

product launch formula jeff walker

product launch formula jeff walker: Unlocking the Secrets to Successful Product Launches

In the world of online marketing and digital entrepreneurship, launching a new product or service can be a daunting task. Many entrepreneurs struggle with creating buzz, engaging their audience, and converting interest into sales. This is where Jeff Walker's Product Launch Formula (PLF) comes into play. Developed by Jeff Walker, a renowned internet marketing expert, the PLF provides a proven, step-by-step framework designed to generate excitement, build anticipation, and maximize revenue during a product launch. Over the years, thousands of entrepreneurs and businesses have successfully implemented Walker's methodology to create highly profitable launches. In this comprehensive article, we will delve into the core principles, strategies, and components of Jeff Walker's Product Launch Formula, exploring how you can leverage it to elevate your product launches to new heights.

Understanding the Foundations of Jeff Walker's Product Launch Formula

What is the Product Launch Formula?

The Product Launch Formula is a systematic approach to launching new products, courses, or services online. It combines marketing psychology, strategic planning, and online sales techniques to create a compelling narrative that draws in potential customers. The core idea is to build anticipation over a period—often several weeks—through engaging content, relationship-building, and strategic communication, culminating in a high-impact "launch event" where sales are maximized.

Jeff Walker's philosophy emphasizes that a successful launch is not just about the product itself but about creating a narrative and an experience that resonates emotionally with your audience. It's about guiding prospects through a journey from awareness to decision, leveraging proven tactics that generate momentum and scarcity.

The Core Principles of the Formula

The key principles underpinning Jeff Walker's Product Launch Formula include:

- Pre-Pre Launch: Building awareness and warming up your audience before the official pre-launch period.
- Pre-Launch: Delivering valuable content to educate and excite your audience, setting the stage for the launch.
- Open Cart: The official sales period where you make your product available for purchase.
- Close Cart: The deadline that creates urgency, encouraging prospects to act before the opportunity ends.

- Post-Launch: Follow-up activities to maximize customer satisfaction, gather testimonials, and generate future sales.

These phases work synergistically to create a compelling launch cycle that minimizes resistance and maximizes conversions.

The Structure of Jeff Walker's Product Launch Formula

The Four Main Phases of a Launch

Jeff Walker's methodology revolves around four critical phases:

1. **Pre-Pre Launch:** Establish your audience and generate curiosity.
2. **Pre-Launch:** Deliver strategic content that educates and nurtures your prospects.
3. **Launch (Open Cart):** Open the cart and actively promote your offer.
4. **Post-Launch:** Follow-up, customer engagement, and maximization of sales.

Each phase is designed with specific objectives, content strategies, and marketing tactics, ensuring a seamless flow from initial awareness to final purchase.

Content Strategies During Each Phase

- Pre-Pre Launch
 - Build an email list or social media following.
 - Share behind-the-scenes insights to generate curiosity.
 - Identify and understand your ideal customer's pain points.
- Pre-Launch
 - Deliver valuable, educational content (videos, webinars, articles).
 - Share case studies, success stories, or testimonials.
 - Use storytelling to connect emotionally.
 - Engage your audience with questions and interactive content.
- Launch (Open Cart)
 - Announce the product availability.
 - Offer limited-time bonuses or discounts.
 - Use countdown timers to create urgency.
 - Maximize outreach through email sequences and social media.

- Post-Launch
- Thank early buyers and gather testimonials.
- Address customer questions or concerns.
- Upsell or cross-sell related products.
- Plan for future launches based on feedback.

Key Components and Tactics in the Product Launch Formula

Pre-Launch Content and Engagement

A cornerstone of Jeff Walker's approach is delivering pre-launch content that positions your product as the solution to your audience's problems. This content should be:

- Educational: Focused on teaching or revealing insights related to your niche.
- Engaging: Designed to create interaction and build trust.
- Strategic: Leading naturally into the pitch for your product.

Popular tactics include hosting webinars, releasing a mini-course, or sharing case studies that showcase the benefits of your upcoming offer.

Building the Launch Sequence

A well-crafted launch sequence involves carefully timed emails, social media posts, and live events that build anticipation. Key elements include:

- Seeding: Introducing your product concept subtly.
- Storytelling: Sharing your journey or customer success stories.
- Scarcity and Urgency: Limited-time offers or bonuses to motivate quick action.
- Social Proof: Testimonials, reviews, or beta user feedback to build credibility.

