

Creating The Crush – The Product Launch Phenomenon, how you too, can create crushing offers that make your product an overnight success!

Creating the Crush

**The Product Launch Phenomenon
How You Too, Can Create Crushing Offers
That Make Your Product An Overnight Success..!**

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Creating The Crush – The Product Launch Phenomenon, how you too, can create crushing offers that make your product an overnight success!



From: James Klobasa

Owner: PLFConsultant.com

Dear Business Owner,

If next few lines take you by surprise, I apologize in advance...But Please, read them carefully...

“Recently, I met a business owner (just like yourself) as he delivered a cheque for \$15,500 to a Product Launch Manager (the PLM will remain unnamed for privacy purposes). The cheque was for services rendered in advance. A 2nd cheque was delivered to this PLM for \$25,700 as payment for percentage of profits.

After all services were complete and all expenses paid, the business owner had banked a total of \$256,789.00...for a cost of just \$41,200...!”

Yep, Dirt Cheap Money is **For Sale**...Measly amounts of money are being used to buy massive sums of cash by business owners just like you, pennies are being swapped for huge returns on investment every single day.

Shiny New Products & Services are being launched online & offline everyday...in every possible niche you can imagine...

Baseball coaches... dating... online dating... love letters... test preparation... Photoshop tutorials... multimedia tutorials... loan officers... realtors... creative writing... SAP programmers... knitting... B2B MLM... crochet... futures trading... investing... piano... learning guitar... pop music single... ecommerce... online role-playing gaming... real estate investing... bookstore books... tax prep... self-help... business coaching... health food... raw food... massage therapy... personal trainers... business systems... pet care... business opportunity... medicinal herbs... board games... Forex trading... copywriting... horse training... dentistry... chiropractic... weight loss... cosmetics... online video... yoga... consumer electronics... estate sale... soccer coaches... cow embryos... law of attraction... dog training... retail stores... poker... carving wooden dolls... dressage (horse ballet)... and more!

Business owners of all types are swapping small sums of money...

For The Keys To The Kingdom...

They're not only making a ton of money launching their products, they're also creating new relationships with prospects, solidifying tenuous relationships with current customers and creating raving fans ready to buy over and over again.

In a nutshell, they're securing a bright future for their company.

And my guess is, if you're reading this, you're not doing it...but the good news is...YOU CAN!

Jump On the Gravy Train Now, or Work Harder than Ever Before.

It's Your Choice!

You're either... 'Walking the Green Mile'...tirelessly pushing, forever destined to be forcibly opening the mouths of your prospective clients and shoving your products down their ever tightening throats... tearing up resources, destroying alliances, polluting networks and eating away your precious time and money...waiting for the day they flick the switch...!

Or...You're happily greeting the hundreds, or even thousands of new found customers...that refer to themselves as your friend, bragging they've aligned with you, each new friend actually being one of your raving fans, a gracious new client that has already proven themselves to be your newest rabid buyer, eagerly fighting fellow buyers to throw cash at you, hand over fist...

There is no comparison... Unless of course you've already won the product launch lottery and you're sitting on the beach drinking Margarita's...

Well...unfortunately, most entrepreneurs ARE... 'Walking the Green Mile',...they detest it, yes, even to the point that they don't like to admit it, not even to themselves...yet they continue to walk...or crawl...and hide from the throngs of disgusted customers...

There is no reason to be one of them anymore, the money is still for sale...and there's plenty available if you know where to get it...

Why Most Products and Entrepreneurs Never Make it...

Let's take a step inside the your business...Even as your product rolls out and starts moving a few units...maybe 2 or 3/day...You understand that even if you keep your constant strangle hold upon your clients throat, you're product really won't ever hit the best seller list.

Even when you constantly push, applying pressure to force the next sale, you know that without the next slogan, ad or email campaign, it won't survive past your competitors' next product...

You know the routine... the same cycle begins again & again...push, push, strangle, force...then you roll out the Next Product...it doesn't ever end.

