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# Launch: An Internet Millionaire's Secret Formula To Sell Almost Anything Online, Build A Business You Love, And Live The Life Of Your Dreams

Jeff Walker

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Jeff Walker : **Launch: An Internet Millionaire's Secret Formula To Sell Almost Anything Online, Build A Business You Love, And Live The Life Of Your Dreams** before purchasing it in order to gage whether or not it would be worth my time, and all praised Launch: An Internet Millionaire's Secret Formula To Sell Almost Anything Online, Build A Business You Love, And Live The Life Of Your Dreams:

400 of 413 people found the following review helpful. You May Want To Launch Yourself Into Another Book By Mike Well... I liked it, but... Let me start by saying that I don't review much, but I felt compelled to write on this one due to all of the five stars out there for Jeff Walker. I think there are a) either a lot of Jeff Walker zealots out there or b) there was some type of incentive to give Launch a 5-star review. A little background - I own a successful software company. We delve into all types of ventures -- I like the space and I'm intrigued by new ways to market our business. Everything from Pay Per Click (PPC) to Organic Search (SEO) to Email campaigns to Webinars to Blogs. We've done them all and continue to do so with success; however, we're learning every day. Jeff makes web marketing seem easy. You just connect the dots when it's time to make some money. Oh, btw, if it doesn't seem that easy to you sign up for Jeff's Product Launch Formula. This book is a soft sell for that product. If you finish this book and look back it's actually a step-by-step process of his outline for building authority, trust, suspense, etc. At the end I felt like I got played and just laughed to myself. Having said that, Jeff has ideas that may work. I'm not sure I'd use them, but they may work. His general premise is to compile a good list and give the users good content. Some of it for free before you hit them with your offer. Get some feedback and tweak it. To do this there are some general steps to follow. I believe I read this in a prior review: Jeff glances over the part about creating a good list. What if you don't have a good list? Well, that's easy! Just start calling on your social media friends to subscribe to your offering! Way back in my day when I started selling we called this 'The Friends and Family Plan'. Did you ever have a friend come to you because they just started selling insurance? Yeah, it's like that. The thing is, I like my friends, or at least most of them. So, unless you have a good list you're starting in the hole. There is another option: Jeff does give you some ideas on creating your lists. I'm not sure this is the method I would follow, but it's there. Build your lists and come back to this book when you've built up a solid base. I've read a ton of books on these types of subjects. Believe it or not, if you're into this type of marketing you may want to read the 4 Hour Work Week by Tim Ferris. It's the same idea, but I liked it better. Here's the other thing that I've learned along the way: You don't have to do all of this yourself. It literally took me years to figure this out. There are plenty of freelance sites out there that you can source literally every step of this process for real cheap, and you take on a management role saving yourself a ton of time with better results. In short, I'm not saying I hated it. I'm merely saying that I most likely won't be using Jeff's ideas, nor will I be signing up for his Product Launch Formula. Update -- It looks like anything but 5-star reviews are getting pushed down by quick one or two sentence reviews that add nothing. Something is definitely going on here... Buyer beware

107 of 115 people found the following review helpful. It's an upsell, buyer beware By Nick Wold Jeff leaves out A LOT of the nuts and bolts of putting together a successful launch. He very plainly goes over the steps on how he does it, but not how to setup carts, websites, where to advertise, and even how to advertise. This book really is more about the psychological path of the buyer and how to cater to them. If you want the real ABC 123 step by step, then OF COURSE you have to buy his online courses \* UPSELL ALERT \* , to actually be able to do a real launch correctly. Also, he tries to make you think you can do it, but if you don't have skills in a specific field and are not a master of a specific field, you won't be able to sell anyone information of any kind

1 of 1 people found the following review helpful. AND THE REVIEWS ARE IN: This book is like a stack of blueberry pancakes that grandma used to make :-)

By Michael Jeff your book was great man, and I'm launching my first product right now on an online marketing forum. From there I'm launch stacking, and I've got my high ticket program built in place to stack my launches! I'm so happy I purchased this book, what you teach about the sidew..... wait I can't reveal that to the public - it's the most powerful piece of marketing information when it comes to launching your product - but let me say this type of letter is a game changer brother! I am so thrilled man - because the knowledge in this book is practical, useful, extremely valuable, and something that is going to change my life. I am so pumped right now, because I started with a zero list and now I have subscribers who have been opening my emails commenting on my content, and I know they are going to grab all that I have to offer on open cart day. Man this book is great bro, I can't wait to share my results from my first PLF style Launch. As a sidenote - I've done one launch before, but it only generated two handful of sales - but what I've learned here is what I've been waiting for since I first heard about the concept of product launching. And for the person reading this review who has not bought the book - I have no association with Jeff Walker (although after reading his book - I'm gonna meet him in Colorado and go Skiing with him) prior to my purchase of his book Launch. But now that I have this, I highly recommend that you buy this book! Even if you only have 20 bucks in your bank account, this will be the investment that will multiply itself many times over. I'm already getting results with it, and my launch isn't for a few days from now - however - by the time you read this, I'll have already launched my first "LAUNCH" style launch. Man thanks so much Jeff for sharing this with me bro. I know you're reading this, and I hope it touches your heart to know that your work has changed my business already. I'm looking forward to what will be coming next in regards to launches, launch stacking, and building my business with your knowledge and guidance. BUY THIS BOOK! Seriously if you're still reading my rant and rave about his product then it's time to make a decision, whip out your credit card, add this to your cart, then buy this book! Buy two copies, heck buy three for your family! Man buy a whole box of these books and start handing them out to random people around the world - it will make your world a better place! I'm going off on a tangent here, but Jeff bro - thanks for the book! I've been recommending it to my clients, and I am applying what I've learned and getting small results so far. I'm only in pre-launch phase - but I'll find a way to let you know about

