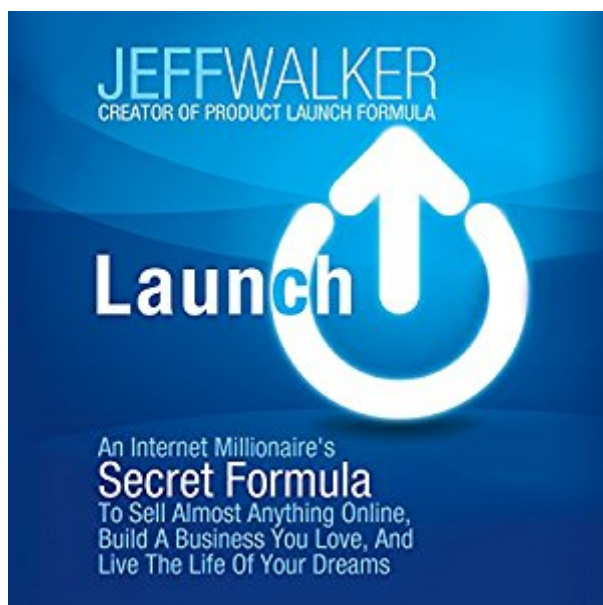


The book was found

Launch: An Internet Millionaire's Secret Formula To Sell Almost Anything Online, Build A Business You Love, And Live The Life Of Your Dreams



Synopsis

The start of everything is critically important - and every truly successful product or business starts with a successful launch. Unfortunately most entrepreneurs put all their focus into "getting the doors open" without giving much thought to creating a great launch. However, since 1996, Jeff Walker has been obsessed with creating hugely successful launches in our increasingly digital world. During those years Jeff created an unbroken string of amazing successes for himself and his clients. Operating tiny businesses in an almost underground society, they've collectively done over \$400 million in sales. Launch is the "how to" manual for using Jeff's formula to follow a path of success - to create a product or business launch that gives you nearly instant momentum, sales, and positioning.

Book Information

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Customer Reviews

Well... I liked it, but... Let me start by saying that I don't review much, but I felt compelled to write on this one due to all of the five stars out there for Jeff Walker. I think there are a) either a lot of Jeff Walker zealots out there or b) there was some type of incentive to give Launch a 5-star review. A little background - I own a successful software company. We delve into all types of ventures -- I like the space and I'm intrigued by new ways to market our business. Everything from Pay Per Click (PPC) to Organic Search (SEO) to Email campaigns to Webinars to Blogs. We've done them all and continue to do so with success; however, we're learning every day. Jeff makes web marketing seem easy. You just connect the dots when it's time to make some money. Oh, btw, if it doesn't seem that

easy to you sign up for Jeff's Product Launch Formula. This book is a soft sell for that product. If you finish this book and look back it's actually a step-by-step process of his outline for building authority, trust, suspense, etc. At the end I felt like I got played and just laughed to myself. Having said that, Jeff has ideas that may work. I'm not sure I'd use them, but they may work. His general premise is to compile a good list and give the users good content. Some of it for free before you hit them with your offer. Get some feedback and tweak it. To do this there are some general steps to follow. I believe I read this in a prior review: Jeff glances over the part about creating a good list. What if you don't have a good list? Well, that's easy! Just start calling on your social media friends to subscribe to your offering! Way back in my day when I started selling we called this 'The Friends and Family Plan'. Did you ever have a friend come to you because they just started selling insurance? Yeah, it's like that. The thing is, I like my friends, or at least most of them. So, unless you have a good list you're starting in the hole. There is another option: Jeff does give you some ideas on creating your lists. I'm not sure this is the method I would follow, but it's there. Build your lists and come back to this book when you've built up a solid base. I've read a ton of books on these types of subjects. Believe it or not, if you're into this type of marketing you may want to read the 4 Hour Work Week by Tim Ferris. It's the same idea, but I liked it better. Here's the other thing that I've learned along the way: You don't have to do all of this yourself. It literally took me years to figure this out. There are plenty of freelance sites out there that you can source literally every step of this process for real cheap, and you take on a management role saving yourself a ton of time with better results. In short, I'm not saying I hated it. I'm merely saying that I most likely won't be using Jeff's ideas, nor will I be signing up for his Product Launch Formula. Update -- It looks like anything but 5-star reviews are getting pushed down by quick one or two sentence reviews that add nothing. Something is definitely going on here... Buyer beware

Old Jeff leaves out ALOT of the nuts and bolts of putting together a successful launch. He very plainly goes over the steps on how he does it, but not how to setup carts, websites, where to advertise, and even how to advertise. This book really is more about the psychological path of the buyer and how to cater to them. If you want the real ABC 123 step by step, then OF COURSE you have to buy his online courses * UPSELL ALERT * , to actually be able to do a real launch correctly. Also, he tries to make you think you can do it, but if you don't have skills in a specific field and are not a master of a specific field, you won't be able to sell anyone information of any kind

Mostly reviews for this book have been VERY positive, as mine will be. There are a couple of folks

who have said it's just a scam, one big advertisement for other products he sells. Well, having listened to this on Audible, and having purchased the physical book to have the option to flip to specific parts as needed, I can say that what Jeff Walker provides in this book is the whole package. I have no doubt that if one were to purchase other materials from him, one would get even more information, but I did not get the impression he was holding back with just enough to tantalize one to spend more money on other products. (And I'll mention, that anyone in business who doesn't do cross selling is dumb. I for one am happy to hear about other products from a business that interests me.) I can say that I have made a good living being in business for myself (two products and one service) most of my adult life. I'm an avid reader and a self-learner. The How To and Self Development books I've read though the years number in the hundreds. This book is up there in my top 10, maybe 5. I am creating my first online product business, which being as cautious as I am, I've invested a tremendous amount research. This book has given me a solid plan that I feel confident about. I am about to put what I've learned into action. I'm so satisfied with Jeff's knowledge, experience, and the amount of information (he definitely over delivers), that I will, after my first few launches, purchase more from him, but this info is plenty to get me started on the right path.

I'm a professional executive and marketer. Much of what Jeff lays out resonates very strongly. I'm particularly pleased that he lays out a workable specific tactical plan. I haven't yet implemented this as set forth by Jeff but certainly will do so. One area of possible weakness - perhaps it's just the skeptic in me - is the strength of this program without a strong list in hand. Jeff does note is - I think perhaps strategies around this might be a bit stronger. Nonetheless well worth the spend if you want to take action.

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