

# Launch Formula Marketing



## About Robert

Robert Puddy entered the online marketplace in 1999, lured by the promise of quick hard cash. He quickly realized that the hype was “nonsense” and that the online marketplace was no different from real-world business in that the same rules apply. “Sales is about meeting people and building relationships,” he says. And this doesn’t mean only in cyberspace. To promote his network, Robert manages to attend and hold seminars for Internet marketer’s offline, both in the UK and the US. Through this work, he has learned that his talent is not just for selling, but also for training people to sell.

His passion is creating and supporting online network and mastermind groups. The rest of Robert’s time is spent managing his three online businesses:

[Advertising Know-How.com](#) advertising and list building portal for webmasters and e-zine publishers;

[HitsConnect.com](#) a professional Ad tracking and split testing service;

[Focus4TheFuture.com](#) an Internet networking and training site that provides honest information and strategies that help online marketers progress to the next level.

Robert lives in Bristol, UK with his wife and two daughters and thoroughly enjoys being an online pioneer.

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## ***Introduction...***

I want to set the stage for you here, because I want you to finish reading this special report with your brains buzzing, your hearts pounding and your palms sweating thinking about what can be achieved.

In order for you to do that though we need you to make a huge mind shift in the way you think. It's probably going to mean me being controversial and out spoken. Some people are going to be shocked and a little upset at me.

By the time I'm done though, those that take what I have to say to heart and embrace it are the ones who will go on to make some serious... serious... serious... serious... money.

So what makes the difference between a successful business and a mediocre one?

Have an entry plan and an exit plan...

Build your business with a mind to selling it; it's not your baby, a substitute for a pet or a comfort blanket

Take a risk... (Not putting all your eggs in one basket is a phrase made to keep you safe, not make you rich).

Automation, out sourcing... If you have to be there, it's a job.

Success is mostly achieved from who you know not what you know. Leveraging your success and fame, or your contacts and partners, is essential. Most folks see this as the old boy's network and ridicule or find it immoral in some way. But this is a way of life, not just business. Everyone does business with, or associates with those people they like. Given the choice between doing a JV with a stranger or a friend, everyone will choose doing business with a friend regardless of the money involved.

## **The Perfect Business Model**

Using the Puddy Plan and the Launch Formula Marketing script to grow your lists and build a residual income.

Everyone says the money is in the list.

And it is, but...

Why not build a list and an income all with the same effort, kill two birds with one stone as it were.

Let's take a look at what's required to build a list.

You need a compelling reason for someone to give you their email address (commonly known as the hook) this can be a free ebook, e-course a promise of weekly tips etc.

You need an autoresponder and a registration form, and then you need traffic, lots of it.

Once you have traffic, and you are getting subscribers you need a product to sell them so you can monetise your list, there is no point what so ever having a list if you don't find some way to sell to it.

OK you're with me so far?

So let's take a look at what it takes to build a membership site.

(One copy and paste later, plus changing 3 words)

You need a compelling reason for someone to join your site (commonly known as the hook) this can be a free ebook, e-course a promise of weekly tips etc.

You need an autoresponder and a registration form, and then you need traffic, lots of it.

Once you have traffic, and you are getting members you need a product to sell them so you can monetise your list, there is no point what so ever having members if you don't find some way to sell to them.

Here is where it gets interesting...

A simple addition to the membership site to add extra value means a monthly paid tier (multiple if you can add multiple extras)

Now you have a list (your members) and a potential income (your upgraded members)

Same effort vastly improved result.

I spent a long time (several years in fact) bouncing around trying to build a list of subscribers to an ezine, used up a lot of effort trying to write good content every day, then every week, then every 2 weeks, finally once a month.

Trying to keep an ezine or newsletter current and fresh will drain you of energy. It takes up a great deal of time and effort, so much time the real reason for building a list gets lost.

A list is a tool, nothing more, nothing less...

A tool to make sales, and grow your business

List building is mechanical, it's about setting up systems that are set and forget, and it is not your job to make everyone on your list happy. It's about making your list make you happy it's about using the list to make you a living

(Ducks for incoming with that one)

## **So if it's a lot of work running a newsletter how else can we build a list?**

After spending all that time and effort building a list and finding servicing the list was taking all my energy I looked around for an easier option.

And guess what?

I found I could build a list and a residual income by using the membership site strategy. This is overlooked by most people. They look for that great product to sell, or create one off sales products. That's fine if you can keep creating them. You're only as successful as your last product. The need to keep bringing out new products is a constant battle.