Walker emphasizes the importance of consistency and delivering value at each touchpoint to keep prospects engaged and eager.

Using Scarcity and Urgency

Creating a sense of scarcity (limited spots, time-bound bonuses) and urgency (closing the cart soon) is critical to converting prospects into buyers. Techniques include:

- Countdown timers
- Limited bonuses or exclusive access
- Personal outreach or live Q&A sessions

These tactics tap into psychological triggers that motivate immediate action.

Implementing Jeff Walker's Product Launch Formula: Step-by-Step Guide

Step 1: Audience Building and List Segmentation

Before the launch begins, focus on growing your email list and segmenting your audience based on interests and engagement levels. This allows for targeted messaging that resonates more effectively.

Step 2: Creating Pre-Pre Launch Content

Generate curiosity through social media posts, blog articles, or free challenges that address your audience's pain points. This phase sets the stage for deeper engagement.

Step 3: Developing the Pre-Launch Content

Design valuable content pieces like free webinars, videos, or downloadable resources that educate your prospects and position your upcoming product as a solution.

Step 4: Building Anticipation and Engagement

Use email sequences, social media campaigns, and live interactions to nurture relationships and build excitement. Share success stories and testimonials to boost credibility.

Step 5: Launch Day — Opening the Cart

Officially make your product available for purchase. Send out launch emails, run live webinars or Q&A sessions, and leverage social proof and scarcity tactics.

Step 6: Managing the Close and Follow-up

Remind your audience of the closing deadline, reinforce the value, and address objections. After the cart closes, engage with your buyers to ensure satisfaction and gather testimonials.

Step 7: Post-Launch Activities

Follow-up with customers, upsell related products, and plan your next launch. Use feedback to refine your process and improve future launches.

Common Mistakes to Avoid in Jeff Walker's Product Launch Formula

Poor Planning and Timing

Launching without a detailed plan can lead to missed opportunities. Timing and sequencing are crucial.

Lack of Value in Content

Pre-launch content must be genuinely valuable; superficial or overly promotional content can turn prospects off.

Ignoring Engagement

Failing to interact with your audience can weaken trust and reduce conversions.

Overlooking Scarcity and Urgency

Without these psychological triggers, prospects may delay their decision or forget about your offer.

Not Following Up

Post-launch follow-up is essential for building relationships, collecting testimonials, and maximizing revenue.

Success Stories and Case Studies

Many entrepreneurs have credited Jeff Walker's Product Launch Formula for their business growth. For example:

- An online course creator increased sales by 300% within the first week of implementing PLF.
- A SaaS company launched a new feature using the formula, resulting in rapid user adoption.
- A coaching business scaled their launches from a few dozen to hundreds of sales through systematic planning.

These success stories underscore the effectiveness of Walker's approach when executed correctly.

Conclusion: Mastering the Art of Product Launches with Jeff Walker

Jeff Walker's Product Launch Formula offers a comprehensive, proven roadmap for entrepreneurs seeking to maximize their product launches. By understanding and implementing its phases—pre-launch, pre-launch, launch, and post-launch—businesses can generate excitement, build trust, and dramatically increase their sales. The strategic use of educational content, social proof, scarcity, and engagement makes the process both effective and sustainable.

While no approach guarantees overnight success, mastering the principles of Jeff Walker's PLF can transform your launch efforts into a highly predictable and profitable process. Whether you are launching your first product or refining your existing launch strategy, embracing the systematic, customer-centric approach of the Product Launch Formula can unlock new levels of growth and success.

Remember, the key is consistency, value, and connection. Implement the steps diligently, stay adaptable, and continuously learn from your results. With dedication and strategic execution, you can leverage Jeff Walker's methodology to turn your ideas into thriving, revenue-generating products.

Frequently Asked Questions

What is the Product Launch Formula by Jeff Walker?

The Product Launch Formula by Jeff Walker is a proven system for launching products or services online, utilizing a series of strategic pre-launch, launch, and post-launch activities to maximize sales and engagement.

