



Checklist 11 - Checking The Launch Calendar

Project
Name: _____

Date: _____

Go to Muncheye <http://muncheye.com>

At the top you will see banners which are promoting BIG launches – the product creators are paying approx. \$150 per day to have their products displayed there.

In the left column, you will see BIG launches – product creators pay approx. \$50 per day to have their products listed there.

In the right column, you will see All Launches (This is the best place to concentrate on)

	Yes	No
1 Check this list once per week to check for any new launches that month.	<input type="checkbox"/>	<input type="checkbox"/>

2 Check the platform they are being launched	<input type="checkbox"/>	<input type="checkbox"/>
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i.e. JVZoo or W+ , If it's blank it may be a different network or self-hosted

3 Check the date the product is being launched.	<input type="checkbox"/>	<input type="checkbox"/>
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(Your conversions will be lower if product launched 2-3 days ago)

Note: The best time to promote the product is on the day of launch and then follow up with emails during the few days after the launch.

4 Once you have found a product you're interested in promoting then open up the sales page in a new tab	<input type="checkbox"/>	<input type="checkbox"/>
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Right click name of product and click open in new tab

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5 Repeat this for several different products you're interested in promoting ☐ ☐

6 Check the launch details which include; ☐ ☐

7 The Vendor/ Product creator ☐ ☐

You can click on the vendor name and see a list of products they have launched before and you can check stats on those products

8 Product name ☐ ☐

9 Launch date & time ☐ ☐

10 Front end price ☐ ☐

The price of the first product in the funnel

11 JV page link ☐ ☐

Very important! Check if they have a JV page, if it's a professional looking page, does it has a JV video etc. or does it not have a JV page at all?

12 Does the JV page have a funnel showing commissions you will earn from upsells and downsells? ☐

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If there's no JV page then simply move onto the next product which does provide the details you need.

13 Commissions

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*The commission percentage you will earn for each sale you make.
Note: Normally a front-end product priced below \$10 should ideally offer 100% commissions and on upsells/oto's normally expect 50% commissions.
(You can calculate approximate EPC's from commissions and a product converting on average at 10%)*

14 Decide which platform is this product launching on

☐ ☐

15 Which niche/category is the product in and will it be relevant to your list or followers?

☐ ☐

16 When you find a JV page that you like, then look through the sales page and decide if the product is for you to promote.

☐ ☐

17 To do more research on the product vendor click on the link to get your affiliate link.

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*You will then see a page on i.e JVZoo where you find the vendors name and a button where you can view profile.
You will then see a list of all of the previous products they have launched.*

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- 18 To research any of the vendor's products individually (on JVzoo) click on the Affiliates tab at the top and in dropdown click on find products. ☐ ☐
- 19 In the keyword search box enter the name of the product or the name of the product creator. ☐ ☐
- You will then see a list of all the product creator's products and the details of sales, EPC's and refund rates etc.*
- 20 When you have found a product that's suited to your audience, you feel that it will convert well and you are happy to promote it then make a note of the date and enter the JV page link into the relevant date in your Google Calendar. ☐ ☐
- 21 You may also want to build a bonus page and promote that offer for the following 3-4 days after launch. (Check Bonus page Checklist) ☐ ☐
- 22 To research any of the vendor's products individually using Warrior Plus: ☐ ☐
- 23 Go to the JV Page and click on get your affiliate link ☐ ☐
- 24 Then click on the vendors name ☐ ☐
- 25 You will then see information on the vendor such as; ☐ ☐

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The number of followers they have.

How many featured products they've had.

The number of sales they've made.

The product's they have sold in the past.

- 26 Once you click on the Get Your Affiliate Link on the JV Page you will be taken to a page where you can request Affiliate Approval.

☐ ☐

- 27 Once you've been approved you can then copy your affiliate link and start driving traffic to it.

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