Often this cycle is repeated a number of times before total industry rage is realised...slowly, you self destruct, along with your business and often the relationships surrounding it...

Undoubtedly...this self destructive cycle is the Number #1 killer of the Entrepreneurial Spirit and of the genuine Hit New Products (*just like yours*) being developed by entrepreneurs everyday...it's the constant and never ending re-inventing of the wheel that dooms you to the rat race of repetitive product creation...

Instead of enjoying...
Constant, Predictable & Un-Controllable Growth of
Raving Fans & Profits

Due to an Un-Stoppable Explosion of Popularity!

This is the other side of the coin...the enlightened entrepreneurs operating under a different mindset, by differing rules, individuals saying “NO” to the norm, and taking up commanding positions that constantly build position and unstoppable momentum in their markets.

Easily and predictably dominating their market, walking forward along a proven pathway that not only launches their ‘shiny new toy’, but also their business and at the same time their future...

In Any Business, There Is Only One Pathway To Success!

Take the wrong pathway and its doom...but...

Following the success pathway is what I call ‘Creating The Crush’...

And Yes, every single successful business model uses this one proven strategy...

But why isn't every Product Launcher doing it, and "How Can I..?" You ask...And...

What is this 'Creating The Crush' Strategy...?

Wait on...before I get to specific, I'll do that a little later, you have to realise something...

You see, it's not about money...the single biggest killer in product sales today...is lack of Authority, or in other words...Proof, or the lack of ability in showing people your product is what you say it is...

Without doubt!

This is the single biggest stumbling block between your product becoming a best seller or a garbage liner...

So...

If showing your 'Authority or Proof' to your prospects could be as easily done as going to the ATM and withdrawing cash...You'd do it right..? Of course you would...

And to have a following that not only believe you, but one that actually go out of their way to promote the fact that you are the Go-To Guy... The Authority, in the market of their choice is where 'Walking the Green Mile' truly ends in the product creation cycle...and your product launch future begins...

So, how does an average Product Creator have customers promoting the fact that they are the Authority in their Market...you may be wondering.

The answer may shock you...

But first you have to understand that the answer isn't an elitist thing...no-where in the rule books does it say that only certain types can apply.

If fact it's quite the opposite, sometimes the more down and out, the more downtrodden, the more humble the beginnings...the greater the rewards and the easier the path to the Best Seller lists are...

There is only one thing standing in your way though...

It's Your Decision to Take the Action Steps Needed to Attain your Vision.

The rewards make that decision easy...because you know what the rewards are. And therefore you are able to make a REAL decision on whether it's worth saying YES to your vision...

And Of Course It Is...So, What Is Your Vision?

Or better yet, what isn't your vision? Often it's easier to look at the bad side, as human's that's what we've been trained to do. So let's have a quick look at your worst case scenario...

I apologize if this looks a lot like your business and product range at the moment but don't worry...We'll change all of this soon...

Are You Walking the Green Mile...

...You wake in the morning a little groggy after a few drinks to kill the pain...you didn't sleep that well, yesterday was the last day of your launch and by all accounts, you couldn't really call it a product launch, so much as a implosion...so bad you switched the computer down early after reading you're last email around lunchtime...

A customer that bought on launch day, emailed and wants a refund...and she's made it pretty clear, in no uncertain terms that your product wasn't the 'Magic Button' that you described in your sales letter...that damn copywriter you snarl...!

It's been playing on your mind all night...

You head to the computer, sit down, take a deep breath and login to your shopping cart...

Four sales in the last four hours...phew! That'll pay for the refund!

You head to your Inbox...good news! It's full...Well, there must be something good in there...surely?

Ah,Ohhh...Your traffic stats that get mailed in are like watching your team play the day after four of their big names get drafted to the opposition...

Your graphics guy has requested payment immediately and three new refund requests...

Arrrhggg Shoot!

It's only 9.07am and already you wish you didn't quit your job...

