LAUNCH JACKING

A GUIDE TO MAKING 7 FIGURES

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Introduction

“What is Launch Jacking?”

It sounds like you are stealing something, but you’re not.

It sounds illegal, but it’s not.

It sounds like something hackers might do, but it’s not.

It’s actually something that an average law abiding guy like me can do from home and earn a lot of money with nothing more than determination and focus. As a matter of fact, I have earned several million dollars in the past 4 years. Many people, like me, steadily earn well over $100,000 per year launch jacking.

With the rise of the online marketplace, methods of advertising, marketing and sales have changed dramatically. This new world is unfamiliar to many and has provided a very profitable niche for people “in the know”. In this guide, I will explain what you need to know to successfully launch jack and earn a lot of money from home or from anywhere. Furthermore, I will give you expert tips to help you maintain a profitable online career.

In the internet marketplace, product launches need to create a buzz and generate traffic to have the product rank highly in search engines. To this end, many companies are launching new products with incentives that are available to Affiliate Marketers. An Affiliate Marketer is a person not employed by the advertiser or seller, whom earns commission based on several common compensation methods. The method of compensation varies greatly but in general commissions are paid for traffic directed to the site that converts to a successful sale. With this method of compensation, it is especially important to try to direct people who are already interested in the product to the seller’s website through a special link that pays you handsomely for the referral.

If it sounds complicated, I can assure you that it’s not!
I have been a full-time Affiliate Marketer, working from home since 2005. In 2011, I was looking for additional revenue sources to diversify my affiliate income.
I went to the “BringTheFresh.com Forum”. While searching to find new opportunities, I ended up reading a guide book I found called “The Bring the Fresh Guide to Everything”.

In the guide, it discussed how to build a simple website and have it rank #1 on a Google search for 3 days during a product launch. There was also a case study of how the owner outsourced all of the work so he didn’t have to do any of it himself. I took that idea, put my own spin on it, and started launch jacking on my own. I have continually perfected my methods over the past 4 years.

The best part is that my strategy still works, even as changes take place at Google. It is very easy to rank a website quickly in Google. It is difficult for some people to keep a website ranked #1 for a long period of time. That takes much more work. But for a product launch, we only need the site to rank for a few days, and as you will see it can result in earning tens of thousands of dollars very quickly, with a simply (ugly?) website.

In this guide I provide tips and tools on how I have been successful at maintaining high ranking results for the time period critical to maximizing commissions, which can be a relatively short period of time.

With our site, we want to rank quickly, make several thousand dollars, and then move on to the next launch. If your site stays at the top, it may continue to earn additional commissions past the launch, depending on the way the affiliate incentives are structured.

To date, with launch jacking and affiliate marketing in general, I have closed approximately $100 million in sales for multiple industries including health products, financial products, precious metals products, and various lead generation companies.

I have been a Top 10 affiliate partner for well-known marketers such as Eben Pagan, Brendon Burchard and Dan Kennedy. While the internet is ever evolving, I believe that my method will serve you well for many years to come.
Definitions

Launch Jacking – Affiliate marketers attempt to make quick money selling a product, generating a lead, or selling services online by creating websites that are optimized to rank highly & quickly in Google searches.

Product Launch – A company launches a new product on the market.

Joint Venture (JV) – An agreement between the product owner and affiliate partners to deliver sales and get compensated.

Product Creator/Owner – Company or individual that is about to launch their product to the marketplace.

Theme – The style of a website that determines the layout and function.

Evergreen – a product that can be promoted year-round.

Make Make Online (MMO) – A type of training product that is created to teach people how to make money online.

SERPS – Search Engine Results Page that shows the top listings for various keyword searches on Google.com

Split Testing – Using multiple platform combinations to achieve the highest rank and most sales.

Backlinks – Hyperlinks directing traffic to or from websites.

Private Label Rights (PLR) – Unlicensed article content found or purchased online.

Private Blog Network (PBN) – Multiple blogs utilized by backlink providers to rank a website on Google.

Pay Per Click (PPC) – Using traffic sources like Google Adwords, Bing Ads, and Facebook Ads to generate sales by paying per click.

