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NextGenlinks Free Marketing, Linking and SEO Reports Series

Hi! Welcome to NextGenlinks Free Reports Series!

Let's get straight to business :)

Free Report #12:

4 Quick Tips for Launching a New Product

Launching a new infoproduct can be extremely intimidating and overwhelming, especially if it is your first attempt. You've spent days, weeks or even months pouring your heart and soul into the product and it can be a bit scary to finally put it "out there".

Some of your concerns may be because of competitors, or wondering just how your followers may receive what you have to offer. Thankfully, there are certain steps you can take to increase your odds of having a smooth and profitable launch.

Here are a few strategies to get you started on the right track.

Quick Tip #1: Create Curiosity

One of the best things you can do to ensure a profitable launch is to create curiosity before the actual launch. If it appears that you just seemed to pop out of nowhere with a new product, possible buyers may be confused. If people develop curiosity about your new product in advance, you will have a chance at better sales due to the fact they want to know even more.

A great way to do this, which has been proven by some of the leading internet marketers is to release free content to a list of targeted people in the niche. Create things like viral videos, teleseminars, podcast interviews, and free reports, and do whatever you can to create a general buzz. People love things that are free and high in value. Keep offering this content to get people to opt-in to your list of interested prospects.

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Quick Tip #2: Get JV Partners

Though you may be the type who likes to do everything independently, having partners in your niche will help you to reach more people and make more sales. Generally, you'll want to contact top marketers or website owners in your niche and offer a compelling and professional reason why they should JV (joint venture) with you. Be sure to offer them a preview copy of your product so they can make a fair assessment of the quality and value. Then, remind them a few times before you launch so they can share with their lists and website visitors about what a great product you have to offer.

Quick Tip #3: Create Scarcity

After you've gotten everything in place and created a bit of excitement about your product it is time to start your launch. It is best not to waste any time as now you are fresh on everyone's mind which will help you garner the most sales possible.

People are very busy and their inboxes are full of e-mails. You need to give them a compelling reason to go to your offer as soon as possible to make their purchase.

A great way to do that is to create scarcity. This might be in the form of having a price hike sometime in the near future, bonuses for the first 100 who purchase, or a limited number of copies available.

Keep in mind that this scarcity should never be fake or dishonest. If you say something in your sales copy you really should stick to it. When done in the right way this scarcity can help you generate more sales and assist you in having a very successful launch.

Quick Tip #4: Include a One time Offer

You have developed a great product and are offering it at a great price. A way you can increase your overall profit is to include a one time offer. This is an offer included with your product that

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your buyers can only buy at the moment they are purchasing your original product. Not only will including a onetime offer increase your sales dramatically, it will also add additional value to your new product.

My favorite guide on this topic is this one by Jimmy D. Brown

"The Upsell Report" at <http://www.srzone.com/upsell.html>

Launching a new product can be a daunting task, but if you have the right processes in place you greatly increase your success. It takes careful planning and dedication, but you really can capture the interest of your target audience and make it so they rush to purchase your product. When you utilize this process over and over you can benefit from many successful launches and increased profits overall.

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