How does Jeff Walker's Product Launch Formula differ from traditional marketing methods?

Jeff Walker's formula emphasizes a structured, step-by-step process that builds anticipation and trust before the product launch, whereas traditional marketing often relies on direct advertising and less targeted outreach.

Can beginners apply Jeff Walker's Product Launch Formula successfully?

Yes, beginners can apply the formula by following the detailed steps and strategies outlined in his training, which are designed to be accessible and actionable for entrepreneurs at all levels.

What are the key components of the Product Launch Formula?

The key components include pre-launch content (building anticipation), the actual launch sequence (open cart), and post-launch follow-up strategies to maximize sales and customer engagement.

How has Jeff Walker's Product Launch Formula impacted online marketing?

It has revolutionized online marketing by providing a systematic approach that consistently generates high sales, creates buzz, and builds lasting customer relationships during product launches.

Is the Product Launch Formula suitable for all types of products?

While originally designed for digital products, Jeff Walker's approach can be adapted for various industries and product types, including physical products, coaching programs, and events.

What are some common mistakes to avoid when implementing the Product Launch Formula?

Common mistakes include insufficient pre-launch preparation, neglecting audience engagement, rushing the launch, and not following up post-launch to nurture customer relationships.

How can I learn Jeff Walker's Product Launch Formula?

You can learn it through his official training programs, courses, and resources such as the 'Product Launch Formula' book, online webinars, and coaching programs.

What are the recent trends related to Jeff Walker's Product Launch Formula in 2024?

Recent trends include integrating automation and AI tools for better segmentation and personalized marketing, leveraging live video launches, and combining the formula with social media strategies to reach wider audiences.

Additional Resources

Product Launch Formula Jeff Walker

In the fast-paced world of online marketing and digital entrepreneurship, launching a new product successfully can be the difference between a profitable venture and a missed opportunity. Among the many strategies available, Jeff Walker's Product Launch Formula (PLF) stands out as one of the most influential and widely adopted frameworks for creating anticipation, engagement, and massive sales. This comprehensive review will delve into the core principles of Jeff Walker's Product Launch Formula, explore its components in detail, and analyze its effectiveness for entrepreneurs seeking to optimize their product launches.

Introduction to Jeff Walker's Product Launch Formula

Jeff Walker, a seasoned internet marketer and entrepreneur, developed the Product Launch Formula to guide creators through a systematic process of launching products online. The core idea behind PLF is to build anticipation before the actual product release, leverage strategic marketing channels, and create a sense of urgency that compels potential customers to buy immediately.

Since its inception, the PLF has evolved into a comprehensive methodology used by thousands of entrepreneurs, marketers, and businesses worldwide. It emphasizes a structured sequence of pre-launch, launch, and post-launch activities designed to maximize revenue, build long-term customer relationships, and establish authority in the marketplace.

The Foundations of the Product Launch Formula

Jeff Walker's approach rests on several foundational principles that contribute to a successful product launch:

- Pre-Launch Engagement: Creating anticipation and curiosity among your target audience.
- Value Delivery: Providing free, high-quality content that educates and builds trust.
- Segmentation and Targeting: Identifying and nurturing your most interested prospects.
- Scarcity and Urgency: Encouraging immediate action through limited offers.
- Follow-up and Relationship Building: Maintaining engagement post-launch for future sales.

These principles serve as the backbone of the entire process and are designed to optimize conversion rates and foster customer loyalty.

Key Components of the Product Launch Formula

Jeff Walker's PLF comprises several interconnected phases, each with specific tactics and objectives. Below is an extensive breakdown of each stage:

1. Pre-Pre Launch: Building Your Audience

Purpose: Establish a foundation of engaged prospects before the official pre-launch begins.

Strategies:

- Audience Building: Utilize social media, content marketing, webinars, or email lists to attract potential customers.
- Market Research: Understand your audience's pain points, desires, and objections to tailor your messaging.
- Content Teasers: Share hints or snippets about the upcoming product to generate curiosity.

Outcome: A warm audience interested in your niche, ready for the upcoming engagement.

2. Pre-Launch: Creating Anticipation

Purpose: Warm up your list and build excitement around the upcoming product launch.

