

Track 3: Launch Leader

In this training, I'm going to talk about what comes after the next level launch. And that is launch leader. And that to me is really the stage where you're at after you've had two or three successful launches. So you'll know when you're at this stage, when you've had two or three successful launches, you've got a strong conversion rates, you've got a low refund rate because there's no point in bringing sales in. If actually what you're finding is the results of your programme are not that good and you've got a high refund rate. So what you don't want to do is burn out relationships on guess the offer is the on tested or the offers is on optimised. And you really want to get this to a stage where it's so good that people are actually begging to promote it for you. That's how you know you've got something that is amazing.

So an important part of this is you going to need support. You going to need support to manage your affiliates. Now you will look at many of the big hits or launches in the online space and they will almost all have partners in one way or another. Whether they are doing massive multiple seven figure or even eight figure launches or even the high six figure. They will probably have multiple JV partners but I also use JV partners in my launches because it's just an amazing way of reaching new people. I also love being a JV for other people so that's a story for a different day . But I do want you to consider this and I want to share this video, although it's not going to go crazy in depth into affiliate marketing because it is a whole subject in itself. I know that some of you are thinking about this, in fact, if you are thinking about it, you would probably be better off to hire me as a private consultants to build out that campaign for you 'cause there are lots of nuances. But what I want you to do is to keep it simple. Maybe test the waters with one or two affiliates, adding them to your main launch, but please don't burn out your relationships on untested offers, keep it super-simple. You got to know your numbers though 'cause you need to know whether you've got a good conversion rate or a low refund rate. Those important, those numbers are super important for people to know.

So this is the advance track. But what I would say about this is even if you are not considering this straight away, if this is something maybe you want to think about two or three launches down the line, maybe a year down the line, you should always be building relationships for potential partners. So I think that in addition to doing this track, you should also look at strong foundations. But instead of the, I guess the angle of looking for customers, you're going to be looking for people who can become potential partners, people who can be JV partners, but you always want to be building those relationships. Some of these people won't become a partner for maybe five years, maybe 10 years, maybe longer, maybe they never will. Some of them will be components very, very quickly. However, if you're always building relationships, you're always going to have those people that you can call upon in the future whenever feels really good.

So the difference between affiliates and JV partner, these phrases are used interchangeably. But generally speaking, an affiliate, if you're bringing in affiliates, you can have an unlimited number and you don't necessarily need a relationship with that person. You just got an application form process. So the way I explain this is to become an affiliate for Amazon. You don't need to have a relationship with Jeff Bezos, but what you will do is you have to sign up and you'll have access to support and resources, not necessarily work with Jeff to create a very personalised of Amazon campaign. So this is the best way to explain it, whereas when you think about Joint Venture partners, that's usually someone that you know, someone handpicked, someone that you've got an existing relationship with, that you will work with, to create a personalised campaign that's going to bring their audience into your world. And so for that reason, if you're doing a JV launch, it's not something you're going to be running all the time. It's going to be something in the same way you plan it, your big launch here in month one, you'll probably do a JV launch probably about six months later on. See you probably do two big launches a year. JV launches are often far more work than doing a launch for yourself because in addition to you running the launch, you've also got to manage affiliates, which is why I recommend that you need support for this. Now, you can definitely do some smaller campaigns throughout the year as shown here on this calendar, but you definitely want to make sure that you have your own big launch for yourself and then a separate JV launch. It is far more effective, okay.

So types of affiliate and JV launches. As I said, sometimes we use the word affiliate and JV interchangeably so I hope this ain't confused to many people. But alumni you can either give them swag and prizes or cash and JVs. You can start off with one or two small partners before progressing to a full JV launch, which is one way you have a leaderboard, just like the big hitters. So before you dive into that, things you going to need to decide and actually finding those partners is are you giving away prizes or swag 'cause that will determine what kind of launch you going to do. What your commission structure will be, will be the first question that people ask you. When is your launch and what's the commissions what's the offer? So 40% on full pay is typical, 30% on plan. You always want to offer less on a payment plan because you then assume the admin of chasing foul payments of dating cards. So generally you want to give people more money if they're going to help you put cash in the bank, Of course you want to do that. We all want cash in the bank rather than payment plans. Even if the payment plan pays more, cash in the bank is king. Needs to decide who you want to promote your offer and when you're doing the launch. So the more notice you can give to affiliates and JV partners, the more likely they are to actually be able to promote you 'cause they can build you into their calendars, typically, I will have my launch dates for people I partner with a year in advance a whole year.

