

Keyword Suggestion Launch Scheduled on Sept 25

closes Sept 27 midnight

Prelaunch - **possible** opening from Sept 23 at 12pm EST with early bird webinar 8am on Sept 25

FE: desktop & web app for video & SEO keyword research

pricing: 9am to 12pm early bird at \$14.93 then \$16.93 and slowly going up to \$19.95

OTO1: developers license + 100% unique article generator for each keyword at \$47

OTO2: whitelabel version at \$67

OTO3: SEO membership at \$17/mo. or \$97/yr

JV contest total of \$3,000 also split 60/40

Day 1: #1 \$1,000 #2 \$350 #3 \$150

Day 2: #1 gets \$500

Day 3: #1 gets \$1,000

Week 1 (Aug 21- Aug 23)

-> get a box cover

-> JV blog up and running with prizes, swipes, bonuses

-> muncheye

-> FB ads

-> check with developer that you're on track

Week 2 (Aug 24 - Aug 30)

—> JV blast announcing the launch

—> sales page draft + send it to designer

—> setup central bonus page

—> check on software progress

—> affiliate recruitment

—> create demo video / sales video

- > JV blast with a different angle
- > setup funnel in JVzoo, add JVzoo link on JV page

Week 3 (Aug 31 - Sept 6)

- > JV blast about sales video
- > more aggressive affiliate recruitment
- > shoot OTO videos, setup pages
- > get sales page designed back from designer
- > get 5-10 testimonials, gather some relevant proof

Week 4 (Sept 7 - Sept 13)

- > try and finalize software
- > affiliate recruitment
- > finalize JVzoo funnel

Week 5 (Sept 14 - Sept 20)

- > get final version of software
- > setup training videos, step-by-step installation guide, how-to-use PDFs and videos
- > setup support desk
- > JV blast

Week 6 (Sept 21 - Sept 25)

- > have prelaunch swipes in place
- > backup everything on another server, bump yours

JV blast

DOUBLE CHECK everything: funnel, sales pages, backup, etc
SETUP private bonus pages for affiliates
be in constant contact with affiliates

Sept 25 Open cart, launch time!