Strategies:

- Content Series: Release a sequence of valuable content (videos, blog posts, webinars) that addresses key pain points.
- Storytelling: Share your journey or the story behind the product to foster emotional connection.
- Open Cart for Pre-Orders: Sometimes, early access or pre-orders are offered to create exclusivity.
- Email Campaigns: Drip sequences that educate and build anticipation, often with a call to action to register or sign up.

Outcome: A highly engaged audience eager to purchase once the launch begins.

3. The Launch: The Big Event

Purpose: Open the cart and maximize sales during a specified period.

Strategies:

- Open Cart: Announce the product is available for purchase.
- Live Events: Webinars, Q&A sessions, or live streams to boost engagement.
- Scarcity Tactics: Limited-time offers, bonuses, or limited availability to incentivize quick action.
- Social Proof: Share testimonials, case studies, or reviews to build credibility.
- Email Sequences: Follow-up sequences reminding prospects of the closing date and benefits.

Outcome: A surge in sales concentrated over a short window, often creating urgency and social proof.

4. Post-Launch: Sustaining Momentum

Purpose: Maximize revenue, support early buyers, and nurture long-term customer relationships.

Strategies:

- Follow-up Emails: Thank customers, gather feedback, and upsell related products.
- Upsell and Cross-sell: Offer complementary products or premium versions.
- Content Updates: Continued engagement through tutorials, community building, or additional training.
- Testimonials and Case Studies: Use early customer success stories to attract new buyers.

Outcome: Increased customer satisfaction, ongoing sales, and a foundation for future launches.

Why Jeff Walker's Product Launch Formula Works

The success of the PLF lies in its psychological and strategic principles:

- Building Trust and Authority: Providing free value upfront positions you as an expert.
- Creating Scarcity and Urgency: Limited offers compel quick decisions.
- Leveraging Social Proof: Testimonials and case studies reduce perceived risk.
- Engagement Over Hard Selling: The content-driven approach nurtures leads rather than alienating them.
- Structured Process: The step-by-step methodology reduces guesswork and increases predictability.

Many entrepreneurs report that adopting the PLF significantly improves their conversion rates, shortens launch timelines, and helps establish a loyal customer base.

Tools and Platforms Supporting the Product Launch Formula

Implementing the PLF effectively requires the right tools:

- Email Marketing: ConvertKit, Mailchimp, ActiveCampaign
- Webinar Platforms: Zoom, WebinarJam, EverWebinar
- Landing Pages: ClickFunnels, Leadpages, Kartra
- Membership Sites: Kajabi, Teachable, Thinkific
- Analytics: Google Analytics, Hotjar

Choosing the right combination of tools is essential to streamline the launch process and track performance metrics.

Criticisms and Limitations of the Product Launch Formula

While widely acclaimed, the PLF is not without criticism:

- Time-Intensive: Building anticipation and content creation require significant effort and planning.
- Not a Silver Bullet: Success depends on product quality, market demand, and execution.

- Requires Consistency: Inconsistent messaging can dilute the launch's effectiveness.
- Potential for Competition: The popularity of the method means many are using similar strategies, increasing competition.

Entrepreneurs should view PLF as a framework adaptable to their unique circumstances rather than a guaranteed shortcut.

Conclusion: Is the Product Launch Formula Right for You?

Jeff Walker's Product Launch Formula remains one of the most effective strategies for launching digital products, especially for entrepreneurs aiming to build a strong relationship with their audience while maximizing sales. Its emphasis on value, engagement, and strategic timing aligns well with modern consumer behavior, which favors trust and authenticity over aggressive sales tactics.

However, success with PLF requires commitment, strategic planning, and a genuine understanding of your audience. When executed properly, it can lead to highly profitable launches, increased brand authority, and a loyal customer base that supports future endeavors.

If you're looking to implement a proven, step-by-step launch system that combines psychology, marketing, and sales tactics, Jeff Walker's Product Launch Formula offers a comprehensive blueprint that, with dedication, can transform your product launches from uncertain endeavors into predictable, revenue-generating events.

