that the risk of buying is greater than the benefits, they won't buy.

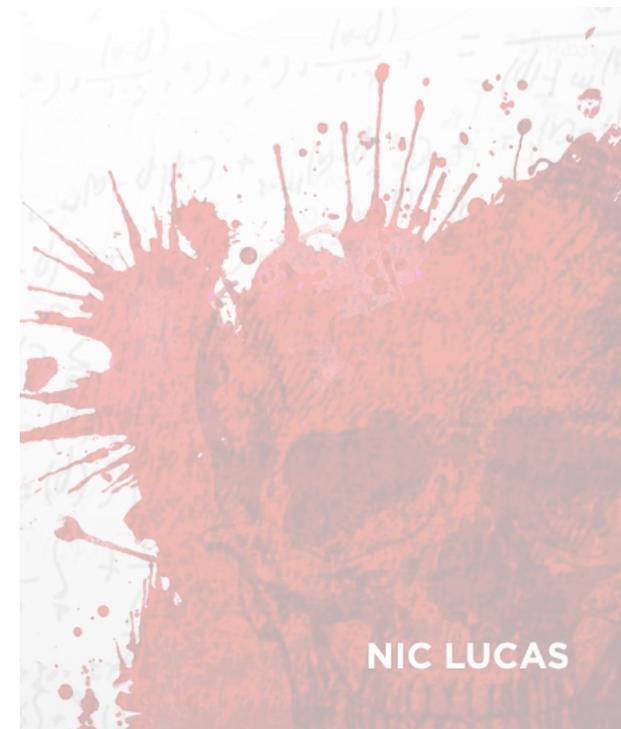
It's as simple as that.



So, your aim is to make sure they understand:

1. the benefits of buying are greater than the benefits of staying the same
2. the benefits of buying are greater than the risks of buying
3. and that the risks of staying the same are too high

Take a moment to re-read those three points and burn them into your brain. Make sure you really understand what each point is saying. Make sure you understand the different between point 1 and point 2.



4. Did they have certainty about you, your product or service?

This is another critical step – you have to develop this certainty. So, the questions for you are:

What evidence do you have that your product or service is the best one for them to buy and have you made that clear?

The best form of evidence is from other people *who are just like them*. We call these *similar others*.

If you've got a product for Mom's, then the best evidence that your product is the best product comes from *other Mom's*.

If you've got a product for Mom's whose kids play football, then the best evidence that your product is the best product comes from *other Mom's whose kids play football*.

This is called the **consensus effect**, and it works best when the *proof* is from *similar others*.

The next best thing to proof from 'similar others' is proof from '*many others*'.

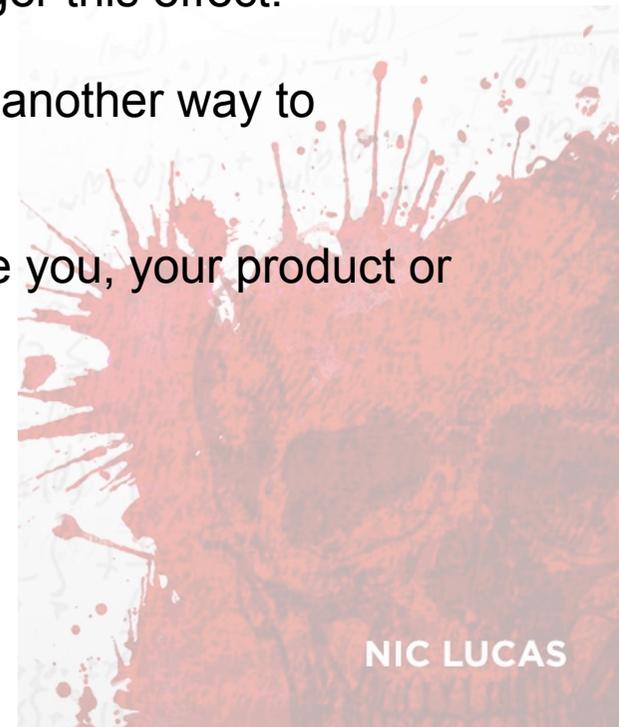
Even if you've got no-one who is *similar* but you can show that *many other people* use your product or service, then you will still trigger the **consensus effect**, and you will create certainty.

If you are just starting out and don't have similar or many others ... then it's still important to demonstrate that *other people* benefit from a similar solution or idea to the one you're offering.

Everyone who has ever started anything faces this issue ... so don't let it be a reason for you to procrastinate. It can take some strategic thinking to trigger this effect.

But all is not lost if you can't trigger the consensus effect. There's another way to create certainty ... and that is to use the **authority effect**.

This is when you have a recognized expert recommend or endorse you, your product or service.



The key to this is that the people you are targeting have to recognize the expert as someone credible that they trust ... otherwise it won't work. Just because a celebrity lends their name to a product or service doesn't mean that it will create certainty.

It has to make sense. I've seen people get this wrong over and over again. Hundreds of thousands of dollars have been spent on advertising campaigns based on 'celebrity endorsement' ... and they've flopped.

For example, a famous tennis player who endorses a new Mercedes won't likely have quite the same effect as a famous racing driver who endorses the Mercedes.

In summary, do you have a relevant, trusted authority who can recommend or endorse you, your product or service?

Do you have case studies or testimonials from *similar others* who can endorse or recommend you, your product or service?



5. Did you present them with an irresistible offer?

Let's use a restaurant meal as an example.

If your products or services are the meal, then your offer is the way the meal is represented on the menu, described by the waiter, and presented on the plate.

