



Checklist 15 - Product Launch From PLR

Project Name: _____

Date: _____

Yes No

Yes, you can even launch a product and get affiliates even if it was initially PLR. This takes a lot of work and it's for more advanced marketers, but it can be so profitable! We made huge profits this way!

Phase One: Sales Offer

- | | | | |
|---|---|--------------------------|--------------------------|
| 1 | | <input type="checkbox"/> | <input type="checkbox"/> |
| | Determine how many days is the launch?... 3, 4 or 7 days?... | | |
| 2 | | <input type="checkbox"/> | <input type="checkbox"/> |
| | Total Rebranding is required. NOTHING should remind us of the original PLR product. | | |
| 3 | | <input type="checkbox"/> | <input type="checkbox"/> |
| | Add your own touch, experience, templates, resources, worksheets and case studies. | | |
| 4 | | <input type="checkbox"/> | <input type="checkbox"/> |
| | If you are selling a White Label software, add your own training videos and tips. | | |
| 5 | | <input type="checkbox"/> | <input type="checkbox"/> |
| | Create New Sales Copy. | | |
| 6 | | <input type="checkbox"/> | <input type="checkbox"/> |
| | Create New Sales Page. | | |
| 7 | | | |
| | Create the Upgrade Page #1 sales page. | | |

Notes



Checklist 15 - Product Launch From PLR

- | | | |
|--|--------------------------|--------------------------|
| | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | | |
| Create the Upgrade Page #2 sales page. | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 | | |
| Create the Download Pages. | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | | |
| Set-Up the Integration with JVZoo or WarriorPlus platforms. | <input type="checkbox"/> | <input type="checkbox"/> |
| Phase Two: JV Recruitment | | |
| 11 | | |
| Create your JV Page. | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 | | |
| Register your product at Muncheye.com, the most visited 'launch announcement directory'. | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 | | |
| Connect with potential JV/Affiliate partners. | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 | | |
| JV Announcement on FB Groups. | <input type="checkbox"/> | <input type="checkbox"/> |

Phase Three: Launch Plan

Pre-Launch

Notes



Checklist 15 - Product Launch From PLR

- 15 Mail Your List and social media audience - Early Bird Registration: Announce your upcoming product launch and invite them to optin to a special Early Bird list so they can benefit from a special discount.
- 16 Mail Your JV Partners about your upcoming launch at least one week in advance (ideally 2 weeks), then a reminder 3 days before launch day, 24 hours before, and then on launch day.
- 17 Direct reminder through FB Messenger, to Affiliate Partners that you already know.
- 18 Final testing of your funnel flow.
- 19 Verify each sales page, download page, OTOs, etc.
- Launch Day + Th Rest of The Launch Period**
- 20 Early Bird announcement to your List on Launch Day.
- 21 Email your Affiliate Partners on Launch Day.
- 22 Follow Up with JV partners during the launch period, with JV updates, Leaderboard updates, more bonuses, etc.
- 23 Tweak the sales page if needed.

Notes



Checklist 15 - Product Launch From PLR

Post-Launch

24

Email Follow Up with the new customers.

25

Thank all Affiliate Partners.

26

Pay all JV prizes.

PRO TIPS: This process takes between 4 to 6 weeks at least.

Notes