Whether it's Real-Estate Sales, or Construction work...having your product launched into the stratosphere...will always be un-measurably more satisfying than your best day in the office or onsite...

Have you been here...? Shake your head...clear your mind...and take a deep breath...!

It's time for your new vision...

It's Half Time, Change Ends! Before you Run Out...The Coach Screams...

“The Game Starts Again, Right Here, Right Now!”

This time you walk back into the office after your morning swim, the ocean water was like ice, the sunrise golden...You feel alive...at your peak...you open your Inbox in anticipation...almost kid like...

The email reads...

From: Info@ifyouuseit-itworks.com

Subject: Product Launch Manager – Launch Is Go Next Tuesday, 11th!

Date: Wednesday, 25th

Jake,

Yep, all's well...I received the updated contracts back today and the payments have been received for the extras...Thanks for signing off on the flights, I can't wait to be there for launch day!

I'll have a copy to you first thing in the morning along with the newest email copy for JV's and yourself.

I've got a great feeling about this launch, we've managed to get some big players on board, they're really excited and have already been mailing hard for you. They're all talking about the Opt-In and Top Seller prizes...great idea on having the 'Shaq for a Day!' prize...guys are going nuts about it and I know they'll be mailing heavy these last few days...

Blog comments that I read last week have the prospects wanting to throw cash at the computer, one lady has asked about mailing a cheque in early, another three rang and wanted to give their credit cards over the phone...I hope you don't mind, but I had to turn them away, we'll open the cart early for the sub-list and push the JV partners to mail hard after that...at last count we had 32,578 on the sub-list and there's still over 126,000 in the JV lists yet to mail...they're waiting for the "Locked N Loaded Last Day Dash" competition...

This is going to ROCK IT!...everything is going smoothly...the server has been tested, the sales letter is finished, we'll wait for any last minute tweaks before we put it up...

We're looking good for a record Sell-Out!

Hey Jake, how's it feel...?

I know it's been 5 weeks coming but, we're getting very close now, the energy is climaxing and it'll ramp up even more a couple of days out... Try to get some rest over the weekend, I've got everything covered, I've got all the checklists in place...

Just a few more emails to go out, it's all been really positive, I know they're going to be blown away with the offer...

Well Done!

I'll speak to you again tomorrow around 10am...

Regards...

James Klobasa

Product Launch Manager

www.PLFConsultant.com

Same Product, Same People, the Difference...A Product Launch Manager.

So...What Can A Product Launch Manager Really Provide For Your Next Product Launch?

If you have a business already, then this is the biggest no-brainer investment ever.

You just drop the Product Launch Manager into your business on one end, and you get huge cash-flow and momentum out of the other end. Not to mention a bigger, better, more responsive list and probably a bunch of very happy new JV partners.

Sure, you actually have to do stuff, (*I've never met anyone who got rich by sitting around watching TV all day*) ...but if you can follow a step-by-step blueprint, you'll have a wildly successful product launch and business up and running in no time...

Let's start with the "biggie." The one thing that sits at the base of nearly every serious and successful online or offline business...

INSTANT LEADS AND LISTS

OK, that's a bit of an exaggeration... it's not truly instant.

But there is no faster list-getting method in the world than a killer product launch. And your own Product Launch Manager will show you exactly how to pull it off.

In fact, they will teach you three different ways to build your "seed" list...

It's called a "seed" list because it starts off tiny (it could even be just 17 people - that's where one of Jeff Walker's students started, and he had a six figure business just six weeks later)... but like a tiny seed that grows into a huge oak tree, this is just the beginning.

Your Launch Manager will take that seed list and turbo-charge it into a big list. Fast...with proven strategies and tactics...

That sounds nice, huh? Here's something most of the big-name gurus won't tell you...

A big list is WORTHLESS unless those people open your emails, read them, and do what you tell them to do...

You need a list, and you need a **RELATIONSHIP** with that list.