I can serve lamb and mashed potato at home, whereas a top chef in a premium restaurant can serve "Grilled New Zealand lamb in a red wine reduction, with creamy, buttermilk potatoes carefully mashed with a hint of roasted garlic. To carve the lamb, we use a charming antique switchblade steak knife. The meal is accompanied by buttered greens, blanched and then lightly grilled to perfection."

So, think about how are you offering your products and services? What are you packaging them with (red wine reduction, buttermilk, hint of garlic, antique knife, buttered greens)?

Often the things you package with your product and service can create a compelling offer without requiring much additional effort or expense.

What type of things can you use to create an 'offer'?



I've been stuck on this ... everyone gets stuck on this ... and often the only idea is a **discount**. This might seem like a good idea, and may even work at the time, however you must be careful when offering *discounts*, as this says something about you and your brand.

It sets people up to expect discounts from you all the time.

Alternatives to *discounts* include:

- Additions: extra things that you include to sweeten the deal
- Terms: payment options that make it easy for people to buy
- Guarantees: guarantees that reduce or entirely remove the uncertainty and risk of buying

Very often a campaign will be mediocre simply because the *offer* wasn't presented in an appealing way. Don't let this be the reason that your campaign fails.

Instead, construct your *offer* in such a way as to make it easy for the right people to choose to buy. Create a great offer and you will create more of the right buyers.

And remember, if your product is truly amazing ... that might be all that is needed.

6. Was the offer truly scarce?

By introducing **scarcity** you will trigger a shift in **motivational direction**. How will you achieve this in your campaign? Will you use **limited numbers**, **limited time**, or **exclusivity**, or a combination of all three?

This is where you are allowed to be as creative as you'd like ... but never dishonest ... because that would damage your brand.

Now, notice that I asked if the *offer* was scarce?

By creating an *offer* and not just a *product or service*, you then have the opportunity to create *real* scarcity. For example:

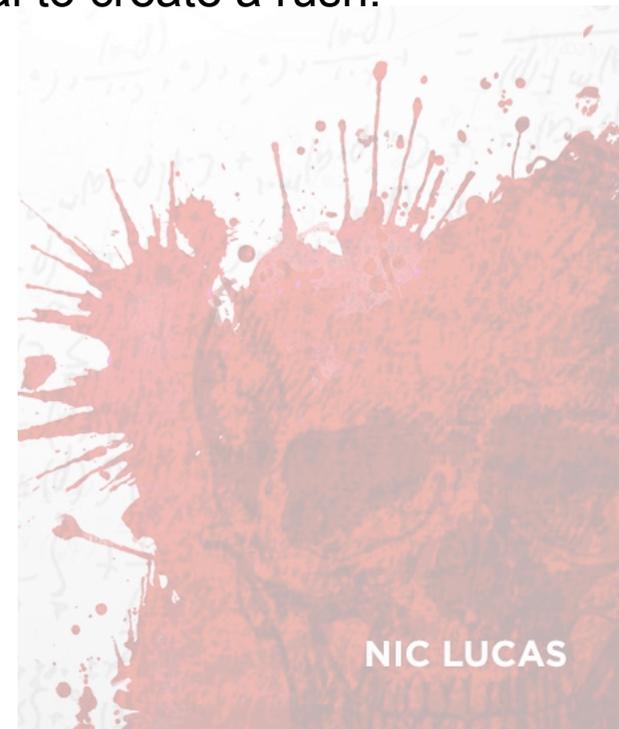
- Buy now and receive an extra year of support for free
- Buy now and get an additional year at 50% off
- Buy now and lock in your subscription for three years (no price rise guaranteed)
- Buy now and receive a full year money back guarantee (only available for first 50 buyers)
- Buy now and receive our exclusive report on what's happening in the market **this month!**

These are just a few examples of what you can create when you combine an *offer* with *scarcity*. And notice that the scarcity can be added and taken away at your discretion ... you can add or take away additions, terms or guarantees whenever you like.

If you don't use scarcity, your results won't be as good as they could be. If you *do* use scarcity, then it has to be authentic.

In the majority of campaigns I've run where I've used **limited time** to trigger **motivated action**, almost 50% of the sales have come in the last few hours.

This is just like a University program. Once you miss the enrollment date, you have to wait for the next one, and so cut-off times always have the potential to create a rush.



Why don't people buy from you?

Understanding this is very valuable.

1. They don't want what you're offering, even though they can afford it.

Some people just don't want what you're offering. It doesn't matter how you put it to them or what tactics you use, they just don't want it. Move on and let them be.

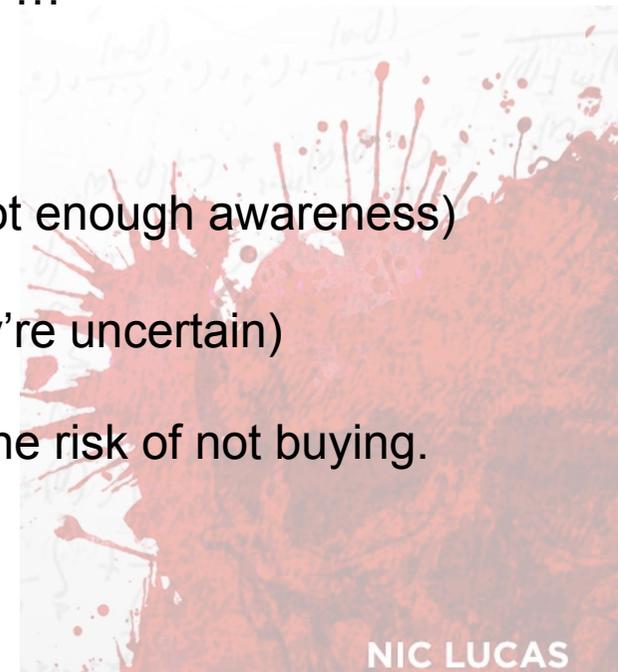
2. They do want what you're offering, but they can't afford it.