what happens once I actually launch! Also - I am 'The Digital CEO' You'll hear about me soon!Thanks so much Jeff - for you reading who is not Jeff - BUY THIS BOOK RIGHT NOW! Or risk being banned from the internet and all the other cool things in life ;-).#BOSSSTATUS

"Launch" will build your business---fast. Whether you've already got a business or you're itching to start one, this is a recipe for getting more traction.Think about it---what if you could launch like Apple or the big Hollywood studios? What if your prospects eagerly counted down the days until they could buy your product? What if you could create such powerful positioning in your market that you all -but- eliminated your competition? And you could do all that no matter how humble your business or budget?Since 1996 Jeff Walker has been creating hugely successful online launches. After bootstrapping his first Internet business from his basement, he quickly developed an underground process for launching new products and businesses with unprecedented success.But the success-train was just getting started---once he started teaching his formula to other entrepreneurs, the results were simply breathtaking. Tiny, home-based businesses started doing launches that sold tens of thousands, hundreds of thousands, and even millions of dollars in sales with their launches."Launch" is the treasure map into that world---an almost secret world of digital entrepreneurs who create cash-on-demand paydays with their product launches and business launches.Whether you have an existing business, or you have a service-based business and want to develop your own products so you can leverage your time and your impact, or you're still in the planning phase---this is how you start fast. This formula is how you engineer massive success.Now the question is this---are you going to start slow, and fade away from there? Or are you ready for a launch that will change the future of your business and your life?

This is not just a book. It's a license to print money. (Okay, maybe I'm overstating it a bit, but not by much.) I used Jeff's Product Launch Formula to create a seven-figure-plus business I absolutely love. And unlike some successful entrepreneurs, he holds nothing back. It's all here; a proven strategy, real-world examples, and step-by-step instructions; everything you need to create a business you're crazy about while making an incredible living doing it. Michael Hyatt, New York Times Bestselling Author and Founder of PlatformUniversity.comThe title of this book, LAUNCH, is uniquely appropriate because Jeff Walker is the pioneer innovator of online marketing launches, as well as the online marketing industry's foremost teacher. The careers of thousands of successful online entrepreneurs have already been launched by Jeff's extraordinarily practical concepts, structures, strategies, tools, and processes. LAUNCH is a must read for all marketers---the go-to handbook for making money selling anything on the Internet. Dan Sullivan, President and Founder of The Strategic CoachIt took me four years to grow my first business to \$5 million. Using Jeff Walker's product launch model, I was able to hit \$5 million in sales---in a brand-new business niche---my first year. Jeff has created one of the most important innovations in marketing in the last 100 years. Eben Pagan, Founder of Hot Topic Media and Serial Online Entrepreneur Business is a succession of launches---new products, projects, promotions, incentives, partnerships, etc. To succeed you'll need to master the launch. To do so you'll want to study the master of the launch---Jeff Walker. Ten thousand hours and millions of dollars later, he has figured it out. Read this book and shorten your path to profits dramatically. Darren Hardy, Publisher and Founding Editor of SUCCESS and New York Times Bestselling Author of "The Compound Effect: Jumpstart Your Income, Your Life, Your Success."This book is a must read for everyone trying to influence and change people's lives in a positive way. It's a GREAT business book, but it's also much more than a business book. I plan to get a copy for every Hay House author. Reid Tracy, CEO, Hay House, Inc. Even though I am a 30+ year veteran in direct marketing, this book made me realize how much there is still to learn about being an excellent marketer . . . and a human being as well. As one of the heroes among heart-based entrepreneurs on the planet, Jeff has written possibly the most important book about both direct response marketing and entrepreneurship in the last decade.Anyone who thinks the word "launch" refers only to online marketing hasn't been paying attention to direct response marketing over the last five decades (or more). And anyone who thinks that Jeff Walker hasn't earned the right to own the word "launch" in today's marketing landscape also hasn't been paying attention.LAUNCH is a must read for anyone in business today---experienced or novice; who needs to get their product or service out to the world . . . and wants to do it with integrity and power. Brian Kurz, Executive Vice President, Boardroom, Inc. The first day of launching a new business has always been a stressful, nerve-racking time. But since applying Jeff Walker's ideas, we've turned these "launch days" into moments of celebration, success, and amazing cash flow as our businesses have managed to pull in incredible customer demand on day one. This has added millions to our bottom line and raised the valuation of our company immensely as day-one sales trumped all expectation. Vishen Lakhiani, Founder and CEO, Mindvalley This isn't a book as much as it is a recipe and a blueprint for changing you and your family's financial fortune. It breaks down everything from the Seed Launch, where you start completely from scratch, all the way up to the mega JV Launches that can bring in millions in a matter of days. The process definitely takes some work, but if you get the process down and use it, then you can have nearly instant sales and momentum in your business. Not only will following Jeff's formula make your success

