

Launch Masterclass™

The Sideways Sales Letter®

EXPANSION PACK



Welcome to your Sideways Sales Letter Expansion Pack!

You're in exactly the right place at the right time. Amidst all the chaos of the past couple years, the internet is open for business... and **business is thriving**.

The ideal way to start or grow your online business is by tuning in to my free Launch Masterclass™. This is where I'm teaching you **the Launch Formula** that I've taught to over a million people... and that's been used in literally **hundreds of markets and niches around the world**.

In the first lesson, you learned all about the **core strategy behind the most successful launches**. And it has nothing to do with fancy software or some crazy fad that you have to time just right... it's about connecting with your people on a deep level. (I discovered this strategy almost by accident because I didn't want to come across as pushy or salesy.)

I've summarized the critical pieces of this strategy below... and there's some space for you to take notes.

Be sure to bookmark the Launch Masterclass home page if you haven't yet. It's where all the action is happening... replays, live broadcasts, expansion packs, and more. Check back often for behind-the-scenes stuff and other cool surprises:

productlaunchformula.com/masterclass/home

I want you to get everything you can out of the Launch Masterclass. Ask questions. Leave comments when you have them. You might be giving voice to someone else's question – or answering it. The more people who actively participate, the more takeaways you'll end up with.

You're going to learn a lot more in Lessons 2 and 3.

Don't let yourself feel overwhelmed. **Your goal here is just to keep moving forward**. Small baby steps are what leads to huge momentum...

best regards,

A handwritten signature in black ink that reads "Jeff". The signature is written in a cursive, slightly slanted style.

The Proven Sideways Sales Letter...

We're more distracted than ever... so **you can't count on any one ad or email to capture attention**. Instead, you need to use a sequence of content. And the most effective way to do this is with the Sideways Sales Letter (SSL).

The SSL is a step-by-step process that will help you deliver a ton of valuable, useful content to your people (without giving everything away), and will **naturally lead to sales... without being sleazy or slimy or pushy**.

Each piece of this sequence is called Prelaunch Content (or PLC). And each PLC has a specific theme that will **walk your prospects down a logical path – all the way to the solution you'll offer them**. I've got space below for you to write down the three themes:

PLC 1 theme: _____

PLC 2 theme: _____

PLC 3 theme: _____

You can't count on any one ad or email to capture attention. You've got to create a sequence...

Create Your P.S. Path

The Problem Solution Path or (P.S. Path) is how you structure your Prelaunch Content so that it **naturally leads to the sale**. When done right, it can make your launch super successful.

In the old-style “long form” sales letter, the formula was: Problem, Agitate, Solve.

What we do instead is use the P.S. Path in the Sideways Sales Letter: **Problem, Solution, Problem...**

In your first piece of Prelaunch Content (typically a video), you define a problem, and then you actually solve it for them. You give them the solution. So you've built real value for your prospective buyer. And then at the end of that piece of Prelaunch Content, you define the next problem. In other words, the solution has the roots of the next problem built into it...

Then you repeat that for PLC 2 and PLC 3.

So it's problem, solution, problem, solution, problem, solution, and then at the end, in your Sideways Sales Letter, you present the ultimate solution: **Investing in your product.**

The solution has the roots of the next problem...

Incorporate the Mental Triggers

This is the quickest, most powerful way I know to build **a near-instant connection** with your people.

These are powerful psychological principles that really work. This stuff hasn't changed in thousands of years.

Use the space below to write down the six mental triggers covered in Lesson 1:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Mental triggers are factors that affect our decision making, and they're present in all of us...

AI Prompts to Help You Launch

AI is an absolute **game-changer** when it comes to creating or growing an online business. It's not a replacement for strategy but it is great for helping to create some of your launch assets. Use the prompts below to help map out your P.S. Path and the start of your Prelaunch Content.

ChatGPT Prompts

How to use these prompts:

1. Personalize each prompt to your business
2. Cut and paste the prompts into ChatGPT (give ChatGPT only one prompt at a time; that will result in the most effective output)
3. Copy ChatGPT's responses into your own document
4. Edit the copy generated by ChatGPT as needed

P.S. Path Prompt Part 1

I'm going to ask you to help with my marketing content. I will tell you about my customer avatar in my next prompt, but first I want to give you the context of what I'm trying to do.