Retargeting Pixel – a hidden code embedded in a website, used for sales or lead generation purposes.
Launch Jacking 101

In basic terms, Launch Jacking is a process of capturing online commissions by creating websites that are optimized to rank highly in Google searches. These websites redirect potential customers to the point of sale site which provides a commission back to us. It is a multi-faceted process that I will break down into steps. I will cover each of the following steps in detail and provide tips, tools and cautionary tales in the following chapters.

1. Identify a product scheduled to launch
   a. Research the product, company and competing products
   b. Review the commissions and profitability
   c. Review competition and ways to optimize search results
2. Register and get approved for the product owner’s affiliate program
3. Register multiple domain names
4. Create a promotional website for the product
   a. Create the website on Wordpress platform (1 click install)
   b. Write unique content (or have it written for you)
   c. Create backlinks (or have them created for you)
5. Use search engine optimization (SEO) to rank your website highest in search results
6. Time your release of the website to coincide with the product launch date
7. Maintain your Google ranking over time (optional)

The Keys To Success Are:

a) Find the right products to promote
b) Register the right domain name
c) Know what to say on your site - write original content
d) Know what NOT to say on your site - do not get penalized for duplicate content
e) “Retarget” your website visitors correctly and convert visitors to sales
f) Get your site ranked #1 in Google quickly, and at the right time
Identify Products Scheduled to Launch

Product creators and individuals will announce their upcoming product launches on specific sites, so affiliates can promote them.

Typical product launches consist of a “pre-launch” sequence, video sequence, webinars, and a sales opening period. The entire product launch “event” usually starts and finishes within 3-4 weeks, but there is a “sweet spot”.

You will find that a product creator typically provides very limited product information in advance, but they do provide basic info, including the product name and the prospective release date. You can then research the company and the product, as well as information on their previous products.

What we want to do is carefully plan on when to rank our website. It is all about timing. If we rank our site during the pre-launch phase, the product isn’t for sale yet. However, the product creator is usually sharing videos at that time, building up momentum for the actual launch day. In doing so, he is also collecting emails from the prospective buyers you refer.

On launch day, if any of those people buy, you earn a commission.

We can also use the information shared in those pre-launch videos to further enhance the information presented on our own site.

We build a simple website that can be ranked in Google for the name of the product, such as “Blue Widget 2000”. We also want to rank for phrases like “Blue Widget 2000 review” and “Blue Widget 2000 bonus”.

People visit your site and read your review of the product. When they click through to find out more, they are “cookieed” to you, so that you get credit when they make a purchase. People are already interested in the product; that is why they searched for it. Our job is to give them a gentle nudge to follow through and buy it.

In addition to ranking our site on Google, you may want to advertise your website in places like Facebook. Facebook provides inexpensive and highly targeted ad capabilities that identify users who have already shown interest in the product. It’s like selling a Samsung HDTV to someone who has already show great interest in one.
Many launch-jackers are earning 6 figures year after year. Launch Jacking can be a great money maker if you have a system down to repeat the process. It's not difficult; everything is open for anyone to learn, and earn money. There's no limit to how much you can make, but it will take determination and focus.

The biggest hurdle is that you have to do the work (or at least outsource it properly to someone else), and apply what is being taught here in my guide. I believe that anyone can launch jack, but you have to fully commit yourself to it and be determined to stick with it, even if you aren’t successful on your first try. If you don’t give up, you WILL make money.

**Product Launch Resources**

Product launch listing websites are needed to showcase a variety of new products released to the marketplace. It’s easier for affiliate marketers to find them in one website.

Product creators and companies announce their new product release. Posting includes the product name, creator’s name, launch date, affiliate payout information, and sign up page.

The product launch is typically open 3-4 weeks. After that, it is up to the product creator reopen to the public.

Affiliate marketer signs up to promote the product launch. Any sales made through their affiliate link gets credited as commission.

There are two types of commission:

- Flat rate, you get paid flat $ amount per sale.
- Commission by % percentage of the sale. Depending on the product, affiliates can get paid commission from 30% - 50% of the sale price.

