

I Don't Like Online Product Launches



By Welly Mulia

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I bet you know about the kind of online product launches going around ENDLESSLY...

It seems almost every week there is a new product launch; and during these launches, the product owners hit their list SUPER HARD and they ask their JV partners and affiliates to hit their list SUPER HARD as well.

If you're subscribed to multiple marketers' lists (which I'm pretty sure you are), then you no doubt would have been emailed about the SAME product launch asking you to buy the product in question. It's not unusual to get 10 emails promoting the SAME product in a single day.

Worse, some marketers don't even bother to change the email message and write it in their own words to make it unique. They just copy and paste the exact email message that is given by the product owner.

No personality and no differentiation. Boring!

Yes I know online product launches are very profitable and product owners do doubt make a lot of money out of them.

But There Are 2 Big Problems With This Model...

For this model to sustain:

1. You need to keep fresh new leads coming into the sales funnel all the time (which, for marketing purposes, is actually a good thing)

2. You WILL, at some point, compromise your relationship with your list

Let's face it. People are not stupid. You can "fool" them only once but not twice. Well sometimes you can, but more than that is really an insult of their intelligence...

If you, together with 9 other marketers, contact them with 9 hyped-up emails that contain exactly the same message promoting the same product, what do you think your list is going to think of you? Doing that once is fine, but what happens when you do it twice, 3 times, 4 times, etc?

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(hey you have to do it 10 times for 10 different JV partners since they all promoted your product last month remember...)

What About Free Educational Content?

You might say that not all the emails are promotional in nature – a lot of marketers now provide free educational content in the form of webinars, or a series of free reports or videos, etc. Yes, initially people will be delighted at all the free content they get.

But over time, as more and more marketers take part in the “promote me and I’ll promote you” circus, people will eventually know that you don’t have their best interests at heart and are only interested in making profits for yourself.

Even though free content might be served, they (your list) know that in the end, it’s all about pushing them to buy the product.

And don’t get me wrong. Some of these free content from online product launches are actually quite good – you can learn something even if you don’t buy anything. The thing is that people get tired and worn out.

In the end, you compromise your relationship with your list, and eventually they don’t believe in you anymore. So you find fresh new leads (typically beginners since they are still very green and are not exposed to your offer or your JV partners’ offer YET...) and the promo cycle starts again.

Here’s A Shocking Revelation

I do take part in the “you scratch my back and I’ll scratch your back” circus. However, I ONLY SELECTIVELY choose and pick products/services that I feel will benefit my audience. But how do I know which products/services will benefit my audience?

The answer is simple really – I review them first. If I don’t, then I’m not going to know how good the product/service is and if they would fit well into my audience right? So every time I promote someone else’s product, I do a review first.

If it’s no good, or if it doesn’t fit well into my audience, I don’t promote the product in question.

And if I do promote (other people’s products/services), I only do it once or twice per month. Reason is I don’t want to overwhelm my audience.

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Products By Welly Mulia

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