You can avoid this situation by targeting the right people in the first place. If they can't afford it, then they can't afford it. Move on and let them be, unless ...

Sometimes when people say *I can't afford it*, they mean:

- I don't feel that the benefit is great enough to justify the price (not enough awareness)
- I feel that there is too much risk in buying (they're uncertain)
- I'm not certain about you, or your product or service (again, they're uncertain)

If this is happening, you haven't created certainty; they don't feel the risk of not buying.



If they don't see the benefit, then you need to go back to your checklist and ask:

- Have I educated them well enough about the benefits? Did they understand?
- Have I educated them well enough about the risks of not buying?
- Have I educated them well enough to minimize their risk of buying?

Looking at it from this perspective, you can see *why* it is so important to address these issues during the campaign.

3. They do want what you're offering, they can afford it, but they're uncertain about you, your product or service.

If they're uncertain, you need to look at the **consensus effect** and the **authority effect**, and how well you triggered those.

- Did you show them enough evidence from *similar others* that this was a good buying decision?
- Did you have enough authority to recommend your product or service?

Examples of how you can trigger these effects are with simple text based testimonials, case studies, interviews, logos, press releases, and third party data (research).

You can show them these things in emails, blog posts, podcasts, videos and in your printed material.

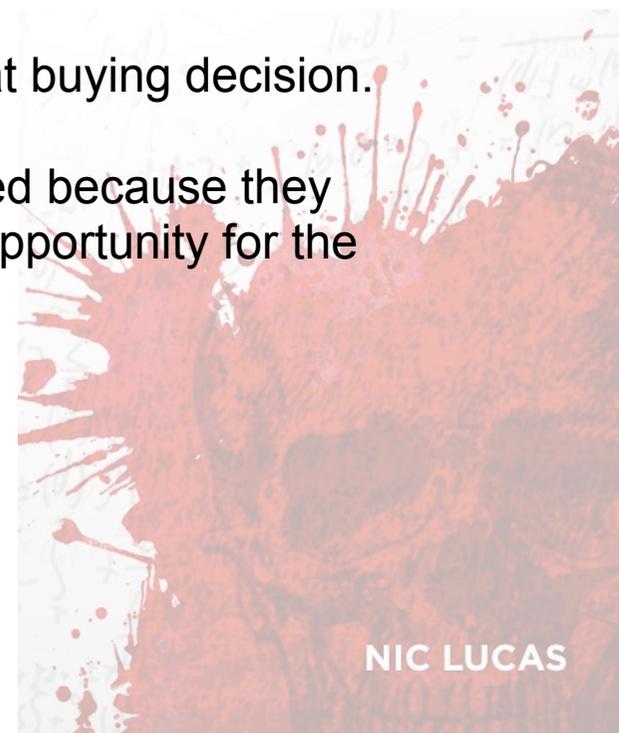
The question is, was this (is this) a part of your campaign plan?

4. They do want what you're offering, they can afford it, they're certain, but there's no motivation flowing in your direction.

This last reason that people don't buy is all about how you motivated them into action. And this isn't about CLOSING the sale ... because despite what everyone else says, you CAN'T actually close the sale. **Only the BUYER can close the sale.**

All you can do is create the best environment for them to make that buying decision.

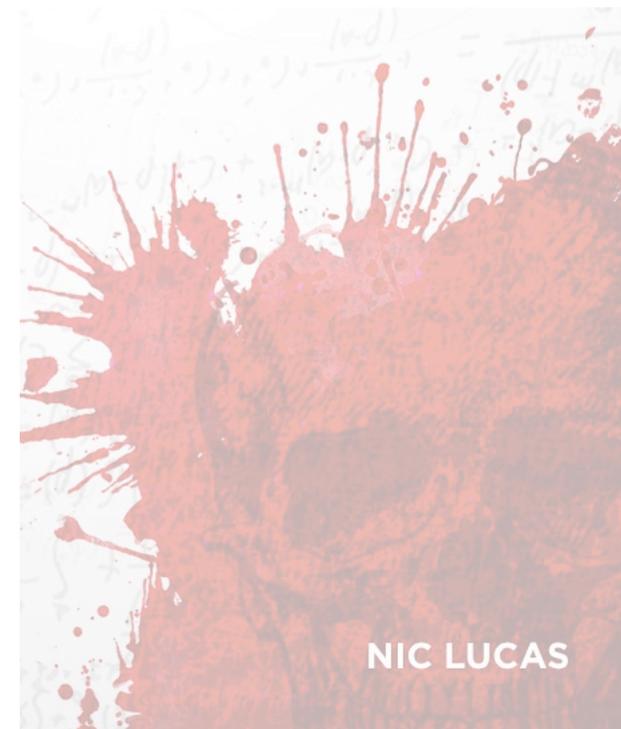
When I talk about this, many people feel relieved. They feel relieved because they realize that their job isn't to close a sale, but to create the best opportunity for the BUYER to close the sale.



So, it's a matter of going back to your offer and asking yourself:

- Did I create scarcity?
- Did I have limited numbers?
- Did I have limited time?
- Was the offer exclusive?

When you're planning your campaign, or reviewing a campaign you've just run, always put it through this test. Always make sure you've considered and implemented as many of these things as you can.