And there is nothing... ***NOTHING***... that will get you the list AND the relationship as quickly and surely as a **properly trained Product Launch Manager** will be able to deliver for you...

The Best Affiliate Or Ecommerce Sales Results. Ever.

Listen.

If you're selling affiliate products - or maybe you're running an ecommerce site -- well, there's one thing we can say for sure...

You have competition. Lots of competition.

What are you doing that sets your site apart from the bazillion other sites selling those same products?

Are you going to pay more for advertising? Good luck... maybe you and your competitors can all meet up at the poor house.

How about beating them at the Search Engine craziness? Are you going to get to the top of Google? And if you do, are you going to stay there?

Yeah. Right.

The real answer, the one that will take you out of the herd and into the realm of the super affiliate, is the 'Mini Launch Formula' that Product Launch Managers have in their arsenal...

It's the ultimate profit-enhancing tool for competing in crowded affiliate and ecommerce markets. These usually last three to five days. People are usually **SHOCKED** the first time they do one.

Why?

Profit increases of 10x to 20x are not uncommon.

CASH ON DEMAND

Of course, what if you already have an existing business online? Ideally, you already have a product and a list. Then we really are talking about a **cash-on-demand** situation.

Sounds like more hype, right?

I'd probably think so too, if I hadn't seen it work nearly every time it's been used.

I mean, what we're talking about here is a no-brainer. Product Launch Managers have access to "plug and play" swipe files, they can drop them into your business... and you hit the send button.

Bingo... you've got cash.

Could it really be that simple?

Well no, of course not. But it's ALMOST that simple.

I mean, you can't just send ONE email.

In fact, you'll actually have to paste in several pieces of swipe copy... an entire sequence.

And you might have to wait a bit for that cash surge to come through. It will be anywhere from four days to four weeks before the money rolls in.

But really - the money is just the beginning...

With a new product, designed and delivered using a trained Product Launch Manager from the start, it's a different story.

Even if you live another hundred years...

You Will Never Forget That First Time The Product Launch Manager Says, “Hit The Launch Button!”

The cash surge can be simply breathtaking. It's hard to describe the excitement as you sit there and refresh your stats every minute... *and the sales just keep pouring in.*

And here's something you might not expect -- your launch manager will spin off a mountain of benefits that most people really don't anticipate...

As you see the results, get feedback from your customers, and get your first bunch of emails from people **begging you to let them in** after the deadline, you'll realize that your investment has REALLY been worth it.

You'll start to think about product launch managers in a way that only makes sense to someone who's used one.

First off, the work they do will have you build an amazing relationship with your list (even though many people fear that they will hurt their relationship with the list --it has the OPPOSITE effect).

It will set you up to STACK your launches... so each one becomes even more effective and devastatingly profitable.

Plus it will "organize and syndicate" your niche, and **put you at the very center of your market.**

That's a more powerful position than you know. In fact, that's the thing that leads to...

What The Gurus REALLY Talk About When No One Else Is Around...

Product Launches & Product Launch Managers...Who's the best and what they're doing to bring the huge paydays...

Creating The Crush – The Product Launch Phenomenon, how you too, can create crushing offers that make your product an overnight success!

Everything from the latest tactics, strategies, systems...and much, much more...

Seriously.

Why? Because Product Launch Managers make the Guru's a BOATLOAD of money - fast....You think the Guru's do this stuff themselves...

They're too busy doing what they do best....Spending the money Product Launch Managers make them..!

I mean, the numbers are just amazing. Over \$100 million in product launches in the last few years only...

But the really crazy thing is that it's actually EASIER to have someone else do the work for you, while you do what you do best...

Does That Sound Fair...?

Yes, while you do what you do best...your Product Launch Manager is doing what he does best...

It Gets Better Though

Now For The Real Insider Stuff

Ahhh... the deep dark secrets of SYNDICATED PRODUCT LAUNCHES...