All types of products in various industries open up their product through product launch process.
The Exact Steps to Finding the Right Product:

1. Identify a product scheduled to launch
   a. Research the product, person, and company
   b. Review the commissions and profitability
   c. Review competition and ways to optimize search results

Here are some helpful websites that can be utilized to gain access to product launch information and the affiliate commissions.

http://www.JVnotifypro.com

One of the largest sites for product launch listings is JVNotifypro.com. This is typically my first resource to find good products to launch jack. This site mostly caters to Internet Marketing Software and “Make Money Online” (MMO) products. However, you can also find other niche products such as financial offers i.e. stock trading, forex, options trading, and self-help products. I recommend you explore other niche markets to find good products that make sense to you.
Muncheye is another good site to find product launches. This site also caters towards “MMO” and Internet Marketing (IM) product launches. The only downside is that the majority of launches here are low-priced items, which means your commissions are lower. But it’s still a good place to find products to launch jack. You may even find that some launches overlap here with JVNotifypro.

Warrior JV also caters to the “Make Money Online” (MMO) and “Internet Marketing” (IM) niche products. These are mostly low ticket items, priced $50 - $100. Still a great place to look for products that you will not find elsewhere.
JVZoo is another great source to find products to launch jack. They do not officially list products as having “launches”, but you can find a variety of products that you will not find elsewhere, and you can promote many of them all year around. Simply look in the “top sellers” section, and pay special attention to products that have been in the top 10 for the last 30 days. Many of those are what I refer to as “evergreen products”. With evergreen products, many times you will see commission checks still coming in several months later, after you’ve already forgotten about this site and moved on to the next launch.
Clickbank is the oldest online marketplace for digital product. You can always find a variety of evergreen products to launch jack and promote long-term. You can go to different categories and sort by popularity (gravity).

But you don't always have to promote products with the highest gravity, as you could still do well if you find a niche product with less competition. The biggest downside to Clickbank is refunds. They have such a lenient policy on refunds, that they've been known to proactively refund people who were just seeking customer support, and not even looking for a refund.

http://www.Offervault.com

Offer Vault is a great source to find products of many varieties. They show you products across dozens of affiliate networks, so you can find out if one network is paying a higher commission for the same product. Offer vault is not necessarily to find product launches, but you can find a variety of evergreen offers to launch jack. You can find some exclusive offers and apply to the network listed. I recommend health & wellness offers for consistent performance, since they sell well over time and the commissions are good.

http://www.Odigger.com
Odigger is similar to Offer Vault. You can find various offers listed on many affiliate networks. This is not a place to find product launches either, but you will find many unique offers here.

http://www.Moreniche.com

MoreNiche is a unique affiliate network catering specifically to health and beauty products. You can launch jack all of these products, as they have unique names and there isn’t much competition from anyone who really knows what they’re doing. You can even think about creating one long-term site, and promoting all of their health and beauty offers on different pages of your site.


Market Health is another affiliate network focusing on health and beauty products. You can promote these year-round just like offers listed on the MoreNiche network. Market Health specializes in trial offers that convert well and pay high commissions.
For example one of the offers may be a 7 day trial of skin cream, where the customer pays only $7.95, but you get paid $35.00 for each $7.95 trial you refer.

http://www.Mindvalley.com

MindValley has dozens of products related to self-help, including health, fitness, meditation and transformational education.

I highly recommend launch-jacking products that are outside of “IM” and “MMO” niche. You will end up finding a great product that has no other savvy launch-jackers competing with you. Most lazy launch jackers promote MMO offers, so there is typically more competition with those.

If you aren’t sure what is “hot” right now in an industry, or you’re unsure of what to promote, use a tool like Google Trends to find out what people are searching for. A great example from when I first got started in 2011 was the news that 3D televisions were coming out for the first time. I saw a case study where one launch jacker made sites about specific TV’s by model number, even before they were released. There isn’t a ton of money in promoting physical products, but when a TV retails over $1,000 – you can still earn $50-$100 per referred sale by becoming an Amazon affiliate at associates.amazon.com

Another strategy is to do comparisons of products, where you make a commission no matter which one they buy. Imagine reviewing 2 popular, similar products and having your site come up #1 when someone searches for “product A vs product B”. This is smart and works very well.
Finding the Right Products - Part 2

Affiliate Program Registration

Once you decide on the niche you are interested in launch jacking, you should sign up for many related affiliate networks. When you sign up, you will be assigned an affiliate manager and go through the approval process. You will be on their email list for future product launch notices. You can ask your affiliate manager for referrals to any other affiliate programs.