Key Messages

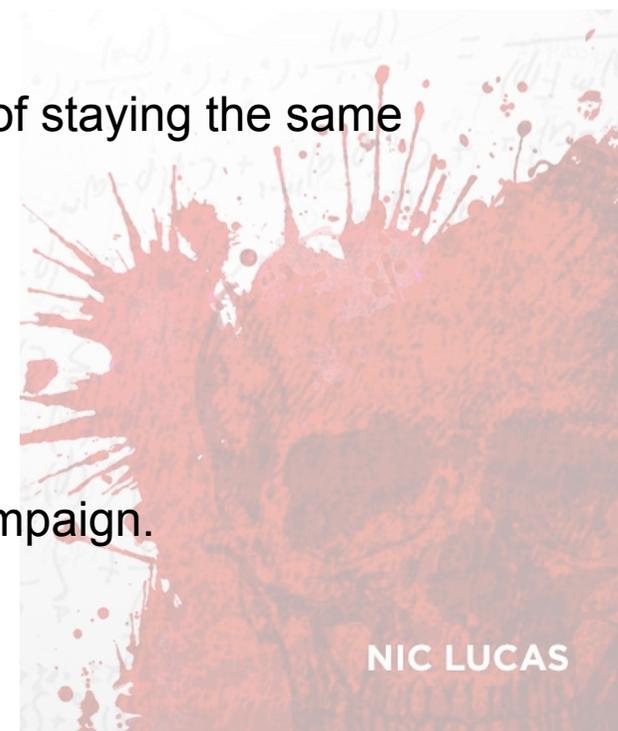
You've just been through how you can take control of the essential components of a campaign. You can use this to analyze a campaign you've already run, or to help with planning your next campaign. Either way, you know more than before.

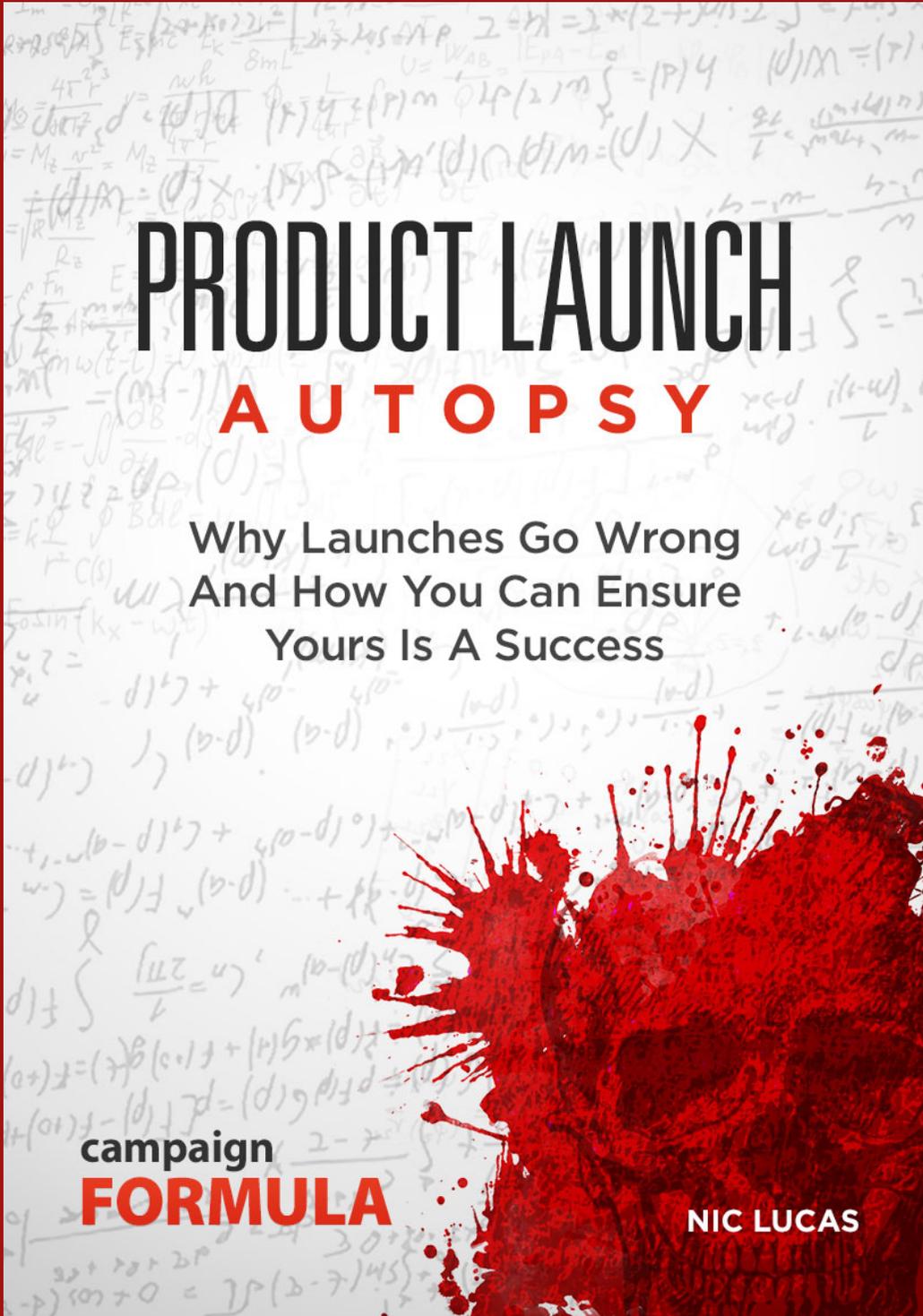
And remember, if I've caused you to have just ONE insight from this, it can have a substantial impact on your campaigns, your business, your revenue and profit.

The topline messages are:

- Create enough awareness with the right people
- Build relationship
- Educate them about the benefits of change versus the benefits of staying the same
- Educate them about the risks of not changing (buying)
- Minimize the risk they might perceive of buying
- Help them feel certain about you, your product or service
- Make sure you have an irresistible offer
- Use authentic scarcity or exclusivity in your offer

Pay attention to these things, and you'll be set for a successful campaign.





