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# **Launch: An Internet Millionaire's Secret Formula To Sell Almost Anything Online, Build A Business You Love, And Live The Life Of Your Dreams**



## Synopsis

The start of everything is critically important - and every truly successful product or business starts with a successful launch. Unfortunately most entrepreneurs put all their focus into "getting the doors open" without giving much thought to creating a great launch. However, since 1996, Jeff Walker has been obsessed with creating hugely successful launches in our increasingly digital world. During those years Jeff created an unbroken string of amazing successes for himself and his clients. Operating tiny businesses in an almost underground society, they've collectively done over \$400 million in sales. Launch is the "how to" manual for using Jeff's formula to follow a path of success - to create a product or business launch that gives you nearly instant momentum, sales, and positioning.

## Book Information

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## Customer Reviews

"Launch" is a very informative yet pretty entertaining read aimed at small-business owners or starting-out entrepreneurs. In this book, Jeff Walker does his best to describe why and how Mr. Everyman should start their online business with speed, creating a conversation in their market and gathering feedback and even pre-sales before your product is even created. The book describes the "old school" way of starting a business incrementally - coming out with a product after 3 years working in secret in a basement, and expecting it to sell - as "Hope" marketing, and explains why this approach has failed time and time again. What I liked about this book :1. First off, the author seems to really know what he's talking about. It seems that every successful business author and trainer has learned from Jeff Walker's launch strategies and he uses a lot of case studies from

them, and other students that are not in the "business" niche, to back up each chapter. I have a strong aversion for untested theories, so I was glad to read page after page of actual step-by-step advice backed up with real-life examples. The author also provides "swipe copy" (tidbits and examples of email and sales scripts that you can use in your own product launch).<sup>2</sup> Speaking of providing additional content, this book also references a lot of additional free resources.

Well... I liked it, but... Let me start by saying that I don't review much, but I felt compelled to write on this one due to all of the five stars out there for Jeff Walker. I think there are a) either a lot of Jeff Walker zealots out there or b) there was some type of incentive to give Launch a 5-star review. A little background - I own a successful software company. We delve into all types of ventures -- I like the space and I'm intrigued by new ways to market our business. Everything from Pay Per Click (PPC) to Organic Search (SEO) to Email campaigns to Webinars to Blogs. We've done them all and continue to do so with success; however, we're learning every day. Jeff makes web marketing seem easy. You just connect the dots when it's time to make some money. Oh, btw, if it doesn't seem that easy to you sign up for Jeff's Product Launch Formula. This book is a soft sell for that product. If you finish this book and look back it's actually a step-by-step process of his outline for building authority, trust, suspense, etc. At the end I felt like I got played and just laughed to myself. Having said that, Jeff has ideas that may work. I'm not sure I'd use them, but they may work. His general premise is to compile a good list and give the users good content. Some of it for free before you hit them with your offer. Get some feedback and tweak it. To do this there are some general steps to follow. I believe I read this in a prior review: Jeff glances over the part about creating a good list. What if you don't have a good list? Well, that's easy! Just start calling on your social media friends to subscribe to your offering! Way back in my day when I started selling we called this 'The Friends and Family Plan'.

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