



Product Marketing Services

Presenter: Chris Richmond
PMP Certified Project Manager, MCSD.
April 2009

Netbuy Product Launch Solution

Get Sales... AND MORE!

A well-planned and executed Online Sales program will create interest in your service and offer even before it hits the market AND have potential customers waiting in anticipation....

Even beyond that, a proper Services launch can help you achieve any or all of the following:

- Create broad awareness for your product.
- Optimize your Offering so that it delivers the “holy grail” that your customers may not even know they want yet.
- Build anticipation and urgency for your product by carefully orchestrating customer experiences for peak responsiveness.

More....

MORE Benefits of our Direct Sales Approach

- Increase excitement so that your audience becomes “ravenous” for your attention.
- Establish credibility and trust so deep that your audience will only want to buy from you.
- Learn what your prospect's objections are long before you create a sales letter.
- Develop new product ideas that your market is hungry for.
- Attract Joint Venture partners excited to promote your offer.

*Not to mention the fact that a successful product launch event can be used to attain **first mover advantage** in highly competitive markets.*

Key Benefits of a Launch for YOUR BUSINESS



You (the Owner)

- Achieve rapid **time to value**
- Realize lower risk and low total cost of investment
- Leverage the Jeff Walker “Product Launch Formula”

- **Works with you and adapts** quickly to changing market conditions to create the best offer possible
- Easily communicate with you (The Owner)
- Leverage assets for future Launches

The Launch Team



The Buyer

- Sees you as a trusted authority
- Willing to recommend and provide testimonials
- **A customer for LIFE**

Typical Challenges in a Product Launch

As the owner, you can't do all the Marketing/Sales tasks yourself....
Leverage Chris, and his Internet team to plan and manage your launch...

Chris will help you overcome these problems:

- Difficulty in reaching leads with the marketing message.
- **Difficulty in positioning you as “THE” Authority.**
- **Low motivation of JV Partners and Peer Referrers.**
- Difficulty in leveraging **past email lists.**
- **Low Internet Presence and Search results.**



SOLUTION

Customized Product Launch
With Collaboration toolset....

Netbuy Product Launch Solution

Benefit of working with Chris and NETBUY: A Creative Solution



Launch Capabilities

- Proven, Full featured Launch process
- Marketing Workflow
- **Designed for Collaboration between:**
 - Launch Manager (Chris) and you...
 - The Biz Owner



Imagine a Project where you feel confident and in control...

Intelligent Launch Management

Exclusively Trained in Jeff Walker's Product Launch Formula (PLF)

Partner and Lead Management

Seamless tracking and motivation of Partners and Leads across all parts of the Launch Plan

End-to-End Task Management

360° campaign management with easy campaign creation, seamless communication management

Fully Integrated Project Management Tool

Strong reporting capabilities, seamless MS Office integration

Targeted Cross-Selling and Up-Selling

Insightful analysis for identification of key trends and discovery of hidden opportunities

Fully Built Launch Marketing Solution

Core components of our Project Management

Sharepoint application includes:

- Document Management
- Campaign Planning and Execution
- Templated Task lists
- Easy Data backup
- Tight Microsoft Office Integration
- Webinar / Desktop recording
- Private Email for the Project team.
- Instant Messaging and Desktop sharing.

Operational

Analytical

Collaborative



Next Step: ACTION

Contact Chris Richmond
PMP Certified Project Manager, MCSD.

For a FREE initial Consult:
IF you sell online, and want BUZZ, Raving Fans,
and targeted buyers, then call or email Chris
today!

Because I give you 100% attention, I can only help
launch a limited number of projects a month – Get
on my Calendar NOW....

905-580-4892

Netbuy Product Launch Solution

Step One: Analysis and Planning...

Here's What You Will Get With Your Product Launch Blueprint:

- 1) **Complete a Services Launch "Initial Assessment"** – we'll run your entire Internet/ Social Media Presence through an initial assessment - this proven process will identify the strengths, weaknesses, hidden assets, and potential home run leverage points for your launch. This is a simple, painless process - and the payoff is huge and often immediate. Just walking through this first part of process will pay huge dividends for you. **(\$199 Value)**
- 2) **Launch Blueprint Coaching Call** - This is a 60 minute call with me where we go over in detail what I've identified in the Initial Assessment... we'll nail down your offer, your actual Service, your assets, specific launch tactics and strategies, your launch team assets, launch timing, and lots more. I'll be able to answer your specific questions (and if I don't have the answer, then I've got the resources to find the answer). This step is usually THE most useful part for all my clients. This is where we layout your entire plan for launch day success. **(\$399 Value)**
- 3) **Your complete Launch Blueprint** - I take everything from our 60 minute call and create your written Product Launch Blueprint specifically for you. This plan will give you a proven step-by-step plan that will not only tell you what to do, but how to do it. It will be a turnkey plan you can implement yourself, or give to my team to implement the plan.) Make no mistake, a coordinated Product Launch is the single greatest leverage point you can have in your business - both for immediate sales and for long term business growth. This Blueprint is your key to a wildly successful Product Launch. **(\$999 Value)**

☑ STEPS:

☑ Analysis and
Planning

☑ Sales Launch

Happy? Then we execute on the plan....