more possible, it will make it more probable. So buy Jeff's book---after all, he's the guy who sold a million dollars of his product in a single hour! LAUNCH has both of our full endorsements, and it can change your business and your life. —Joe Polish and Dean Jackson, ILoveMarketing.com When it comes to Internet marketing, Jeff Walker is a bonafide genius. Now with LAUNCH, he maps out exactly how you can successfully market any product or service online. A must read for all serious entrepreneurs. —Randy Gage, Author of the New York Times Bestseller, "Risky Is the New Safe." This book isn't just for people who want to make a lot of money in their businesses really fast. This is for people who want to live their best life, doing what they were born to do, and serving the world. I highly recommend this book to anyone that wants to make a bigger impact along with a much bigger income. —Christian Mickelson, CEO of CoachesWithClients.com If I could say one word about Jeff Walker and LAUNCH, it would be: IMPACT. If you are looking for a huge positive impact on your business, your family, or in life, then LAUNCH is a must read. Don't walk to get a copy . . . run, and let Jeff Walker help you create a great legacy for those around you. —JB Glossinger, Founder of MorningCoach.com In the early days of Web marketing, it was complete freaking chaos online. We knew we had unprecedented access to vast global audiences, but we lacked a simple, elegant way of introducing new products and closing sales. Enter Jeff Walker . . . who arrived well-versed in old-school direct marketing, coupled with a unique early-adopter's grasp of the potential online. He explained his idea to me, early on, as simply turning a damn good sales letter on its side . . . and using every aspect of this powerful new technology to attract prospects, build their desire to the breaking point, and then transform their lives by fulfilling on the promises that drove them nuts over an extended process of education, sharing, and giving away teasingly good samples. The launch formula he perfected produced results for us far beyond any of our other online marketing efforts . . . time after time after time. It was stunning. And fun. And elegant in its simplicity. Jeff codified the way online launches will be conducted for generations to come. —John Carlton, Legendary Copywriter and Author of "The Simple Writing System" and "The Entrepreneurs' Guide to Getting Your Shit Together." I've known Jeff Walker for several years---I've watched the way he does business. It's 100% based on building value, and that's exactly what this book does. In LAUNCH he gives you the proven recipe for launching your product or business. Jeff teaches from experience, and he teaches with huge heart and great humility. His strategies are both revolutionary and incredibly effective. —Janet Bray Attwood, New York Times Bestselling Coauthor of "The Passion Test." I was lucky enough to spend a day in a small room with just a few dozen people listening to Jeff Walker teach his heart out. Every person in the room was riveted to their chair as he taught for nine straight hours. The strategies I learned that day completely transformed my business and my idea of what was possible. In LAUNCH, you get the strategies Jeff taught that day, and more. This is the business book of the year, and I'm personally buying a copy for all my top coaching students. —JJ Virgin, CNS, CHFS, New York Times Bestselling Author of "The Virgin Diet" and "The Virgin Diet Cookbook." People trust Jeff Walker because Walker has consistently for years been on the forefront of producing results online with his Product Launch Formula. Now he has distilled his system into LAUNCH so anyone can learn it, implement it, and launch it! It's almost unfair, how easy he just made it for you. I won't launch another book without using LAUNCH. Jeff Walker created the road map, and I plan to use it. —David Bach, Nine-time New York Times Bestselling Author and Creator of the "FinishRich" Book Series I've read a lot of marketing and business books . . . and most of them spend 300 pages to get to one worthwhile idea. This is a serious, practical, comprehensive guide for the real world business owner. If you've ever wondered how to start your business or find more customers online, LAUNCH will help get you where you want to go. —Sonia Simone, Cofounder of Copyblogger Media What Jeff Walker teaches in LAUNCH is vital for modern marketing success. You don't need more tactics or tools; you need smart strategy, and that's exactly what this book delivers. —Marie Forleo, Founder of B-School, Award-Winning Host of MarieTV, MarieForleo.com This is the most important book ever written on online marketing. LAUNCH will become the source document and sole blueprint used by millions of businesses and entrepreneurs to promote their brands and products in the digital age. I've personally used Jeff Walker's methodologies to start from scratch and launch five brands, each of which hit one million dollars in revenue in less than 12 months. This book is invaluable, and Jeff is the modern marketing savant the world has been waiting for. —Brendon Burchard, #1 New York Times bestselling author of The Millionaire Messenger About the Author Jeff Walker started his first online business in 1996---way back in the Internet Dark Ages. After spending eight years honing his craft in a variety of niches, he started teaching his launch techniques to others in 2004. His Product Launch Formula literally invented the online launch model, and Jeff has now taught the model to thousands of clients, and those clients have generated over \$500 million dollars in sales in hundreds of niches. You can follow him at JeffWalker.com.