In my marketing, I'm going to talk about some problems that my avatar faces and provide one, specific solution to each of those problems. These must be distinct from my main product/offer but lead naturally toward the sale.

If my product will take my students from 1 to 100 in their journey, my marketing should take them from 0 to 1.

On the journey from 0 to 1, they will face several problems. I want your help in identifying three problems, along with solutions to those problems. I will surface each problem and teach the solution in one video or live broadcast... so the solution must be concise enough to fit

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within that limitation. The solution for each problem should lead naturally into the next problem, which will be covered in the next video.

Do you understand my request?

(Once you have the output, enter part 2 below in the same chat.)

P.S. Path Prompt Part 2

My customer avatar is [insert your avatar] who wants [describe the problem your avatar is looking to solve, or outcome they are looking to achieve].

My product is a/an [insert product format (e.g., membership, online course, etc.).

Here is the total transformation that my avatar will experience with my product: [insert total transformation].

(Once you have the output, enter the PLC 1 prompt below in the same chat.)

PLC 1 Prompt (Opportunity)

For the first video, the overall theme will be Opportunity... the opportunity for [insert the opportunity your product provides for your avatar]... and everything that will do for every aspect of their lives.

Please add this theme into the first video.

The Sideways Sales Letter in Action

Let's see how some of my students have put the strategy in the Sideways Sales Letter to work – in their own launches...

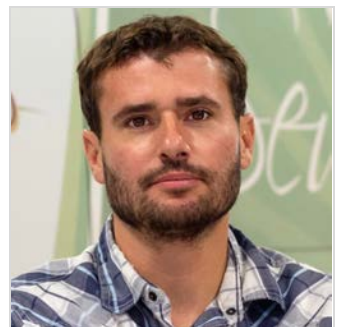
Anne LaFollette

Anne was close to retiring from her corporate job – and then she was laid off. This curveball made her wonder how she could turn her hobby – surface pattern design – into a business. She had zero experience in marketing so she signed up for Product Launch Formula®... and followed the steps in the Sideways Sales Letter. Within just 18 months, Anne had an email list of 10,000 subscribers... and found herself on track to cross the six-figure line – just a year after her first launch. [Click here to learn more about Anne's story.](#)



Blaine Hitzfield

Blaine Hitzfield wasn't sure if Product Launch Formula would work for his family's farming business. But he went all in on his Prelaunch Content, sending out a sequence of emails and videos to educate his customers. Well... his wild-caught fish launch brought in \$38,000 in 7 days – double the amount the farm would normally make on seafood *in an entire year*. He thought it was a fluke... until he did a launch for his grass-fed and pasture-raised beef... and the numbers were just as crazy. [Watch Blaine tell his story here.](#)



Dylan Frost

Dylan Frost and his partners built a successful business selling physical products on Amazon. They developed a system for wholesaling products and started teaching their method to other sellers. Using my launch strategies, their first launch brought in \$147,000... and each of the last four launches brought in more than \$1 million. Their launches were super low-tech, but it didn't matter – the Sideways Sales Letter did the heavy lifting. [Get inspired by Dylan's story here.](#)



Looking ahead in the Launch Masterclass...

Lesson Two – The 3 Types of Launches

Up next is Lesson 2: The 3 Types of Launches.

In this lesson, I'm going to show you the three different launch types I've used in my own business to generate millions of dollars in sales... and more importantly, they've helped my students generate over a billion dollars in sales.

Those three launches – the **Seed Launch**[®], the **Internal Launch**, and the **JV (Joint Venture) Launch** – will “meet you where you're at”. They've been used by everyone from tiny solopreneur businesses... all the way up to major companies.

You'll also learn how to “stack” your launches, so they get better and better as you go from launch to launch... because once you learn how to do these launches, you're going to want to keep doing them.

Get the details at:

productlaunchformula.com/masterclass/home