[Product Launch Formula Jeff Walker](#)

product launch formula jeff walker: Launch Jeff Walker, 2014-06-24 Prepare for takeoff: "I won't launch another book without using Launch" (David Bach, New York Times-bestselling author of The Latte Factor). 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 brought in tens of thousands, hundreds of thousands, and even millions of dollars. 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?

product launch formula jeff walker: Summary: Launch BusinessNews Publishing,, 2015-07-01 The must-read summary of Jeff Walker's book: *Launch: An Internet Millionaire's Secret Formula to Sell Almost Anything Online, Build a Business You Love, and Live the Life of Your Dreams*. This complete summary of the ideas from Jeff Walker's book *Launch* details how successful online businesses are all about product launches. If you can turn your marketing into an event, just like Hollywood creates a buzz about new movies, you will have an infinite number of new opportunities for online business. According to Walker, a successful product launch is the key to building a relationship with your customers and gaining sales. A good product launch involves four phases: 1. Pre-Pre-Launch 2. Pre-Launch 3. Launch 4. Post-Launch Added-value of this summary: • Save time • Create successful product launches • Take advantage of the internet to gain new opportunities To learn more, read "Launch" and find out how you can build excitement about your products and attract customers!

product launch formula jeff walker: Marketing Shortcuts for the Self-Employed Patrick Schwerdtfeger, 2011-05-23 A quick guide to effective techniques that will boost your business today Want the juicy marketing secrets that save time and get results quickly for your business? Then this is the book for you. *Marketing Secrets for the Self-Employed* offers a detailed plan for entrepreneurs, small business owners, salespeople, and service professionals. Filled with effective tactics and strategies ready to apply immediately, this guide supplies a complete toolkit to leverage resources, establish online credibility, and crush your competition! Provides practical strategies to promote your business using powerful online tools Each chapter can be read in 10 minutes or less and offers an itemized to-do list at the end Author has personally used these strategies to promote his business online and has helped dozens of companies do the same If you're ready to take immediate action and see results quickly for your business, *Marketing Secrets for the Self-Employed* has all the tools and techniques you need!

product launch formula jeff walker: The Secret Power of An Expert Val A. Slasnikov, 2014 The first part of this Success Trilogy answers the following questions: - Is Success an art or a science? - What is Success Options and how can you use them to your advantage? - Why does your success in life and business depend on the Business Model you choose? - How to capitalize on Internet Market trends and use emerging Global Expert Communities if you want to succeed in new business conditions?

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massive success. Now the question is this: Do you want 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?

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product launch formula jeff walker: *Creative Ways with Money* Jennifer Lancaster, 2025-02-21 Read *Creative Ways with Money* if you're tired of the hype and promises, and instead want to learn ways to: * spot a fake and invest elsewhere * invest in shares with just \$5 to spare * start a side business * start to think creatively about your money zone So come along, bring your fears and anxieties out of the dark cupboard. Find out why you should make your own financial choices, confidently, to design your life the way you want it to be. Proving that it's easy to make poor financial choices when emotion is ruling you, Jennifer Lancaster speaks from experience.

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product launch formula jeff walker: **Mentor to Millions** Kevin Harrington, Mark Timm, 2022-11-01 Kevin Harrington, one of the original sharks of the TV hit *Shark Tank*, and serial entrepreneur Mark Timm take you on a journey that radically redefines what it means to truly succeed—at work, at home, and in every area of life. On one of the best days of his life as an entrepreneur, Mark Timm found himself sitting in his car at the end of his driveway. In just a minute he would go into the house and greet his wife and children. But as he basked in the success he'd just had, he also had to face a surprising realization: he didn't really want to go home. Mark knew that once he stepped into the happy chaos of his family, the euphoria of the day would evaporate. His work life and his home life might as well have been two different worlds. And at that moment, he acknowledged—as he puts it—that my businesses were getting my first and my best, while my family got my last and my least. *Mentor to Millions* charts Mark's journey from that pivotal moment to a whole new understanding of how work, life, and relationships can coexist and thrive together. His guide through this journey: his accomplished mentor, Kevin Harrington, one of the original sharks from *Shark Tank*, who shares amazing stories and imparts invaluable wisdom about how to win in business and in every area of life. This deeply personal, easy-to-follow book invites you to join Mark and Kevin on the journey. Every page pulls back the curtain on entrepreneurship at the highest level, revealing priceless business lessons—which lead to the biggest lesson of all: combining the best of business, family, and personal life. If you're succeeding in business, struggling, or just

starting out, and want your life at home to be what you've always dreamed it can be, this is the lesson you need to learn: the most valuable business you'll ever own, work for, or be a part of isn't the business you go to every day, it's the one you go home to.

