

Launch Masterclass™

The 3 Types of Launches

EXPANSION PACK



Welcome to your Lesson 2 Expansion Pack!

Every successful business, every successful product, every successful brand **starts with a successful launch**. Whether you have a business that you want to grow, or you want to start an online business... **you need to launch**.

And there's no better time than now **when online education has never been more popular (or more critical)**. Engagement is up, consumption is up... and people are actively looking for training and resources to make their lives better.

Lesson 2 of the Launch Masterclass™ is all about **the three primary types of launches**, and helping you **find the one that's the right fit for you** – even if you're just starting out, or if you've been in business for years!

This expansion pack is designed to help you capture these critical lessons and take action toward your own launch.

Make sure to mark your calendar for **Lesson 3 of the Launch Masterclass: happening Sunday, August 27th LIVE at 4:00pm ET** (New York time). This lesson is where everything you've learned in the Masterclass really comes together.

best regards,

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

The 3 Primary Types of Launches, and How to Know Which Is Right for You

The Seed Launch®

The Seed Launch is how you create a product you know the market will buy (bonus: you get paid to create a new product before it's even a thing!) Use this if:

- You're just starting out, with no list or product
- You're an established entrepreneur, and you want to create a brand-new product or test a new product idea

The Internal Launch

The Internal Launch is the classic launch using the Sideways Sales Letter® (3 pieces of Prelaunch Content moving into a sales video or sales letter). Use this if:

- You've done a Seed Launch
- You already have a list and want to launch a new product as a test
- You want to relaunch a proven offer

The JV (Joint Venture) Launch

This is where you take what you did for your Internal Launch and add instant leverage with affiliate partner support. Your partners get paid for sales they help you make... you get new fans and followers and make more sales... and lots of people are served. Win-win-win! Use this type of launch if:

- You've done an Internal Launch
- You've got a proven offer
- You've got potential partners to support you

The 3 Types of Launches Exercise



Circle the type of launch that's right for you based on where you're at right now. Use the space below to take notes on why you're choosing this type of launch.

If you're starting with a **Seed Launch**, what market or niche do you want to launch in? What are some of the skills, hobbies, or interests that you could possibly teach?

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For that **Seed Launch**, write down some ideas for topics you could cover (and if you want to make this really easy, check out the ChatGPT prompts further down in this document):

If you're starting with an **Internal Launch**, take a moment to outline your offer and a possible timeline for your launch.

If you're starting with a **JV Launch**, think about any changes you're planning on making to your offer (a new bonus maybe?). Do you have a list of potential partners in mind or a possible date for your launch?

The Seed Launch Action Guide

The Seed Launch is super simple – you can often get started with just a few emails to your Seed List (which is quick to build). Once you’ve made an offer, you co-create your product with your new members in a live interactive format (like a series of calls or webinars). You then take the recordings and materials you create on those live calls or sessions, tidy everything up, and repackage it. The result is a product that’s tailor-made to your avatar – and that you can sell over and over again.

Step #1: Start building a Seed List

How will you grow your list from scratch? Write your notes below:

Step #2: Send them to your streamlined Sideways Sales Letter

In an Internal Launch, your Sideways Sales Letter includes three pieces of Prelaunch Content. In a Seed Launch, the sequence is condensed, typically into just one piece of Prelaunch Content (one video) that covers the Opportunity, Transformation, and Ownership. Use the space below to write your ideas for how you’ll touch on each of these themes in your Prelaunch Content:

Step #3: Build your beta product with your members

- Do a series of teaching calls (or live sessions or webinars). Send a survey to find out what they want to learn from you, then teach

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that on the call.

- Before your call, send a short survey asking for questions on that topic.
- Use the most commonly asked questions to help you plan your talk.
- Repeat the previous steps for each call.
- Record your calls, transcribe them, and package the recordings and transcripts into a product.
- If you feel like you already have a clear sense of what you want to deliver in your program/product, awesome! That's a great starting place. Just remember, by co-creating your product with your members (instead of just coming up with your product all on your own), you'll discover the actual questions/problems/challenges your members are struggling with, and you can create your product to directly address those questions/problems/challenges. This is the power of the Seed Launch, and it's essential in how you create a product you know the market will buy.

