

Preparing for Launch

- I have set up an excellent, easy-to-use customer service system such as:
 - A dedicated customer service VA or representative
 - A proven, efficient ticket system such as ZenDesk
 - Live Chat
- I have ensured I let my subscribers know their Customer Service options
- I am using my Facebook Pages and Groups to handle simple Customer Service and generate product ideas or tweaks
- I have chosen:
 - My payment processor
 - My shopping cart
- I have installed “buy” and “download” buttons
- I have allowed for affiliates and decided on an affiliate payment method
- I have carefully set my pricing range - and price for my first paid product or package
- I have made sure my pricing for this first product is proportionate to my highest product price, so that I don't attract the wrong paying market
- I have allowed for or created products for lower income bracket clients, if this is part of my sales funnel strategy
- I have ensured my first paid product does not give too great a discount
- I have ensured that what I am charging is a fair amount commensurate to what is actually being delivered, neither overcharging nor undercharging
- I have made sure that potential customers or clients know that any discounted or reduced-price offers are:
 - Presented as such
 - Time limited
 - Never-to-be-repeated

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- I have set up:
 - An advertising budget
 - An advertising strategy
- I have set up:
 - Affiliate resources
 - An affiliate sign up link
- I have done thorough research to make product or package decisions as accurately-tailored to my desired client as possible
- I am taking action in accordance with the launch timeline I have set up
- I have actively started building up my subscriber list
- I am maintaining a strong, regular, email follow up plan
- I have let subscribers know they are special by offering them special deals and products created just for them
- I have considered pairing with Joint Venture Partners
- I am keeping my eye out for opportunities to please expert JV partner's lists
- I have made a short, sweet pitch, quickly getting to the point in:
 - How my JV offer will benefit my potential partner's subscribers
 - What the rewards and benefits to my potential partner will be
 - [Optional, depending on circumstance]: Where he or she can find their affiliate link and special affiliate resources
- I am offering my JV partners:
 - Great (or full) commissions
 - The opportunity to rebrand materials
 - Great rewards or incentives

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- I have created top-quality affiliate resources such as:
 - Banners
 - Buttons
 - Graphics
 - Ads (in a selection of common sizes)
 - FAQs
 - “How to”
 - Templates
 - Affiliate links
 - Other _____
- I have decided on - and implemented - my affiliate technology:
 - Affiliate Management script
 - Affiliate Management software
 - Affiliate Management service
 - Hire an actual Affiliate Manager or specialist VA
 - Use my Shopping Cart affiliate management system
 - Use PayPal for Mass Payments
 - Use a third-party network such as Amazon
 - Other _____
- I am considering the option of promoting other professionals’ products as an affiliate myself
- I am choosing products to promote that would complement my own products and enhance my customers’ experience with me
- I am looking for new opportunities to create more passive products
- I have considered setting up formalized courses for platforms such as:
 - Udemy

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- About.com
- I have ensured any services I offer to other platforms boost my reputation as a coach
- I have created my hot-selling program to earn passive income and get new clients!