So the more notice you can give someone, the more likelihood there is of them being able to promote you. Okay, so you are going to need to create for a JV launch, an affiliate group. We use Facebook groups for this, it's super easy, it's a great way to stay connected with the people that you're working with. You going to need to give them materials and resources so they can promote your launch to their audience. I recommend a video walk through all of your launch plan, which is why you will have wanted to have done this two or three times before, so you've got a really solid launch plan in place. You need a

way to track sales, we recommend thrivecart for this lovetolaunch.com/thrivecart. You want the pro version because that has the affiliate tracking in it. And you will need to have a lawyer draw up affiliate agreements and your accountant will need to understand tax laws. I feel in the states, in the United States of America, you will need to have some W-8 forms in place. If you're in the EU, for example, you're going to need to understand how VAT laws work. Obviously I am not an accountant, I'm not a lawyer, so I can only give you guidance on what kind of things you need in place. You'll need to do your own research based on whereabouts in the world you are and I would absolutely recommend making sure you've got the solid things in place.

So who can you partner with? Anyone really anyone who has an audience that you can serve. So it may be industry peers, friends, people that you know, people in your network, friends of friends as well. Mentors maybe people that you've worked with, people who know you really well, people that you've helped, students and customers, they can be incredible partners because they've already had success with the thing that you're selling. Maybe you're a member of an association. What about events that you attend? So easy for you to partner up with people whose events you already attend because chances are your market is also going to be hanging out with the people who are there. So those are the people you can partner with you just be creative with this. This is why it's important to start thinking about this before you're actually ready for it. 'Cause you always need to be building relationships with the people that you want to partner with.

So when it comes to the, I guess the easiest option an alumni launch with swag. So people who've already bought from you make great partners but, need it necessarily need to be paid in cash. Your biggest funds want you not commission. So you can have a refer a friend campaign. You can give away swag all your time, you can use cash later on down the line, but it's a little bit more complex. So someone who I've seen do this really well recently is my friend Jasmine star. Amazing client of mine, she did an incredible launch last summer. And it was a refer a friend campaign. So instead of her paying people, she gave away a brand shoot. So it was, a \$10000 prize to the person who referred the most friends. Second prize was the one on one strategy call. Third prize was a marketing course. If everyone who got three sales also got to attend a workshop. So no exchange of cash, no complexities there just a very, very simple refer a friend campaign. It was greyish, did really well. The next level up from that is alumni launch, but this is actually really complex because training alumni is how to be affiliates means that they need to understand launches. S

o they may not be very savvy and you also need to train them up on things like advertising ethics. They need to disclose their own affiliate and then they get paid for certain parts of this. They going to need extra support. They need to be taught how to be a good affiliate. It's not okay to go into your pop up group for your launch and start chatting to people who you think might want to buy from you, that's affiliate poaching. We don't want any kind of behaviour like them so you do have to train them up and they do need support and because they need support your going to need support doing this. So unless your alumni are marketing savvy, this can be a really complex kind of launch to do because of the impact

it has on you and your team. But also some of the ethics side of things, this can be really difficult to manage. The plus side of this is because they aren't getting a lot of support from you and a lot of help and the not an experienced in affiliate, they won't be expecting high commissions. This can be a great boost of profits if you can get the right people on board. But the complexities for me, I would not touch this with a 10 foot barge pole if my people did not understand launches . Not necessarily the best idea. If your alumni, if your customers, if those who are selling for you just don't understand launches, who don't understand marketing because of the ethics side of things, it can be really, really hard to manage.

So I want to steer you away from that one if possible and go for the swag and prizes option, it was really beautifully. So you can also do a small JV launch. This is the one that I would love for you to try. So it's the easiest kind of JV launch because you are just going to work, with one or two trusted people for the first time around. Keep it super simple. Now, there is absolutely no reason why this can't be a part of your main launch. So here the rocket on number one, month number one, that's your main launch. If you're doing a big JV launch, you going to want to split that out into a separate JV launch maybe six months later down the line. However, if you are bringing in a small number of JV partners, then you don't necessarily need to have like a completely separate launch for that, so it can be quite easy. What with one or two people that you know like and trust and keep it super simple. This is a great way for you to test the waters and to maybe bigger JV launches. You generally going to work a lot closer with these people to craft personalised campaigns.