PRODUCT LAUNCH AUTOPSY

Why Launches Go Wrong
And How You Can Ensure
Yours Is A Success

campaign
FORMULA

NIC LUCAS

Bonus

6 more ways to increase
the success of any
campaign.

Bonus 1: More ways to increase the likelihood of a successful campaign

1. Planning and Guidance

I can't emphasize this enough. If you just rush off and start a campaign without a plan, then you're bound to have mediocre results. Don't try to do everything yourself. Sit down with your marketing team, your web team, your product creation team, and your client services team to map this out.

If you don't have access to those resources, then get yourself a coach or mentor who has specific *expertise* in running campaigns. If you don't, you run the risk of having a failed campaign. I have come in on so many launches that fall into this category.

2. Funding

Running a campaign requires investment in key resources. For example:

- Specific web pages tailored for the campaign
- Email marketing and sales funnel technology integrated with an Ecommerce and payment gateway

- Copy writing for emails, videos, sale pages and follow-up emails
- Coach or consultant who can lead you and assist you

3. Have realistic expectations

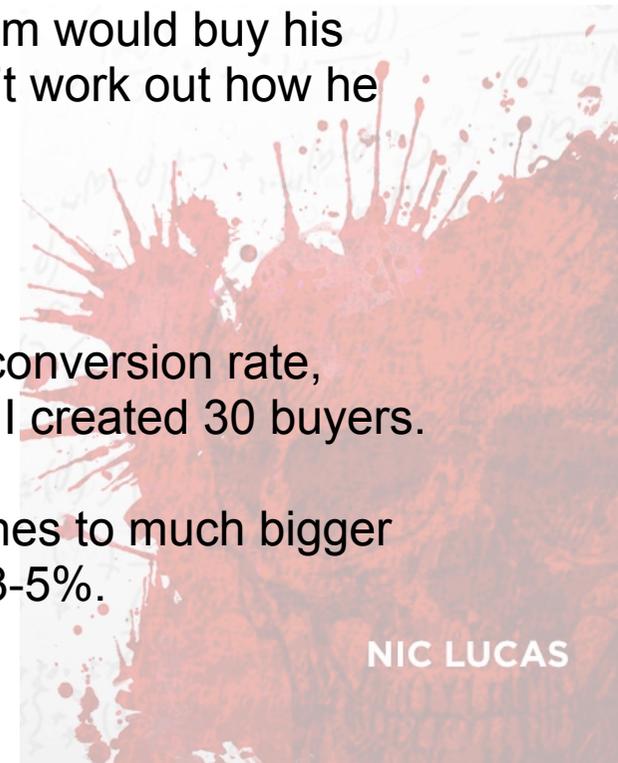
I've seen too many people think that almost everyone on facebook is going to sign up for their offer (well, not quite that bad, but you get my point).

For example, in one campaign we had access to an email list of almost 110,000 farmers ... and the client was convinced that at least 20,000 of them would buy his product on first sight. He refused to accept anything less ... it didn't work out how he had hoped.

So, let's get real. What can you expect?

I've run small, targeted campaigns that have a 30% lead to sales conversion rate, which means if 100 people went through the campaign sequence, I created 30 buyers.

With people in my network who have run multi-million dollar launches to much bigger lists, a successful lead to sales conversion rate is lower, at about 3-5%.



So, when 100,000 people go through a campaign sequence, they create about 3,000 buyers ... which isn't bad when they're selling products for around \$2K range.

Recently, I managed a launch and had just over 500 people join the campaign and at the end we created 51 buyers, which is a lead to sale rate of about 10%.

So, you can see that there is a range. By doing things well, you can expect a 3-5% conversion rate, and by doing things really well, and to a highly targeted list of the right people, you might reach 30% or higher.

The other variable that can affect your lead to sale conversion is pricing. The lowest product I've sold online is \$7. The highest single sale I've made is \$500,000. The majority of my sales are in the \$30,000 to \$300 range.

It's not really the 'price' that effects your conversions but the 'value' you provide to the people who need or appreciate that value. Think back to why people buy.

As long as you're communicating to someone who can pay the money for what you offer, and as long as what you offer provides more value than what you're asking ... and you have developed relationship, certainty and there is motivational direction ... you'll will create buyers.

4. Know your competition

This is basic business advice. Surely everyone knows who their competition is, and what they're offering. By taking the time to do this research, you equip yourself with highly valuable information.

You will learn how to differentiate yourself and your offer.

5. Don't announce your offer to early

Just the other day, I was following along with a launch for an online training program by an internationally recognized best selling author. Many aspects of the launch were fantastic. The videos were great. Production levels were high. The website was beautiful. Their story was very engaging.

The author was already an 'authority' ... and yet they made a couple of flaws ... one of which was that they announced their offer too early.

Think about this ... when you make reservations at a premium restaurant ... do they tell you the specials on the phone when you are making your booking? Or do they wait until you're seated ... ready ... hungry ... when they've got all the smells and sights and sounds of a restaurant working in their favour.

They wait until the ‘right moment’, don’t they?

In this launch, they ran a webinar (which I was unable to make) and the very next email I got was a reminder to watch the webinar replay ... and a PS in the email that there was a \$200 discount on the ‘offer’.

Now, when I did get to watch the webinar, it did a good job of creating buyers ... and yet they were making me an offer before I’d even watched this webinar.