I’ve found exclusive offers by searching on top forums in each market. For example, I focus on the financial niche, so I’ve found the Investors Hub forum, http://investorshub.advfn.com/ very helpful.

I look at many different kinds of companies advertising on forums. I also sign up for various financial newsletters to see what products are being promoted to their audience. By doing a little bit of research like this, you will find products that few affiliates know about.

I have highlighted other examples in my Rich Jerk video series, such as “Two Plus Two”, which is a poker forum that can be used to check out a variety of poker and casino related offers that you can promote.

Another example is selfgrowth.com for self-help products, and going to live industry related events to find all kinds of product owners. You shouldn't have any problem finding products to promote. All that matters is finding good products that convert well and pay well.

You should be cautious when selecting a product to launch jack. Even though a specific product launch may offer a high commission, you have to find out how much demand there will be for that product. If nobody is searching for it, then it doesn’t matter if the commission is $1,000 or even $10,000.
Some Questions To Ask:

- Is the product owner/creator well known in the industry?

  You can Google the product owners name in Google and do a little research.

- How many people are promoting it?

  On sites like JVnotifyPro.com, when you click on a launch listing, it will show you how many clicks the listing has received. This can be a good indicator of popularity. On sites like MunchEye.com, a launch will be listed as a “premium” launch based on the past history and performance of the product creator.

- Are there big prizes involved?

  Look at their JV (joint venture) page to find out. Many product creators will offer prize money, or even items like luxury cars to anyone who can refer a certain number of sales or finish in the top 10 of the launch contest. I’ve earned a lot of prizes 😊

Additional Launch Jacking Resources:

1. http://www.profit.ly - Profitly is an example of a good financial related site. They have multiple products, and people pay monthly to be a member. Affiliates get paid every time the member makes their monthly payment. You can build a launch jacking site and promote something like this long-term.

2. http://www.forextradersdaily.com - I’ve been working with Forex Traders Daily for many years. They have 3-4 product launches annually. They pay on time like clockwork.

3. http://www.profitsrun.com - These guys launch 6-10 products a year. I’ve done well them each time. They are great people to work with.

In my video in the Rich Jerk members area, I show how to join an affiliate network like W4, for access to a variety of offers that you can launch jack. This is another example of a network you can utilize by creating one large website in the health & wellness niche, and then create individual pages on your site for the name of each product.

One easy thing to do is ask your account manager (for example at W4) for referrals. They may know someone else with product launches that they can refer you. I was able to find a great affiliate program by a referral from my account manager.

“3 Feet from Gold”

It is crucial to pick the right product to promote. Many affiliates try to promote without doing research first. Picking the wrong product will cost you a lot of time that could have been spent on an offer that makes money. It may lead you to quit before you’ve really made a good try at this business. I’ve seen some affiliates make only 1-2 sales on their first promotion, and then they quit because they only made a few hundred dollars. It is easy to quit when you aren’t seeing big results.

A great book that I think of when I hear of new launch jackers quitting is “Three Feet from Gold” by Sharon L. Lechter. The premise of the title of this book is that you don’t want to quit digging for gold and find out later that you were only 3 feet from a vein. In principle, you need to dig in and apply determination after you find a good product to promote.

Selecting Products with Profitable Commission

You need to know the price point of the product ahead of time. You need to know the bonuses and the commission rates. There will also be upsell and down-sell offers. In searching for the right product you will need to develop an organized way to evaluate the numbers.

Is the product selling at the low end, $47.00 – $97.00? Or is it a high ticket item selling at $1,997.00?
What about up-sells and down-sells? I’ve seen a $47.00 product with 3 or 4 upsells and down sells. I have also seen a $1,997.00 product with $5K-$20K+ priced up sells.

You need to know these numbers. You can find them on the JV (joint venture) page for the product. You can find the JV page by checking the sites I mentioned previously, such as JVnotifyPro and MuchEye.

If the price is too low, you may only make tiny commissions. If the price is too high, the product may not sell well. If the sales process has many up-sells, people could get upset at constantly being sold, and just refund altogether.