However if you create a service, club or monthly subscription site your need to constantly be creating great new products is greatly reduced.

- You have a ready made market for any new products you do create.
- A monthly income regardless of drops in traffic, holiday seasons or any other reason you can think of why sales drop off.
- You have a list you can mail, and an income combined.

Membership revenue comes in automatically without you having to making any new sales. And that is a huge, huge point because the sale is made once and now the money keeps rolling in over and over again.

This would apply to any membership program. If it was about how to grow roses or keep tropical fish, Or whatever it is, it doesn't matter what the topic area is.

Members make better buyers...

Regardless of how you build your list, be it through a newsletter or membership site. You need to set up a consistent and frequent timetable to email them. Don't get caught in the trap of believing you shouldn't use the list to its full potential. A list is a marketing tool to be used. It's not some holy grail or mystic entity that needs to be wrapped in cotton wool. I see too

many people afraid to email their lists because of the fear of mass un-subscribes.

Unsubscriptions are good things, not bad things. They filter out those who are not responsive to your messages. It's my experience that no matter how often or how little you email your list, or indeed what the content is the same number of people will unsubscribe after each mailing. You could be sending them a secret location where they will find stacks of \$100 bills, and some will still unsubscribe.

Once you realize the above, and accept un-subscriptions are a normal part of email marketing, it becomes a non issue. The correct way to build a list is to train your subscribers to expect emails, and to expect sales messages.

## **Training your subscribers to buy from you...**

Train them from the start by making soft pitches. I would suggest that you actually set up a separate auto responder series seven or eight emails long. Make sure that they get them on a weekly schedule and include in every single one, **every single one of them**, a pitch.

Think about a soft pitch, give them information. But in every single one make a pitch, even if it is only a PS at the end, make your pitch. When they come out at the other end of that series they will always expect, that when they get an email from you somewhere in it there will be a sales message. So now they won't get upset when they see it every time.

## **Shameless pitch...**

The membership marketing script associated with this report can be used to grow your newsletter. There is no difference between building a list and building a membership. With that said there is no reason either why you cant upsell your new subscribers right away. The script has a full one time offer management system so once they subscribe why not send them to a thank you page that includes a one time sales offer.

Consider this part of the training your giving them to expect sales messages in your emails. Make it a very low price point item, with bags of value and over deliver on it. This is a warm time for your new subscriber. They have just subscribed. He/she wants to hear what you have to say. At this point they are as hot a sales lead as they are ever going to be

To purchase the script just use this link [Launch Formula Marketing Script](#)

Ok on with training your list...

### **It's a fact**

If you give content, after content, after content to your subscribers or members they will open your emails looking for content (not a sales pitch). Because that's what you have trained them to look for, when you do make a pitch they will get bent out of shape and complain.

If you trained them right from the start to see a sales pitch in every email, they will be expecting one. When they see it they may read it or they may not. They may click on the link and buy or they may not.

The one thing they won't do though is get all indignant and send you whiney emails 😊

Now, I am not saying you should send them hype loaded emails. You should tell them a story that brings them gently to the point of clicking on that link.

And being a member of a site with a theme they are interested in, or a service they have a use for makes them even more pliable and forgiving. If the pitch is relevant to the membership theme you will find your conversion rate will rocket.

### **It gets even better...**

Your members are a constant source of traffic to your site. If you place your content within the member's area, such as a short report or even an mp3 file to listen to they will return. Talking into a microphone is much easier than writing a lot of content and is conceived as much higher quality content. Go one better and do a camtesia video and show them rather than just tell them how.