The Internal Launch Action Guide

The Internal Launch uses the Sideways Sales Letter and the P.S. Path to lead your audience through your offer.

☐ **Step #1:** Create your Sideways Sales Letter

- Need a quick refresher on the Sideways Sales Letter? Check out [Lesson 1 on the Launch Masterclass home page](#).

- Outline what you'll teach:

PLC 1 (Opportunity): _____

PLC 2 (Transformation): _____

PLC 3 (Ownership): _____

- Decide if you'll do video, email, or social posts (or a combination) for your Sideways Sales Letter

☐ **Step #2:** Share it with your audience. Here are a few ways to get the word out:

- Your email list
- Social media
- Ask people to share

What ways can you think of to help spread the word about your launch?

☐ **Step #3:** Make your offer and start taking orders

I teach this part in Lesson 3 of the Launch Masterclass! That's happening on **August 27th at 4:00pm ET (New York time)**.

The JV Launch Action Guide

The JV (Joint Venture) Launch leverages the assets you've created in your Internal Launch and lets you quickly grow your list and increase your sales as JV partners recommend your product to their followers.

❑ **Step #1:** An Internal Launch

A lot of people like to skip right to the JV Launch, but that's usually doing themselves a disservice. When you start with an Internal Launch, you'll have a much easier time attracting JV partners because you'll have **a proven offer** you've already sold to your own list, along with conversion stats, testimonials, and case studies from satisfied customers. But if you know you are ready...

❑ **Step #2:** Identify four or five partners whose audience could benefit from your offer. Jot your ideas down below:

❑ **Step #3:** Ask those partners to email their lists about your launch, sending their subscribers to your opt-in page

❑ **Step #4:** Send those new leads from your JV partners through your Sideways Sales Letter sequence

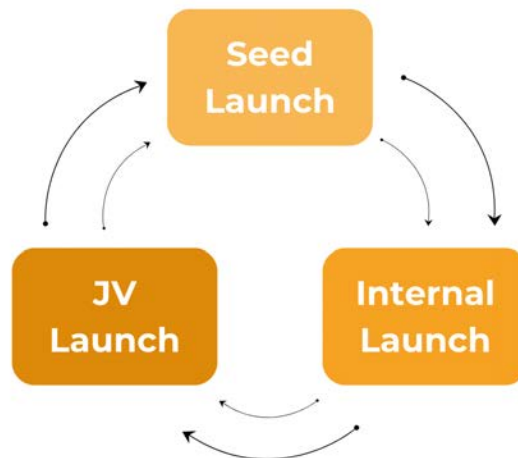
❑ **Step #5:** Track sales and pay your JV partners a percentage (called a commission) of each sale they send you

Launch Stacking

Launch Stacking is how you get true, massive leverage in your business.

You start off from scratch and you do a **Seed Launch** to create your product... and build your list. Then you take the product that you created in the Seed Launch (and that small list you built) and you do an **Internal Launch**. Because your Internal Launch followed the Sideways Sales Letter and the P.S. Path, you catch the attention of some Joint Venture partners in your market. So you do a **JV Launch** with just a few partners.

This is how you “stack” your launches so they get bigger and stronger as you go from launch to launch... because now you’ve got new ideas for your next product to launch... and you can follow that exact same process over and over. This is what we call **the Circle of Awesome®**... and as you go on, your list gets bigger, your people get better results, and you get more word-of-mouth...



Use the space below for your notes:

AI Prompts to Help You Launch

Creating a great product isn't easy, but starting with a Seed Launch can help you avoid potential pitfalls. It all comes down to **solving a real need in your market for your avatar** (this is how you create a product the market will buy).

And AI can really help you with this process – from generating ideas for your product name to outlining your product. You want to work with responses and feedback from your audience, but AI can help you supplement and organize that data. This is how AI can help you **launch a lot simpler and a lot faster**.