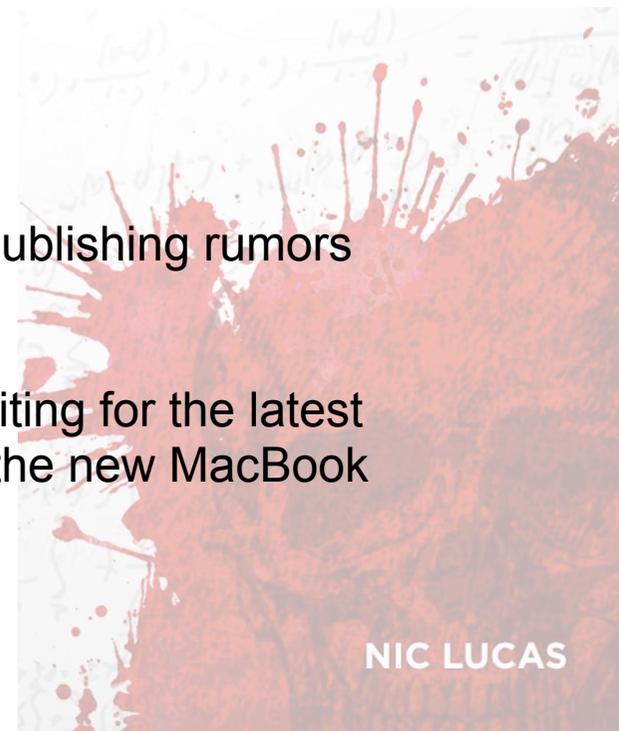
They were trying to sell me rather than create a buyer.

So ... how do you avoid this?

6. Start to create buyers before you ever make your offer

Have you heard of ‘mac rumors’ ... the website that is constantly publishing rumors about anything Apple related.

As of this writing, I’d like to buy a new MacBook Pro ... and I’m waiting for the latest one to be announced. I’ll hear about the rumored release date of the new MacBook



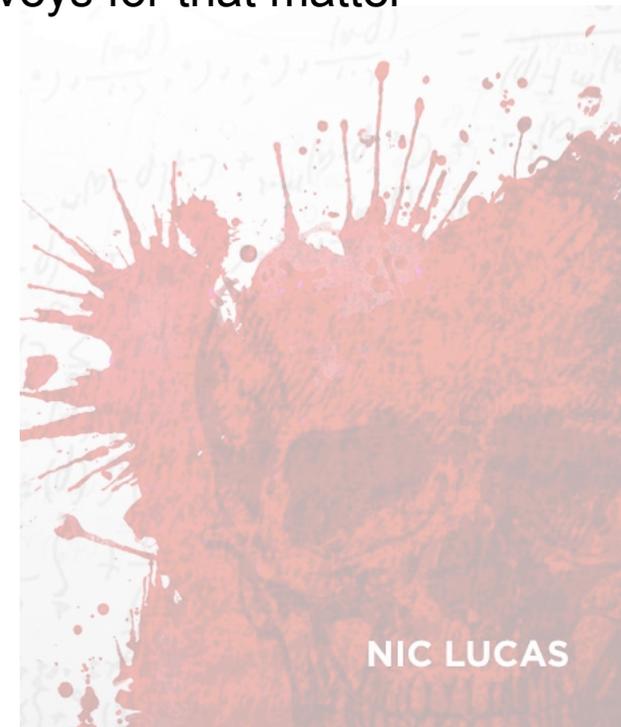
Pro on 'mac rumors' before there are any available at the store and I'll have my payment ready.

Rumours create buyers before any offer is made.

Let people know that you're working on something cool. Survey people and ask them what they need or what they're struggling with and also let them know that you're creating a new product or service.

This will create anticipation and curiosity ... both of which really help to create buyers.

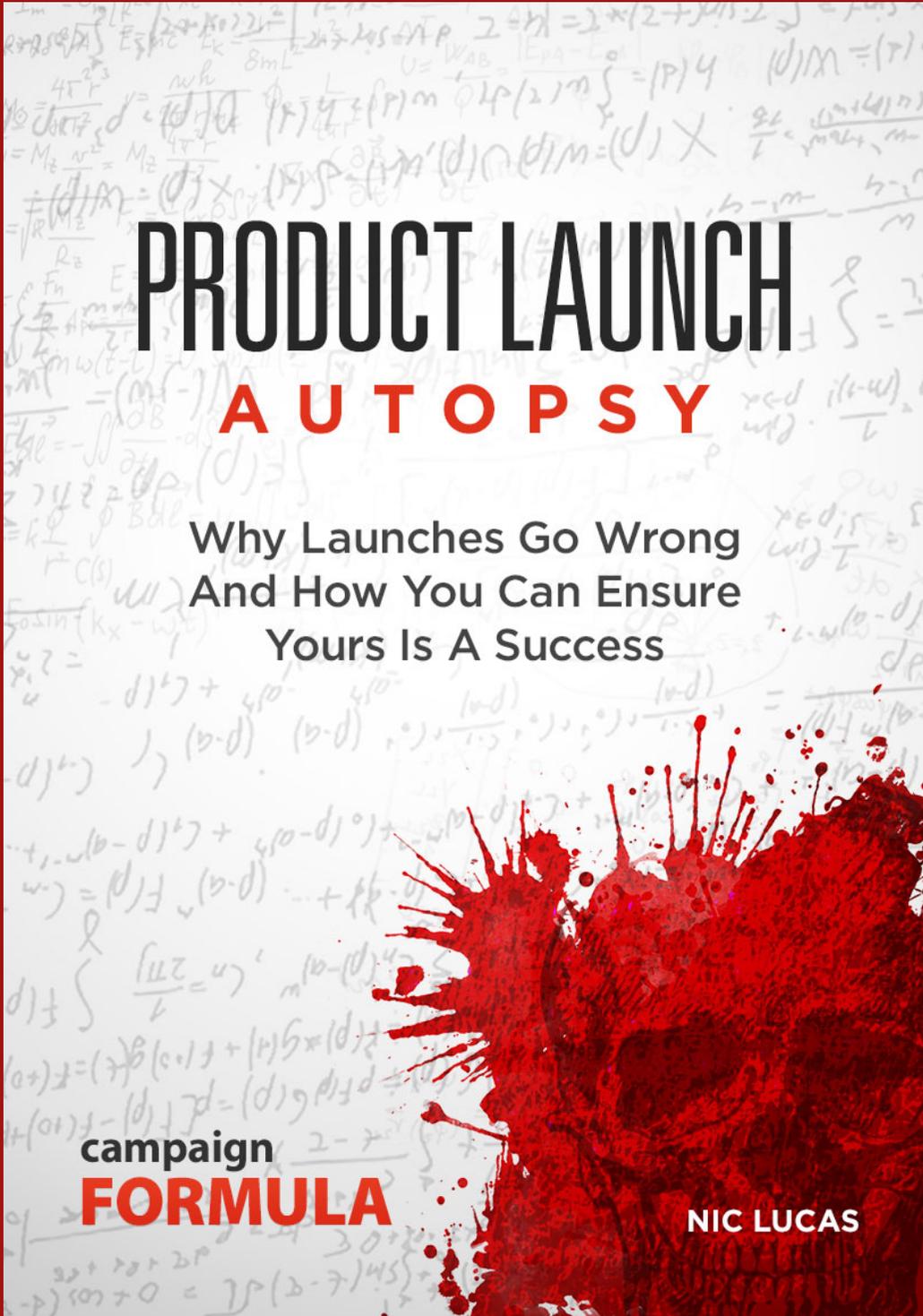
There are many other benefits of starting early ... and of using surveys for that matter ... and these form a big part of the campaign strategies I use.