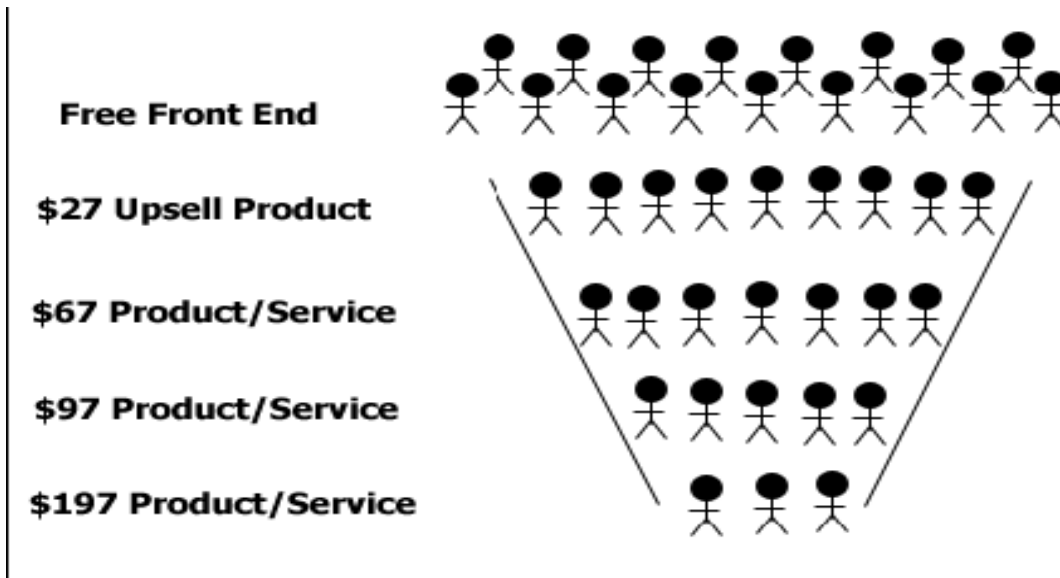
By doing those things your email just has to bring them back to the site and log in. You can put the hard sell message in the member's area. Now you don't have to worry about spam filters either, you just have to do a soft pre sell in the email.

## The Marketing funnel...

Once you have them subscribed, and coming back to your site regularly you have to make sure your sales systems are in place. You need to lead them down a path to the next purchase point. Start with a low end price point product and lead them down an ever increasing price point funnel.

At each higher price point you will get fewer sales but your profit margins will be higher. If you over delivered on the lower cost products then it won't be a big jump for them to buy your higher priced product. You are going to lose some of them along they way. Most will stick at the cheap end of the product line, but that doesn't matter. 50 people buying a \$97 product is more profitable than 100 people buying a \$27 product.

Below is an illustration of a marketing funnel.



Oh Great I hear you say now I have to create multiple products.

**But wait...**

Membership sites help solve this problem too. Remember we said you can add more content or higher grade of service to increase the monthly fee?

There is a built in, ready made marketing funnel.

Each level of upgrade constitutes taking them deeper into the funnel.

I want you to stop reading for a moment, and think about this.

Even if your subscription is as low as \$97.00 a year, how many members would you need to make a very healthy living from your new membership site?

100, 500, 1000

Not big numbers and 1000 subscribers at just \$97 a year is very close to a six figure income.

If you had a subscription level of \$197.00 a year (still not expensive) how many would you need then?

Just getting 20% of the 1000 members to upgrade to the higher level would be an increase of \$18,000 a year to your income. Imagine if you could get those numbers into \$97 a month subscription. You would only need 100 members to get a six figure plus income.

Scary aint it?

Take a breath, get your self some more coffee and put the calculator away, put your feet up for a minute you earned it.

When your ready we can move on to some really good stuff (yep it gets even better).

## **FILLING IN THE MARKETING GAPS...**

See if you can spot any "holes" in your funnel:

1. Signature at the bottom of your articles isn't effective enough. It talks about you instead of your giveaway or an exciting feature on your web site.
2. You're submitting your articles to places irrelevant to your business. Instead of, or in addition to, generic article directories, be sure to submit to hand-picked highly targeted newsletters and web sites.
3. Article topics are not quite relevant to your target audience or to your products. Don't write about your trip to Thailand and expect prospects to contact you about coaching. This rarely happens.
4. You're not capturing traffic from your web site. Be sure to have a mechanism to ask for your visitors' contact information, or you lose a lot of potential customers.
5. Your free giveaway on the web site isn't enticing or relevant enough. Make sure your freebie is worth at least \$20 if they were to buy it. And preferably exclusive to you, even if you have to have it specially created (too many people use PLR products as their freebie, stand out from the herd by offering something exclusive).
6. You're not following up with people who request free information. Use auto responders to send out a sequence of lessons, tips or articles.
7. Your follow-up messages have no call to action. Be sure to invite people back to your web site, check out a product, sign up for a teleseminar, or enroll into a coaching program.
8. Newsletter is not doing its job at bonding with your readers and developing a long lasting relationship.
9. Your web site isn't content rich enough to generate outside links and referrals. Add more articles and resources to fix this "hole."