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

Avatar Mega Prompt

I'm going to ask a series of questions about my avatar. Before you start, imagine you are a confident, experienced, and skilled online marketer who understands that the best way to make sales is to deeply understand and serve their client.

Your answers should go beyond the superficial, and really look deeply into the inner conversations that my avatar has with themselves. The goal is for me to be able to use these answers to create marketing and training that speaks to what my avatar truly cares about on a deep level.

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For each of these questions please answer with at least five bullet points for each question.

My avatar is [insert avatar description, for example, “a single parent who is stressed”]. I’d like to help them [insert how your product will help them, for example, “lead a calmer, fuller, more relaxed life... which will help them be better parents to their children”].

For all further questions, remember those factors.

Do you understand the request?

Avatar Discovery Prompts Part 1

First, what are my avatar’s goals and values? What are their hopes and dreams? Who or what they aspire to be? Be as specific, tangible, and concrete as possible.

Next, what are my avatar’s greatest opportunities? Are there opportunities they don’t even know about yet? Be as specific, tangible, and concrete as possible.

Avatar Discovery Prompts Part 2

What are my avatar’s problems and challenges? In other words, what keeps them up at night? Be as specific, tangible, and concrete as possible.

Avatar Discovery Prompts Part 3

What are my avatar’s objections? Why might they not buy my type of product or service? Be as specific, tangible, and concrete as possible.

What else is going on in their life that might interfere with my offer and the transformation my product provides? Be as specific, tangible, and concrete as possible.

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Outlining Your Seed Launch Product

Now given all we've learned about my avatar... I want to deliver an online course that [insert description for how your product will help them, for example “helps them lead happier and healthier lives. I want to protect their confidence and their mental health. I want them to be able to be the best parents that they can be”].

The course will be delivered over five live training sessions that I teach over a tool like Zoom. Each session will last approximately 60 minutes, followed by 30 minutes of Question and Answer time.

Please create a curriculum of those five classes.

The 3 Types of Launches in Action

Here are some real-world examples behind the how and why of choosing the right launch.

Seed Launch: Amanda and Jonathan Teixeira

The Teixeiras managed to save enough to pay off \$24,500 in debt in less than 8 months. After that happened, they had people begging to learn how they did it. But life kept getting in the way... until Jonathan was suddenly laid off, and it was time to find another way to put food on the table. Their first launch brought in \$6,000... and things kept getting better from there. [Amanda and Jonathan are just amazing.](#)



Internal Launch: Elliott Connie

Psychotherapist Elliott Connie realized that no matter how big he grew his in-person practice, there was a cap on how many people he could help. Elliot knew he had to take his mission online. So he began building an email list and offering courses. Within three years, he had 26,000 people on his list. It all came together when the 2020 lockdowns led to a string of speaking cancellations. So he went all in with launching... and generated more than \$50K!

[Nobody tells the story better than Elliott.](#)



JV Launch: Lorraine Dallmeier

When Lorraine Dallmeier returned from maternity leave, she found herself mommy-tracked. So after her first PLF launch for her side-hustle skincare company made £35,000, she quit her day job. Business grew exponentially, and so did Lorraine's team. They had their first million-dollar launch in May 2020, right in the middle of the Covid lockdowns. "It's been a big uphill climb since then." [Launching has completely changed Lorraine's life.](#)



Looking ahead in the Launch Masterclass...

Lesson Three – The Launch Blueprint

There's one more training in this Launch Masterclass – and it's going to be a **live interactive hands-on session**. I'm going to go deep on the two most critical launch sequences, including everyone's favorite part of the launch – what we call **the Open Cart** – that's the magic moment when you actually start watching the sales come in.

That Live Session is going to be on **Sunday, August 27th at 4:00pm ET (New York time)** – so put that date on your calendar. You'll want to be with me live at the link below, and at the risk of sounding dramatic... this third lesson has been literally life-changing for many people. I hope you're one of them...

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