

INBOX renegade

-PRODUCT LAUNCH-

How To Launch a New Product
To Your Email List



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If you take on board what I said in the main guide about emailing your list every day, you don't necessarily need to do product launches to your list. You'll be there for the long haul, emailing your offer on a daily basis, therefore, the sales you'll make over time may average out to just as many as if you did a sequence of product launch emails.

However, it's nice to get a nice chunk of cash over a short period, and when introducing a new product to your fans when it first comes out. This, of course, gives you the opportunity to reward your most loyal subscribers with a **discounted deal** on your product for the first couple of days.

Another thing to consider is that you might want to reward JUST customers who have **previously** bought off you. This is a good way to show your appreciation for sticking with you over the months and years.

Anyway, what follows is a simple **5-day product launch formula** that is very, very easy to set up. In fact, there's nothing much to it at all, but you most definitely will get a lot of sales with this little launch to your list. At the end of the day, repetition and relentless follow up will always pay you back tenfold.

Let's just jump straight in...

Day #1:

On the first day of your **mini product launch** you will send **two emails** to your list letting them know you have a new product *and/or* you have a **special sale** going on for the rest of the week. You should schedule two emails to go out on the first day – and I highly recommend you start this sequence on a Monday. You don't have to, but since this is a 5-day product launch, best to start on a **Monday** so you have a full week ahead.

Email #1: Morning Email

This is obviously the very first they're hearing about the sale you have going on for the rest of the week. Use your own judgement here on how to communicate the sale of your new product.

Give them the reason why the sale is on. How much of a discount they'll be getting – and that it won't last. Again, this is your product, and your list, I won't presume to know what exactly you will be telling them.

Just know that this is where you are announcing the product launch. You can, of course, give a little content in the first email, but keep the focus of the upcoming product launch **on point**.

Remember, you **are** doing them a favour by giving them a discount, so don't be timid in your approach. And always use the techniques and concepts we've already discussed throughout this training.

Email #2: Evening Email

This is just an email to remind them of the sale. What I find is that many believe that people wake up in the morning waiting to read their emails.

They don't.

Just because you **announced the sale** of your product at a discount in the email you sent that morning, this doesn't mean they have it at top of mind all through the day. So, the evening email is there as a reminder about the sale.

Don't go too heavy on anything else. Keep the main focus of the email on the product launch and the discount that's put in place for this short period. Remember, they are not used to getting two emails from you in the same day, so keep this one pretty brief.

Throw in a little entertainment as always, but just don't get too deep into selling your product. This second email is a gentle reminder – and nothing more.

Day #2:

Email #1: Morning

You've introduced the sale going on for your product, and you've also reminded them of that very sale in a second email. Now that they know what's going on, you can relax a little and ease back into the groove of just writing entertaining, engaging, and you know, great fucking emails.

However, this week is all about the product launch. That's where your focus **is** at all times. Every email that you write has a purpose.

Hey, it's product launch week.

In this morning's email you want to write like you would normally do when sending "*hopefully*" daily emails, but you want the main purpose of the email to remind them again of the sale. So write your emails the way you normally would (*or how I taught you to do it*) and tie whatever you're writing about into the sale of your product.

Email#2: Evening Email

Again, this second email is just a reminder that the sale is still going on. If you have made any sales (*I bloody hope you did*) from the previous 3 emails, it would be **fantastic** if you could get one or two people to give you a little testimonial about what they think of the product so far. This, of course, is not always possible since they've only just bought it, but a sentence or two would be a great thing to put into this email.

If you can't get any positive feedback from early bird buyers, you can just talk about how people are grabbing this crazy deal with both hands.

Make a joke about it. You could have a subject line like, *"My Arms Almost Got Pulled Out Of Their Sockets Today"* – and then just make a little entertaining skit about how fellow subscribers are **aggressively** grabbing this amazing discount with both hands. Don't hype it like the gurus do, though.

Make it entertaining – and as I said above, keep it brief since this is the second email they've gotten from you today.

Day #3:

Email #1: Morning Email

You already know what I'm going to say here. This email is not really any different than the previous "*morning*" emails you've sent over the last two days. However, if you have testimonials or any positive feedback about the product, now is a good time to put it in front of your fence sitters.

Give them a reason to jump on this quick. Again I repeat: keep to your normal email style of entertainment and content sharing, but never forget that whatever you're writing about, always tie in the relevancy to the product launch that's going on.

Email #2: Evening Email

Keep this one brief. The most important part of this email, is to **warn people that the deadline** for getting their discount on this fantastic product, is closing in quickly and why they need to get on board before the deal ends. Okay? That's the goal of this email. Tie in a little entertainment and content as always, but don't stuff the email. Make it light, short and relevant.

Day #4:

Email #1: Morning Email (between 5am – 7am)

Today we're sending 3 emails. Don't ever worry about sending too many emails when doing a product launch to your list. Believe me, the people who will complain (*there won't be many I promise*) are the people on your list who are not a good fit for your email list anyway.

