

Bonus
Module



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LAUNCH DOMINATION: INTRODUCTION

This is a really exciting module, because I'm about to show you how you can completely dominate product launches and make a TON of money in a very short period of time (and I guess THAT'S what everybody really wants)

Let's understand first why this process works.

I'm taking for granted that you have already read the first 6 modules so you probably understand all the dynamics of the entire PI Strategy.

Can you tell me which part of the strategy is the most uncertain?

I'll break the suspense... Its getting ranked in the search engines.

Selection – Easy peasy (apply the formula and you're done)

Creation – Freakishly simple (and you KNOW that)

Promotion – Tricky and so are the rankings.

Most PNKs are already established and have some sort of recognition in Google's Eyes.

But these product launches are the golden eggs... Why?

Because no one has ever heard about the PNK before (its not launched yet, remember), neither has Google.

And you can go confirm this with any search engine expert: “Getting ranked for a relatively new keyword is extremely easy”

Its anybody's game really. In the examples that follow, I'll show you how to dominate the product launches in the Internet Marketing community.

But don't restrict yourself to just Internet Marketing launches. I'll show you how to prosper with other launches elsewhere... There are a ton of launches happening everywhere everyday.

I'll treat this module like the entire PI course. This module will be divided into 5 parts.

SELECTION

There are various places you can go to select PNKs that are either:

- a) about to be launched
- b) recently launched

Selection sources

JV Notify Pro (<http://jvnotifypro.com>)

This is where most of the internet marketers first announce their product to affiliates.

JVNP also has a forum and a thriving community of like minded internet marketers. For all the top IM product launches, THIS is the place to be

Amazon: Hot New Releases (<http://www.amazon.com/gp/new-releases>)

The Hot-New Releases on Clickbank are awesome because:

- Most of them have zilch competition (cause they're NEW)
- They're selling like hot cakes (cause they're HOT)

There are tons of categories and sub categories in Amazon – you can drill down various categories to find the hottest new products.

CPA Networks: New Products

Just do a search for campaigns/offers in your CPA Network for the 'newly added' products.

Because these are new products, the SEO competition will be minimal. Your PI will get easily ranked in the top rankings.

Clickbank: New Products

Do an 'Advanced Search' in the CB Marketplace for 'Vendors Activated'. Enter a date 7 days prior to the date you're searching. That'll return the products launched in the last 7 days.

Newspapers, TV

I cannot stress how much of a undermined goldmine of information this is. Read newspapers and watch TV commercials to see which products are about to be launched (there's ALWAYS some product that's being launched). The more advertisement and mentions of a product name in newspapers and TV – the more you can be sure that the buzz will be huge.

CREATION

The creation of your PI will be almost similar to the traditional approach. Let me refresh your memory:

1. First purchase a domain name that has PNK in the beginning.
2. Next set it up on your web hosting
3. Install Wordpress
4. Change permalink settings
5. Install various plugins and configure them
6. Install a theme and setup the sidebar
7. Setup your affiliate links with Gocodes
8. Write the First three Articles

Now, with products that have recently been launched – Timing won't be an issue and you'll publish your content the traditional way.

But, with products that haven't been launched yet – Timing is CRUCIAL. Because you want your PI to be in the Top 10 exactly at the time the product is launched to get the most visitors and sales.

So, here's what you have to do:

Start creating your PI, 30 days prior to launch date.

Publish the first article on Day 1 – Targeting PNK

Publish the second article on Day 4 – Targeting LSI Keyword

Publish the third article on Day 7 – Targeting PNK

Publish 'The First' post which shall be your Approach Style

Approach Styles

Tried and Tested Review

The tried and tested review approach style has already been discussed in the Creation module of the course.

In this approach style, you are a person who know a lot about the product and/or has used it personally – and is giving a review from a users' perspective.

You can get a lot of information about the product from all the launch material that's provided to affiliates.

Also, you can pick up information from the 'pre-launch' – something that's become VERY common nowadays.

In a pre-launch, the product owners reveal some information about the product, and you will use that to create your review.

If you're promoting an Internet Marketing product launch, then you can ask the product owner for a 'review copy' so that you can write the review properly.

Also, it doesn't hurt to actually buy the product and then write a review (if you actually need the product)

The key here is to create a genuine review.

Also, VIDEO REVIEWS convert excellently. You can shoot a video of yourself explaining what the product is all about.

Shoot a video of yourself actually using the product – explain the benefits AND flaws of the product.

Bonus

Giving out bonuses to customers if they click your link and purchase the product – is an excellent way of increasing your conversion rate.

Think about it. A person was already in a mood to buy the product. You come along and offer them some free bonuses that are extremely valuable and related to the product they're buying. The customer will obviously go bonkers and buy from your link.

The key here is to have bonuses that are:

- Unique and relevant
- Complement the product or remove its flaws
- Valuable and expensive

You can give away PLR (Private Label Rights) bonuses but you need to include at least one or two unique bonuses that are not available anywhere else AND/OR give some additional PLR

bonuses. Also, the PLR bonuses should be relevant.

You can create a report or shoot a video series (screen recording or otherwise) on strategies that will help the buyer get the most out of the product.

And with information products, you can put a price tag of any amount you want. But please don't put a value of \$9,997 for a 50-page report. The price tag should actually depict the value of the bonus that you're giving away.