Key Messages

These 6 additional bonus strategies are really worth paying attention to. In summary, they are:

1. Planning: it's value can't be underestimated
2. Funding: you don't have to have substantial expenses, but make sure you can do what needs to be done, and pay for guidance and help if you need it.
3. Expectations: don't count your chickens before they hatch. Plan for long term growth.
4. Know your competition: invaluable information to help you succeed
5. Don't announce the offer too early: keep the anticipation running high
6. Start to create buyers before you ever reveal your offer: the sale will happen easily



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Bonus 2

Anonymous Case Study

Anonymous Case Study

For those interested in a big launch gone wrong ... here is a story. All name, dates, and identifying information has been removed to protect the identity of the culprits ☺

It was destined to be a big launch. It was this company's first launch and they wanted to go big straight away. It needed to generate about 1.5 million in revenue.

The product was simple. Online video training offered through a secure website.

There are different types of launches. I've already described what I call a 'genesis launch', and at the other end of the spectrum is the 'strategic alliance' launch ... and this is what this company was doing.

A strategic alliance launch (also known as a JV launch or affiliate launch) is when you develop a business relationship with another business or businesses and they promote your product to their email database and receive a commission for any sales.

These can be very effective. It's a great way to get your offer in front of hundreds of thousands of people. For example, you might have a small list of 5,000 people on your database, but through a strategic alliance you might be able to get your offer in front of 100,000 people.

In order to find these strategic partners, this company was paying thousands of dollars a month to a broker whose job was to set up these alliances. So, this was a large budget item at a time in which there was no revenue ... and it could have paid off for them, but it was a risk ... and in this case, it turned out to be part of the disaster.

Lesson 1: It's tempting to go for a big strategic alliance launch straight away. Instead, consider taking your time. Start with a genesis launch and grow from there.

So, while they were paying out thousands a month to retain their broker, they were having technical problems with their website. They'd invested thousands. The site looked beautiful. But ... the list of things that were wrong with all the technical setup is too long to list here.

The main problem was that their sales page was not PCI compliant, which means every single sale they made would have been breaking numerous international credit card banking laws.

The other major problem was that their commission payment platform wasn't set up correctly. This means that they wouldn't have been able to track the commissions they were due to pay their strategic partners. Of course, this would have been disastrous ... not only legally, but also for their brand and for damaging their relationships and reputation.

Lesson 2: Don't skimp on your technology. Get the right software. Hire the right team. And if you start with a genesis launch, you don't need to go over board with all this. There are a few great systems around that you can get started on quickly, easily and cost effectively.

After we came in at the 13th hour to sort out their tech problems (which was all we were helping them with), we learned that the launch strategy was to make sales from a one-time live online event and email follow-up ... and they were so convinced of this approach that there was no turning back.

Here's how the flow or 'funnel' was set up.

People would first join up to receive some free video training and then they would receive emails with some more video training, all of which was leading to this one final live event. On the live event, they would do some more teaching and then make an offer to purchase the full online video training course.

I've done quite a few of these types of funnels myself and they can work extremely well ... so it was a good plan ... almost. Here's what went wrong.

First, at the time of the event, the live online video was blurry. It wasn't blurry on the test ... but it was blurry on the day. No idea why. The presenter couldn't problem solve it right in the middle of the event ... and it did detract from the experience.

Second, the very thing that was taught during the event, made it less attractive to purchase the online video course. So, at the end of this event when everyone should have been ready to buy ... the event had the opposite effect. It didn't create buyers, it created a feeling of "I don't need to buy".

Lesson 3: If everything hinges on a live event, you are introducing risk into the launch. Lot's of unforeseen things can go wrong. You can hinge everything on a live event if you want ... but you don't have to ... and I wouldn't do this if you're just starting out or if there's a lot at risk.

But it wasn't all bad ... they had done some early testing of their product sales ... sort of. Here's what they did.

Instead of sending people through the exact launch sequence that they were doing with the big strategic alliance launch, they just sent people directly to a sales page.

