



NEWS

A RESOURCE FOR THE FRIENDS & PARTNERS OF LIBERTY JANE CLOTHING

A Proven Formula For Launching New Products With Maximum Sales Success

This week Candice asked a great question for our Q&A section, so we decided to make the entire newsletter about her topic. She wrote,

"I'd love to make trendy, cutting edge designs-but how do I avoid getting stuck with an inventory that was in style for a while, then gone?"

The answer is outrageously simple - sell everything you make. I know, it sounds too simple, but it's pretty much the only answer.

Some artisans hate the selling process. Others simply don't know what to do, so they do very little to sell their items. Others try for a short time, fail, and then conclude there is no-market for their items. Still others, a rare few, find a way to master the selling process, make it look easy, and find commercial success.

One tried and true way to sell items is through a system called the Product Launch Formula. An online marketer named Jeff Walker pioneered it. If you only have the mental and emotional energy to master one selling strategy - this would be the one to focus on. If you take the time to master it you'll have a much easier time selling everything you make.

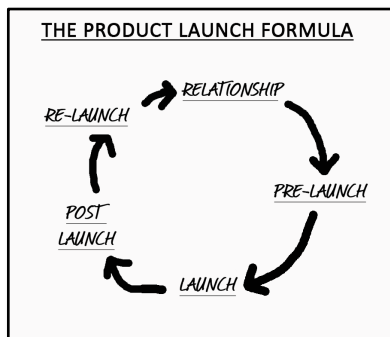
The Product Launch Formula

The product launch formula is a systematic approach to unveiling your new products in a way that engages buyers, over-comes objections, and builds enthusiasm for your work. It works for physical items, digital items, and even services. The process has proven to be successful in many different niches and industries.

Step One: Relationship Building

People buy from people they know, like, and trust. So the first step in the

product launch formula is to engage in effective conversations with your prospects and buyers. There are several good ways to accomplish this step in a large-scale way. The first and best way is by having an email newsletter and regularly sharing details about your work. Another great way is to use a social media tool like Facebook, Youtube, Instagram, or Twitter.



Some artisans design and sell for years without every building a communication system with their customers - which is a massive mistake.

Step Two: The Pre-Launch

In the pre-launch phase your job is to engage your prospects and customers in a dialogue about **WHAT** they'd like to have you make. You can do this via surveys, polls, or simply having conversations. You also want to learn about their fears, worries, or frustrations with related products. The key to success in the pre-launch phase is to get as many people mentally and emotionally invested in what you're doing as possible. Of course you have to listen to them and make things they are eager to buy. A secondary job in the pre-launch phase is to build enthusiasm and intrigue about what you're making by sharing "sneak peeks". Getting people

involved is the key. You also want to explain the details (dates, times, locations) of your upcoming launch. If you use email marketing, consider having at least three pre-launch messages go out.

Step Three: The Launch

The launch of your new product should be your "big event". Treat it like a big online party. Use your communication tools to share the details in an exciting way.

The launch phase can last for a few hours, a few days, or even weeks. You are in the launch phase until your items sell, or you make them unavailable.

One way to wisely manage this period is to only create in small batches, or even in a One Of A Kind (OOAK) method. If items are seasonal and haven't sold out, consider taking them down and saving them for a year. Or put them on sale, or find other creative uses for them.

Step Four: The Post-Launch

The post-launch period is vital. In the post-launch phase you want to collect testimonials and feedback about your work. These should be prominently shared whenever possible. These help strengthen your brand and shape your future work.

Step Five: The Re-Launch

In the re-launch phase you "start over" building relationships, listening, and preparing for your next launch. The cycle repeats. Each time you go through the entire cycle you learn and adapt. You "perfect" the art of selling just like you perfect the art of creating your product.

Conclusion

The Product Launch Formula is designed so that customers get lots of chances to hear about what you're doing and support you. It is the best way to sell everything you make. You can do it.

Jason