10. Too many product offers on your web site dilutes the focus and overwhelms the potential buyer.
11. No enticing bonuses for your products to increase the chance of a quick and easy sale from an excited customer.
12. Pricing problems - too high or too low. Test different price points and check out what your competition charges.
13. Are you using your thank you pages effectively? This is a big gap in most peoples strategy. Put a one time offer or upsell on your thank you pages. Or at the very least do some products ad swaps with other webmasters, your ad on their thank you page, and their ad on your thank you page
14. Ineffective or no follow-up with customers who purchase your products. They may not even be aware that you're offering other services.
15. Too many options confuse and overwhelm potential clients. Choose one or two main products or services. List other options on a different page for those who're interested.
16. Ineffective or too short sales copy for the product or services. Remember, the higher the price, the longer your sales letter should be.
17. Wrong target market, no money for high-ticket items. This one will cause your revenue to stay low no matter what else you do.

## **How to leave google behind and never have to worry about SEO and all that nonsense ever again...**

I was going to call this chapter the biggest benefit of all, but there is another benefit of running membership sites as opposed to just building a list that beats even this one. (No don't scroll down to see what that is just yet).

So how does running a membership site allow you to give google the bird?

Well members, unlike subscribers, are a much more targeted bunch. If you start another membership site on a similar theme you have instant members in your next site.

Let's take my portfolio of membership sites as a case study.

First of all I have [Advertising Know How](#). It's the top of my funnel. It's a free to join site with two levels of upgrades. It is aimed at the internet marketing community they are looking for ways to get traffic and to build a list. AKH does both of those things for them. It has a traffic exchange and the co registration service but they also need other tools and resources.

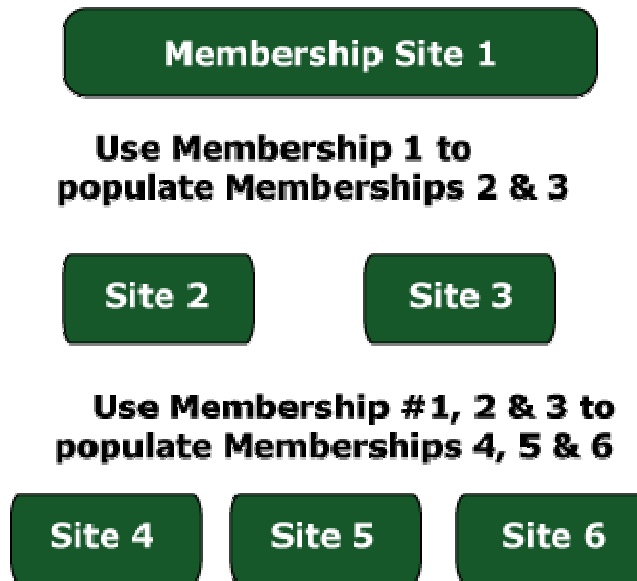
Next I have [Hits Connect](#). It's a tracking service and rotator, both good tools especially aimed at the traffic exchange community. It doesn't have a free entry point. Everyone who joins that pays at least \$7.95 a month and most of them pay \$11.75 a month because the premium upgrade is very desirable.

So I sent members through one marketing funnel and then pointed them to another higher ticket site and pulled them through that funnel too. I also have [Ad Sense Detective](#). This is another high premium membership service that has a level all the way up to \$50 a month.

Do you see how the system works?

I didn't need search engine traffic to populate the second and third site. I simply opened a new membership site with a product or service my existing members would need or want.

I can continue to pull people in to the free entry site. Then send them over to the other 2 sites at my leisure.



See how powerful this is?

Now we get to the real magic, the real reason why members are better than just subscribers.

I hope you didn't scroll down earlier and spoil this one 😊 .

## **A light bulb moment...**

When this penny dropped I cursed for wasting all that time in the beginning trying to build a list the hard way.

Subscribers are folks who sit on your list waiting to learn something, or get something. They are a passive audience. You have to motivate them to buy your products, or buy a product through your affiliate link.

Members however are your affiliates. A membership site that has a fee or a paid level allows you to pay commissions for bringing in new members. Now they aren't passive they are active. Not only do they pay you to be a member, they will actively seek out new members for you. They will help you grow your list.

Now you have an army of people advertising for you, sending you their traffic. There is one small problem though!

Most affiliates need a push, some encouragement or they will just throw up a couple of banners on their site (still good because that gives you links back to your site).