This is where your Product Launch Manager gives YOU the keys to organizing and syndicating your entire MARKET.

Imagine creating a syndicate within your market... a group of people that regularly cross-promote each other's products and launches.

I've already seen some markets become syndicated, and all of a sudden the launches start growing by a factor of 4x or 5x, or even 10x.

You've seen this type of thing loosely take place in the Internet marketing niche. And it's only a matter of time until other markets are syndicated.

Do You Want To Be At The Center Of Your Own Syndicate?

Let's face it... someone is going to be creating a Syndicate in your market. They're going to be the linchpin in your market. That's a power position... the Godfather position.

Now I know I'm being somewhat vague here... but I feel like I have to be. This stuff is too powerful to talk about openly. But I've seen Product Launch Managers already moving in this direction, and it's clear that this is the future of online and offline marketing...

The Unfair Advantage

Obviously, Product Launch Managers work. And the chances are very good that if you drop one into your business, you'll make a lot more money.

But really, the money is just the start of it. You'll also end up with a bigger and more responsive list. And you'll probably have a new crop of very happy JV partners.

Plus you'll be positioned at the center of your market.

In short, you'll have a solid, established, profitable business - with the kind of resources, leverage and momentum that most people take years to develop.

So... What Does All This Mean For You...?

Well, I'm assuming you're a lot like me...

That you got into business for the same reasons I did...you want to have your lifestyle, your money, your freedom... You want to help people in some way, with your products or services...

Well, you can...and Now you can make it easier than ever before...

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By using this simple strategy...

‘Creating The Crush’

Please read on...for your Personal and Exclusive Invitation:

If what you've read in this Report has caught your attention, if you wish to have raving, rabid fans, throwing excessive amounts of cash at you and your business...

I invite you...

I've made some big promises here... Let me take all the risk upfront so you can decide if working with me is in your best interest.

After you register and gain Insider access to my Members Area... I'm going to share the key strategies you need to use to make your business the winner you truly believe it can be.

If you decide it's best for you to take my techniques and work them yourself in your business, you have my blessing.

If you decide that you also need a person with experience making everything work to its full capacity... We can discuss that option also...

The power is in your hands. The most important thing is to take action now to move your business forward.

I urge you to become part of the exclusive group of online and offline business owners using Product Launch Managers.

Highly trained individuals', giving products and business owner's their new start...

With specialized skills in launching products online and only 45 available worldwide, their time is limited and bookings for the next 12 months are being taken now...

Register Now: www.PLFConsultant.com

After registration...

You'll receive bonus training videos to get you started if you're not quite ready...Insider Access to an Exclusive Members area where you will have the answers to your most pressing Product Launch questions...case studies, videos on tactics, strategy and systems....plus lots more...this is all brand new and being added to daily...

Also, a Product Launch Manager will be in touch with you to discuss your Launch goals. After a thorough PLM interview...and when you choose to take the 'Creating The Crush Challenge'.

A step-by-step plan will be formulated and delivered in a highly professional and effective manner.

At every step, you will be a part of the overall plan and its implementation, your Product Launch Manager will allow you in on this proven set of systems, strategies and tactics. You will understand the very workings deep within the PLM formulas...

I can bet you, that once you've used these formulas...You will not want to let go of them...you'll want to have them in your business from now...until you are sitting on that beach sipping Margarita's...as many clients already do...

Remember, space is limited...so please take up your reserved registration spot now and grab your Access Code now...

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Register @: www.PLFConsultant.com

Kind Regards....

A handwritten signature in black ink, appearing to read 'James Klobasa', written on a light-colored background.

James Klobasa

p.s The who's who of marketing are using these exact strategies right now, you've heard the saying, "Modelling is the easiest way to success", model the guru's of marketing in your business from this day forward...

Clients are keeping their Product Launch Managers on staff and regularly repeating the successes they have experienced in the past, building on past success and boosting profits for a long time into the future... I promise, you'll be pleasantly surprised. ☺

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