product launch formula jeff walker: *Build Your Reputation* Rob Brown, 2016-07-06 Stop being a well-kept secret and start being the go-to choice Your reputation is what people say about you when you're not there. It's your most powerful asset for business growth, career enhancement and freedom of choice in many aspects of life. Yet too many people leave it to chance. They are a well-kept secret - it's not enough to be the best, you have to be seen to be the best. Build Your Reputation will show you how to master the skills of brand-building to develop a powerful profile and a formidable name. You'll learn how to identify your brand and where it fits into the big picture, and then you'll learn how to become the obvious choice for whatever it is you do. Becoming known isn't a matter of chance, nor is it a matter of luck - it's a practical set of highly coachable skills that anyone can learn. Learn how to build credibility, connect with the right people and make your achievements known. Identify and build your personal brand Position yourself strategically for maximum impact Attract the right relationships and the right attention Become the go-to guru for whatever you do The highest-paid people in any company, industry or profession are not necessarily the most qualified, gifted or best. They're the most popular. They are liked, trusted, recommended, chosen, hired and introduced. Build Your Reputation gives you the inside track to the top, with practical wisdom and strategic advice for building your own brand.

product launch formula jeff walker: *Bright Line Eating* Susan Peirce Thompson, PhD, 2021-01-05 A NEW YORK TIMES BESTSELLER Foreword by John Robbins, author of the international bestseller *Diet for A New America* In this book, Susan Peirce Thompson, Ph.D. shares the groundbreaking weight-loss solution based on her highly acclaimed Bright Line Eating Boot Camps. Rooted in cutting-edge neuroscience, psychology, and biology, Bright Line Eating explains why people who are desperate to lose weight fail again and again: it's because the brain blocks weight loss. Bright Line Eating (BLE) is a simple approach designed to reverse that process. By working with four Bright Lines—clear, unambiguous, boundaries—Susan Peirce Thompson shows us how to heal our brain and shift it into a mode where it is ready to shed pounds, release cravings, and stop sabotaging our weight loss goals. Best of all, it is a program that understands that willpower cannot be relied on, and sets us up to be successful anyway. Through the lens of Susan's own moving story, and those of her Bright Lifers, you'll discover firsthand why traditional diet and exercise plans have failed in the past. You'll also learn about the role addictive susceptibility plays in your personal weight-loss journey, where cravings come from, how to rewire your brain so they disappear, and more. Susan guides you through the phases of Bright Line Eating—from weight loss to maintenance and beyond—and offers a dynamic food plan that will work for anyone, whether you're vegan, gluten-free, paleo, or none of the above. Bright Line Eating frees us from the obesity cycle and introduces a radical plan for sustainable weight loss. It's a game changer in a game that desperately needs changing.

product launch formula jeff walker: *Dotcom Secrets* Russell Brunson, 2020-04-13 Master the science of funnel building to grow your company online with sales funnels in this updated edition from the \$100M entrepreneur and co-founder of the software company ClickFunnels. DotCom Secrets is not just another how-to book on internet marketing. This book is not about getting more traffic to your website--yet the secrets you'll learn will help you to get exponentially more traffic than ever before. This book is not about increasing your conversions--yet these secrets will increase your conversions more than any headline tweak or split test you could ever hope to make. Low traffic or low conversion rates are symptoms of a much greater problem that's a little harder to see (that's the bad news), but a lot easier to fix (that's the good news). What most businesses really have is a funnel problem. Your funnel is the online process that you take your potential customers through to turn them into actual customers. Everyone has a funnel (even if they don't realize it), and yours is either bringing more customers to you, or repelling them. In this updated edition, Russell Brunson, CEO and co-founder of the multimillion-dollar software company ClickFunnels, reveals his greatest

secrets to generating leads and selling products and services after running tens of thousands of his own split tests. Stop repelling potential customers. Implement these processes, funnels, frameworks, and scripts now so you can fix your funnel, turn it into the most profitable member of your team, and grow your company online.

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