So you don't necessarily need to have a Facebook group for it, you don't need to have like a video walkthrough of the launch because if you can hop on a call with someone and talk them through what your launch is about, what the materials are, what the offer is, you can create some really fun and fluid campaigns between the two of you. They don't necessarily mean you need to create all of the marketing materials that you would for another kind of JV launch. So, although there is more work, I guess working more closely with these people, it can be super easy and it can be light and fun. So this is the one I recommend that you start off with bringing in one or two JV partners. Obviously that leads into a full JV launch. So a full JV launch to me, it's where you'll have a leaderboard. And typically at this level if you're doing leaderboard and if you're having cash prizes as well as sales commissions, so for people who bring in the most sales, you want to really encourage people and affiliates so competitive people, so if they're sales driven.

So if you're creating a sales leaderboard, they're going to expect some prizes for actually being at the top of that leaderboard. So for that reason, this is usually a lot later on down the line. If you're thinking of going down this path, do the one or two partners first come and approach me after that, and then then we can peeled out an affiliate campaign on a private consultation basis. This is not a kind of launch I would ever recommend that you take on buying yourself because you going to need a really solid affiliate campaign. You going to need an affiliate management campaign. You going to need all the support materials because you're bringing in so many high level people into supporting you with your launch. If they bring, there's like a layer of complexity and the complexity usually comes from the sheer

number of people who are being brought into your launch. Bigger volume means more custom support required means more things that can go wrong. And so this is where you're going to need so much support.

So I probably think 99.5% of people going through programme will not even be thinking about this and probably won't ever, this really is like the highest level of JV launches that you can go, but they are powerful and you can absolutely work towards this. It might take a few years to get to the point where you want to have a full JV launch with a leaderboard and with cash prizes, but they do work brilliantly. You can still bring in some elements of a leaderboard. We just did this with my last launch, actually. We did a leaderboard just to really spur people on, we didn't offer cash prizes, but it was more just to share where people are, and people loved it. So you don't necessarily need to bring in all of these elements. But if you are thinking of doing that, if you do want to be, you know what I would call one of those big hitters, then there are some of the elements that the big promoters will expect, will expect cash prizes, will expect a leaderboard and they will expect to have an affiliate manager taking care of them throughout the launch.

So you can do this with alumni, but it's very complex and it's a lot to manage. So there's a warning there, you can do it, but it takes a lot of work and they really need to be quite marketing savvy to enable them to do that. But you know, Todd Herman, 90 day year, he is very well known for only really using alumni to promote his stuff, and it works brilliantly, so it can work. It's just a different beast and you going to need some extra support. But I wanted to add this thing 'cause I know a lot of you are thinking about what does that next level look for me? And although this might not be until you like nine or 10 launches in, I do want you to understand like where you need to be starting with them or many of you just starting off with a small JV launch, just one or two partners is going to help you to understand what goes into a JV launch, how it works, where you really need to spend your time and efforts. And really that is about building relationships. So there's actually a bonus class for you to watch about this and it's about an hour long and it dives into how to be a good JV. Also dives into the difference between the different kinds of launches, a little bit more in depth. So you'll definitely want to watch that. But your next step are this, if you're at the stage where you want to start bringing in some partners to help you bring in extra sales, you want to go through the strong foundations class but do it from the perspective of I'm trying to find JV partners, not necessarily trying to find customers.

So it's going to be industry peers, maybe people you would consider your competition right now they make great collaborators. So you're going to be building relationships and always be doing this. You heard my launch mindset tip at the beginning of this particular lesson. Always be building relationships. Even if you're not thinking about this right now, just build a relationships with people who can maybe become partners in two or three launches down the line. Then you are going to have far more chance of having a successful campaign and then actually saying yes to you. So I'm a great way to do this is to ask alumni and previous customers if they are interested in referring a friend. People who are not marketing savvy, understand that phrasing and terminology. If customers are marketing savvy, then you can invite them

to become an affiliate. So it's great for you to start actually getting these people lined up right now. But I really believe for 99% of you actually going down the small JV launch with one or two partners is the simplest way for you to start bringing in new people into your launches and building relationships with people that you can promote and they can promote you. So have fun would this always be building relationships. Keep it super simple and start off with one or two partners. This is such a powerful strategy, but keeping it simple is the most effective way of actually getting.