Here's how that worked. They would be a guest on someone else's radio show, or podcast ... they'd just talk about their topic and teach people a few things ... and then make the offer. The host of the show would endorse this product to their listeners and many would go and purchase the program directly from the sales page ... and they had great sales conversions from that page.

From this data, they were very confident in the lead to sale conversion rate ... except there's a problem with this.

Being live on a radio show or podcast that then links direct to a sales page and is endorsed by the host is very different from a strategic alliance partner sending out a bulk email to their email database recommending that someone goes and signs up for a free video series.

In their test, they had relationship, certainty and motivated action all in place.

In the launch, they had to develop relationship and certainty ... and had to use a live online event to create motivated action.

So, even though they tested, you could say that they didn't test their launch sequence at all. So, they had nothing to go on except for what they hoped would happen.

At the end of their live event, they made hardly any sales ... nowhere near enough to cover costs, let alone hit 1.5 million.

Part of this was due to the fact that when the time came, not as many of the strategic partners emailed their database as agreed. Another problem was that a lot of the 'emails' in this strategic alliance turned out to be trashy emails. Eg, from one partner we monitored hundreds of emails coming from low quality automated twitter posts.

So, even though they ended up paying for 10's of thousands of new emails on their database ... many of these were fake, low quality or just never got opened.

In summary ... the launch strategy was great but it fell apart at great financial and personal cost to the company owners.

First ... their tech let them down and they could easily have ended up with legal action and hundreds of thousands of dollars in fines.

Second ... their expenses were far too high ... for example, they were paying for a strategic alliance broker for their very first launch ... and yet these partners don't have to email for you if they don't want to ... and in this case quite a few didn't, which had significant consequences.

Third ... the success of this launch rested entirely on the success of a live online event ... which ended up not being successful.

So, in this case, solving the tech problems didn't save the launch ... but we came in far too late to change anything.

It was a real eye opener for me and I paid close attention to the lessons. And that's why I've shared this story with you ... so that you can learn from this and avoid the mistakes.

Think about it ... they 'appeared' to have everything in place. They were also very confident. They were doing a massive strategic alliance launch right out of the gate. These were some serious people who had invested serious money, time and emotion.

They had a great product. They really wanted to help people.

Success was a 'given'. They were already celebrating before the launch had even taken place.

They took the risk and in this case, they lost.

You don't have to do that. You can start small. You can launch to just a few people at first. Get feedback. Launch again. Improve. Launch again. Keep growing your email database. Launch again. Start seeking strategic partners based on your proven launch sequence and product sales revenues. Run a small strategic alliance launch. See how it goes. If it goes well, other partners will be easy to find and some will even start approaching you.

You don't have to do it this way. It is slower. But it is wise. It is less expensive. And a lot of the money you invest can come from profits as you go, rather than significant amounts of start up capital while you've got no revenue.

Final Insight For Reading This Far

Another warning about strategic alliance launches. There's quite a bit of 'you scratch my back and I'll scratch yours' involved.

This means, you might find a strategic partner with a huge list who is willing to email their database to promote you. It all looks great at first scratch. And then comes the second scratch and it can range from annoying to nasty.

You are expected to email your database for them in return for them emailing their database for you.

Now, this might be fine if their product or service is great and relevant to your customers.

But what if it's not?

What if it's just a poor fit for your audience? What if their launch dates clash with a launch you were planning for yourself and that would be much better for your audience? What if their product is awful? What if once people join their email database, they get sent way too many emails ...

... and all of this reflects on you because you were the one who emailed them about this other product or business in the first place.

If you don't email for your partners, you will burn your bridges and this might tarnish your reputation.

This can be a very real problem and so it's one to be aware of right at the beginning. If you are going to partner with someone ... make sure you know who you're really dealing with. Would you be comfortable promoting them, their business and their products?

If not ... say no thanks and politely move on.



Work with Nic

Don't just launch a product ...
launch a movement and have
a massive impact.



MASSIVE IMPACT
INTERNATIONAL

An Invitation for the 'Right' Entrepreneurs and Business Leaders

If you would like to plan and launch a successful product, business or movement, then I can help.

It doesn't matter where you're up to with your idea ... you need to meet the following criteria and then we can talk.

1. Your business must provide an innovative or transformative product or service, and be directly involved in the service of others.
2. You must have the funds to invest in the necessary tech ... no short cuts or complaining about capital expenditure.
3. You must have your own customer database (list) ... or be prepared to use paid advertising to build your own list. Again, no complaining or second-guessing. The 'list' is the fuel of your launch and business and is one of your primary assets.
4. You must be committed to the work and get stuff done on daily and weekly basis.
5. You must be committed to personal growth throughout this process, as you will not be the same person at the end.
6. I am a premium coach and consultant and my fees are expensive. I only work with a few businesses a year and payment is required in advance of work. If you are not happy investing for this level of expertise, then we are not a match.
7. Lastly, I am interested in your whole well-being ... not just your business. I don't care about helping you get rich with money alone ... there's lots of unhappy, unfulfilled rich people out there. So, what I do care about is helping you become WHOLE in Mind, Body and Business. Working with me is also a commitment to working on each of these three areas.

I would caution that if you are not prepared to invest in yourself, then you will attract clients who are not prepared to invest in themselves through your product or service. In other words, you will attract the same type of clients or customers as you. So, be the kind of client or customer that you want to attract. Lead by example and then you may legitimately hold the same space for your clients or customers.

To apply for a detailed strategy session with me, please complete the form on this page: niclucas.com/strategysession

We will go over your current situation and discuss what could be a much better version of this situation for you. At the end of our call, if I feel it is appropriate, I will let you know if there is an opportunity for us to work together. If there is, you will need to be ready to enroll straight away on the call, because we will get started immediately.

Dr Nic Lucas
CEO and Founder, Massive Impact International