You can also contact the product owner and ask them if they have any bonuses that you can give away for your readers. Many product owners go out of the way and give you bonuses that you can give out – only because you are promoting their product.

Always try to think like the buyer. Because if you do, you'll realize WHAT kind of bonuses will trigger the buyer's impulse to hit the 'add to cart' button.

Cashback

I've used this technique a lot in the past. You'll be giving a percentage of your COMMISSION as a rebate/cashback to the buyer AFTER the refund period is over and you've received your commission.

So here's what you should do:

- 1) Ask the product owner/company if you're allowed to give rebates/cashbacks. Only proceed with this strategy if you've got an approval from the product owner.
- 2) You'll be giving away 50 to 70 percent of your commission as a cashback. So if you're making \$250 commission per sale on a \$500 product – you'll give away about \$150 as cashback.
- 3) Thinking from the perspective of buyers – They are effectively paying only \$350 to access the product while everyone else is paying \$500. Cha Ching :)
- 4) You'll have to pay the rebate through Paypal or any other medium you prefer AFTER you have received the commission for that sale.

The conversion rates with this strategy is amazing.

But PLEASE use this method honestly and DO give the cashback that you promised the customer.

Combine Everything

You can combine these three techniques in various permutations. Like:

You can write a review and give away free bonuses

You can give away a cashback AND give away some cool free bonuses

You can write a review, give away bonuses and give a cashback

PROMOTION

The main target is to have your PI in the Top 10 during the launch period.

So let's discuss some promotion strategies that'll enable us to achieve these rankings.

Plthagoras Strategy

Remember the Plthagoras Strategy?... I taught you in the Promotion module.

You'll be following that strategy as soon as you've finished creating your PI. (after publishing the first article)

Day 1: Quick Index, Social Bookmarking, RSS Submission

Day 2: Web 2.0 Profiles, Video Submission, and Blog Directory Submission.

After finishing the Plthagoras strategy, you need to work on some more promotion strategies:

Article Marketing Automation

The AMA submissions will begin from Day 5.

If you've created your PI on 10th May, then you'll begin AMA submissions from 15th May.

You have to submit 10 articles that will be published every second day.

So the submissions will continue for 20 days.

You can simply schedule the article publish date inside AMA – so you can post the articles in AMA all at once, just schedule the publish date accordingly.

Link Wheel

You have to create five link wheels.

The link wheel creation will begin five days after you've created your PI.

You have to create one link wheel every 4 days.

So the creations will continue for 20 days.

I have already explained all about link wheels in the Promotion Module.

I have also given a list of properties that I use to create my link wheels – You can use them to create your link wheels as well.

Press Release

You need to do TWO press release submission and include a link to your PI in the press release.

The first press release will be submitted three days before launch

The second press release will be submitted 5-6 hours before launch.

You can submit a free press release to: <http://bignews.biz>

Google features press releases in the Top 10 listings. Who knows, maybe your PR may come in the top 10 during launch and you'll get a ton of traffic.

The PR will basically be an article about the product launch and that will have a link to your PI.

The PR should be about 400 words long and should be written in a “news report” kinda style. Just see a few newspaper articles and you'll understand the style in which you need to write the PR.

EXPANSION

Let me tell you how to expand your earnings from your PI.

Now, let me tell you upfront. The Launch Domination technique works great. Ideally, you should see your PI in the top 10 during launch and you should make a lot of money because your conversion rates will be awesome.

BUT, if the competition is too intense, then you may not be able to break in the Top 10. There are many factors involved – one major factor is 'competition'

Why? Well, there are only 10 spots in the Top 10 and only that many websites can be featured there. If there are hundreds of affiliates doing their SEO and you're competing with them – then there is no guarantee that you may make it to the Top 10.

What should you do to expand your earnings?

Pay Per Click

Because our conversion rates will be very high, we can afford to bid high on PNKs in Adwords, Adcenter, and YSM.

You also need to have a good budget.

I usually target: USA, UK, Canada, and Australia (for Internet Marketing launches)

The high bids will ensure top spots for our ad in the sponsored listings.

You need to bid on the following keywords in your PPC adgroup:

Product Name

“Product Name”

[Product Name]

Product Name Review

“Product Name Review”

[Product Name Review]

Product Name Bonus

[Product Name Bonus]
"Product Name Bonus"
Product Name Bonuses
"Product Name Bonuses"
[Product Name Bonuses]
Product Name Reviews
"Product Name Reviews"
[Product Name Reviews]

... These keywords will get you the most targeted visitors.

After you've accrued some impressions and clicks, you can modify your keyword bids individually – so that your ad shows up in the 3rd or 4th position.

Create your adgroups in Adcenter and YSM as well – You'll be paying much lesser per click on these networks. The only downside is that the traffic volume with these search engines will be much lower than Google.

Start your adgroups 6-7 hours before launch.

Pay Per View

Create a keyword/URL targeted campaign in which the keywords that you'll put in will be:

product name
productofficialwebsite.com

I have explained all about PPV in the expansion module.

Optin Box

Make the most out of the traffic you get. Put an optin box in the sidebar to capture leads and you can pitch offers to them in the future.

Optin box and autoresponders have been discussed in the expansion and optimization modules.