Refer back to the main guide for inspiration on why you should **ONLY** be writing to people who **WANT** to be on your list. Product launch emails must be much more frequent than regular emails.

Anyway, continue on with what we've already discussed with your previous morning emails, only this time add in the **looming deadline** for the discount and why they need to get in quick.

But now you should have gotten some feedback from people who have bought your product. Throw that feedback in for social proof and to let the **slow-to-respond** prospects that other people on your list are jumping all over this great deal.

Email #2: Afternoon Email (between 12am – 3pm)

Just a very short email here. No need to share any tips or to go into any great detail about anything. This email is another gentle reminder that they need to get their ass in gear if they want the discount.

Email #3: Night Email (between 8pm – 10pm)

Add humour into this email. Make a joke. Get them to laugh – and then tie in a benefit about the product, or even a joke about the product launch itself. Get creative, but don't make this a **long drawn** out email. Keep it on point and as brief as possible.

Day #5:

Email #1: Morning Email (5am – 6am)

Today is the big day. It's where you should make most of your sales. More than likely **50%** of the income you earn from this mini product launch to your list, will come from the **6 emails** you send today. Yes, you've read that right; **6 emails today**.

However, they don't have to be content rich emails, so relax your kacks sweet cheeks.

Entertaining and engaging email that puts emphasis on the deadline that happens at midnight tonight. No need to go overboard here. Give a little tip, make it interesting (*as always*) and let them know the deadline is looming and it's now they need to pull the trigger if they're ever going to.

Email #2: Noon Email (12am)

Very short email. Since 6 emails will be sent today, make this one very, very short (*2 – 3 paragraphs will suffice*) and just remind them that the discount ends at midnight, and will be gone for good.

Email #3 Afternoon Email (3pm)

This email should be an engaging, entertaining email that's full of personality. This is a great email to shine – and to showcase your personality. Throw in a little tip (*don't overdo it*) and then, of course, segue into the deadline that's almost upon them.

Email #4: Evening Email (6pm)

This email should be pure sales. Don't hold back. *Give them the benefits of getting the discount before the deadline*, and if you can (*which you should have no problem doing*) put strong emphasis on the loss they will feel if they don't take action.

If you have testimonials, you **MUST** put them in this email. Make a very strong call to action. No time for timidity with the deadline almost up.

The people who **haven't** grabbed your offer by now, either need an extra push, or they aren't going to buy, so it's just common sense that the only approach to take from here on in until midnight, is to **push that product as hard as possible**.

Email #5: Night Email (9pm)

Repeat the same process as you did with email #4. Put extra emphasis on the deadline and that it's almost time to wrap things up. Keep it short and on point.

Email #6: Night (11:40pm)

Well, well, well, here we are at the end of the product launch. No messing about with this very last email. Make it **absolutely crystal clear** that in less than **20 minutes**, the doors are being closed and the offer is gone away for good.

DO NOT make this email long. All this email is supposed to do, is to let people know that it's all over and they've almost missed out on a cracking deal that'll not be happening again anytime soon.

Put emphasis on the fact that you will **NOT** be taking any orders once midnight passes. This is game time, so you're either in or you're out. But don't come crying to me after midnight, or tomorrow looking for a discount, because I've given you more than one opportunity to get your skates on.

In less than 20 minutes (*probably 15 minutes now*) the doors are closed and you will have missed out on a fantastic deal. Once those doors close, you will have to pay full price.

And there you have it.

A very simple product launch sequence that is guaranteed to make you a lot of smackaroos over the course of one week.

Of course, it goes without saying that the scale of the sales you make, will be down to having a good relationship built with your list – and a good product they actually want to buy.

But even if you have a newish enough list, **you will still make money** from this product launch. It's all about being relentless with your follow up.

After the product launch, remind people what they missed out on in your next email – and also put emphasis once again that they lost out on a fantastic deal.

It's important to tell them that.

Why?

Because it establishes that you're a man, or woman, of your word and when you create a deadline; you bloody stick to it.

Once you make a deal, you don't go back on your word. However, if a person contacts you and asks you for the discount after it has ended, please don't be a wanker and give it to them. It makes you look weak, and it will strip away at your integrity, and for what? A sale or two extra?

It's not worth it.

Be the person who makes a deal, and sticks to it no matter what.

I **guarantee** that if you run your business like this, you will have less people dragging their heels the next time you do a product launch.

They'll remember you as a person who just doesn't mess around. If you say something, it's because you mean it – and therefore you stick to it.

Anyway, that's it for this guide.

Product launches to your email list certainly aren't complicated. The biggest obstacles are **#1**: Afraid to email your list so frequently, and **#2** Being **too damn lazy** to write the emails. Either way, the return you get for the little amount of work, will be worth it.

Keep in mind though, if you email daily, chances are you would have made those sales over time to your prospects anyway. And you also have an added benefit of **not lowering the price** of your product for a discount, which will make you more money.

However, a product launch, for the little timeframe it is implemented in, can make you a lot of money in such a short time. This can be a great booster for buying traffic to build your list even bigger.

To Your Success,



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