



*Michael Cheney
& Jeff Walker*

Step #1. Get Your Hands on PLF 2.0
Step #2. Get Your Product Created By Me
Step #3. Get Your \$\$\$\$ Down To The Bank!

It's coming.. Friday 14th March 08'

“How To Launch Your Product To Sky-High Profits”

YOUR FREE CALL WITH MICHAEL CHENEY

Time: 7PM EASTERN
Date: Thu 28th February 2008
Dial: 1.404.920.6689
Access Code: 67286271#



**PRINT THIS DOCUMENT NOW AND
PUT IN NEXT TO YOUR COMPUTER
READY FOR THE LIVE CALL!**

iWantPLF.com

INTRODUCTION

Q. What is a Product Launch?

Q. What do you need to launch a product?

Q. What market does this work in?

Using a proven, time-tested formula to launch a product you can make massive profits in _____

_____ .

How to keep it simple and maximise your sales

How to make your product and launch personal
(because individuals buy from individuals!)

How to create a story around your product that
captures imaginations and orders!

How to turn your product launch into an eagerly anticipated event

How to use your voice to build a huge pre-launch list, more sales and easy bonuses for your product

How to give people less and make them buy more

PRODUCT LAUNCHES IN ACTION

How Mr. C created tens of thousand in sales in just 7 days by tapping into a personal story everyone can associate with

PROBLEM: Willie Crawford had developed a collection of low cost info products across a wide variety of areas that he needed to sell lots of in a short space of time. He also needed a story or thread to surround the sale of these varied products.

ACTION: Willie conceived the idea of having his now famous Wedding Firesale. His daughter was getting married and he needed the money to pay for the wedding so that became his story for the launch.

[IWantPLF.com PLF 2.0 + Your Own Product Created By Me = \\$\\$\\$\\$](#)

He even had a picture of his daughter on his sales page explaining why he needed to sell these products quickly. He also combined this tactic with the 'fire sale' idea where the price starts really low and goes up each day thereby creating a sense of urgency and immediate action by prospects.

RESULT: Willie sold \$27000 of relatively low ticket item products in just seven days and created a massive buzz and personal affection for his launch – all because he used a story and event we can all relate to.

7 WAYS TO SET YOUR PRODUCT LAUNCH APART

#1. Make it an event

#2. Embed a personal story in it

#3. Make it personal – your name, your face “ppl help ppl not products”

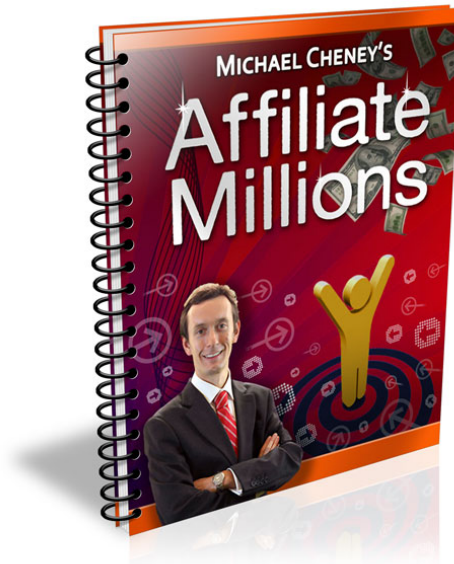
#4. Become a ‘Super Helper’

#5. Communicate more effectively than everyone else by using your launch calendar

#6. Create atmosphere of communication and camaraderie

#7. Stick to your pre-launch saltings schedule

“You Want To Cash In On *THE* Hottest Market Right Now By Taking This READY-TO-SELL Product And Keeping 100% Of The Profits For Yourself?”



YES! You are getting the full Salesletter

YES! You are getting 10 Videos

YES! You are getting 13 MP3 Audios

YES! You are getting 13 PDF Transcripts

YES! You are getting all the images you need

YES! You can sell this as your own product and keep 100% of the profits

How do you get this product to sell as your own? Simple!

You invest in PLF 2.0 from my link when it goes live on Friday March 14th.

YOU WANT TO GET A HEAD START ON EVERYONE ELSE BEFORE MARCH 14TH?

ONLY 50 PEOPLE ARE ELIGIBLE TO RECEIVE THIS BONUS SO IF YOU WANT TO RESERVE YOURS WITH A FULLY-REFUNDABLE \$10 DEPOSIT JUST PAYPAL \$10 TO “paypal@michael-cheney.com”