But let's look at some things you can do for them to get them even more motivated. You can give them a step by step plan of where to advertise, and you can give them pre written content to use in each of the places you want them to advertise for you.

List out the steps. Obviously, you need to have it so it is easy for them to add their affiliate links in all the cases above, so they don't have to do anything but copy and paste.

## **Eleven Things you must force your Members to do**

Step One: Send this email to your subscribers

Have a text box here so a pre written email can be added for them to use.

Step two: Add these banners to your site

Upload good banner graphics banners here.

Step three: Add this review to your site

Again a text box so you can add a text message for them to use.

Step four: Use our, tell a friend tool

Add a tell a friend script to go here for them to use.

Step five: Tell them to change your email signature to this

Another text box area, with a pre written sig file.

Step six: change your forum sig file to this

Another text box.

Step seven: Use this top sponsor ad,

Again a text box with a pre written ad.

With this one though can add in a resource list of places they can use them.

Maybe other sites with an affiliate program and you can put your affiliate link here for even more backend profits.

Step eight: Use this squeeze page to get visitors to your affiliate URL

Another text box and add the html needed to run a squeeze page.

Step nine: Use this Safelist email to get visitors to your squeeze page or affiliate URL

Yet another text box.

Step ten: Add this pop up to your site

Again a text box so you can add in a pop up script for them to use.

Step Eleven: Add this html to your thank you page or log out page on your site.

Yet another text box where the html for an add can be added as above.

Time for a small plug here. The [Launch Formula Marketing](#) script does this for you. Check it out at [Launch Formula Marketing](#)

Ok commercial break over, back to work

Because I want to expand on step eleven. Are you using your thank you pages effectively? This is a big gap in most peoples strategy. Put a one time offer or upsell on your thank you pages. At the very least do some products ad swaps with other webmasters, your ad on their thank you page, and their ad on your thank you page.

Thank you pages are prime real estate. Thank you pages have visitors on them that just bought something, and they have their credit card out and are in a buying mood. Make sure you have your ads on as many other websites thank you pages as you can.

The list builder in AKH uses this method to gain subscribers for me and my members. Ads on thank you pages work like gang busters.

Add some scarcity factor to those ads and you have a very powerful motive to buy now. Wow I just described a one time offer.

Place a one time never to get back to offer on your thank you page. Where is the best place for that on a membership site?

Right after they have pressed the join button. If you have a paying level then send them directly to a page that offers them a premium upgrade for a cheaper price than they can get it inside the members area. If you are charging \$10 a month offer them a full year upgrade for \$97, tell them they will save \$23 by taking this offer right now.

You now have a full year's payment up front. You have them on your mailing list for at least a whole year. Hell, they paid you. You would have to really tick them off to get them to delete their membership after paying for it.

## **The absolute one thing that sets the real money makers apart from the crowd** (and what makes LFM special too)

Launch Partners...

Actively seek out special partners when you launch a new membership site. Give them a free account and set them up with a higher rate of commission. Give them advanced notice of what's going on. Set them up with a special page they can log into. Make them feel special.

Giving them advanced notice of your new launch means they can start seeding their lists, dropping hints on forums, leaking documents etc.

All this sets your target market talking and building anticipation for something that's going to make their life easier, or help them make money, or get a better sex life. Nobody wants to wait, they want it now and they start to talk about it on forums and in their own newsletters. It becomes a pent up dam just waiting to break.

Oh wait, [Launch Formula Marketing](#) does this too. I had it programmed so you can set up special groups with different commission levels, different log in pages for each group. Of course with all those different commission levels you don't want to have to mess around working out what to pay each group.

So it tracks and assigns all the different commissions to each group. It does the mailing too. Email each group independently, even mail by demographic area. If you want to send out an offer to US members only then LFM can do that with the push of a button.

Jump on the program now and put all the strategy's outlined in this ebook to the test. Get a stronger, faster, better online business model. If you haven't done so already start a membership site now

As we add more and more features to LFM it's only going to go up in price, Join the site here while we are still in Beta for the best possible pricing [Launch Formula Marketing](#)

You may feel free to give this book to anyone that you feel would benefit.

If you join [Launch Formula Marketing](#), even as a free member, you will get the ability to rebrand all of the links in the book with your affiliate URL's.

Your success

A handwritten signature in blue ink, appearing to read 'Robert Puddy', with a large, sweeping underline.

Robert Puddy