You have to figure out your commission and profit margin level. Typically, the commission can range from 30% - 50% of the product.

Some cheaper products at $19.95 may offer a 100% commission. But then the higher priced upsell only offers 33% - that’s where the product owner makes their money.

Let’s say you sold a high ticket item at $1,997.00, and you make 50% commission. That’s $998.50 in your pocket.

If you sold a low ticket item, let’s say $97.00, obviously you are making less. 50% of $97 is around $48 in commission.

But you may refer one hundred customers to the $97 product, and you might only 5 for a $1,997.00 product.

100 x $48 = $4800 commission

5 x $998.50 = $4,992.50 commission

But what about refunds?

Let’s say 40% of customers refund the $97 product because the customer support is terrible. In the example above, that would mean you are left with 60 people who you earn a commission on for the $97 offer.

Now the commission looks like this:

60 x $48 = $2,880.00
And what if the higher ticket item is a quality product with good support, and only has 20% refund rate?

Now the commission looks like this:

\[ 4 \times 998.50 = 3,994.00 \]

Earnings come down to three important points:

- How well the product converts
- The quality of the product
- The quality of the customer service

To me, launch jacking a high ticket item versus low ticket item is about the same, since I’m spending the same amount of time and resources into building a launch jacking site.

I may sell less of the $1,997.00 product, but selling 1 of these will make me about $1,000.00 in commission. I would have to sell 200 of the $97 product to make $1,000 commission.

**Your Time Put In Vs. Outsourcing**

There is a decent amount of prep time involved in building a launch jacking site. You need to add content, build backlinks (getting other sites to link to your site), add an attractive header image, and make a respectable, decent-looking site. (it doesn’t have to win any design awards but it does need to be formatted properly and easy to read) Then you have to keep up with the launch and your site’s rankings.

Even though product launches run for about 4 weeks, I recommend knowing your potential profit numbers, so you can outsource the majority of the work. You should focus your time and effort making sure your site’s rankings stay on top by being a project manager and delegating work to content writers and backlink SEO providers. I will tell you where to find these people very cheaply in a moment. You can use the exact same people that I do!
Correct Setup

Getting the best domain names should be your first step to getting your launch jacking started in the right direction. You have to try to grab them while they are available, before everyone else.

Google the product owner’s name. Who are they? Google their prior Joint Venture (JV) pages. They are typically something like productname.com/jv/ - look at the leaderboard on those prior JV pages. Have they had any successes from previous launches? Is this their very first product launch? Is the owner well known in the industry with a large following? You need to look at all of this to determine if you are starting with the right product, otherwise you could rank #1 in Google for a product that no one is looking for.

What about the brand? Is this a new product? Are they re-launching an old product? Typically, re-launches do not perform as well as the first run, unless that product owner has a good track record of product launches with many JV partners. In my launch jacking experience, I make more money promoting new product launches. Re-launches of an old product haven’t converted as well for me.

An additional tip is to use a site like Compete.com to check out the traffic stats for their previous product launch websites. For example maybe their last launch was for BlueWidget2000.com - and maybe this time they are launching BlueWidget3000.com. If you see a big spike in the number of web visitors during their previous launches, that’s a good sign that it was popular and that they know what they’re doing.
Niche Research

Niche research is essential and may mean something different to you than it does to another affiliate marketer. For example, I do not earn as much money launch jacking in "IM/MMO" as I do in other niches. I have found that MMO buyers either buy through their own affiliate links or they buy through a friend's affiliate link instead of mine. Also there is no reason for people to buy from me when they see a link from a well-known marketer. They are typically offering large bonuses that I can’t compete with, or I don’t want to. For example, I have seen launch jackers who are mini-celebrities within the niche already. They are friends with the product creator too. One of their bonuses may be an exclusive interview or report that they co-created with the product owner. I can’t compete with that. Other launch jackers may promise to give buyers an iPad for buying through their link, if they are earning a $1,000 commission on $2,000 product. They are okay with giving away $500 of their commission in the form of an iPad.

This is why I recommend you look outside of "IM/MMO" to find the products to launch jack. Look for the top converting offers already in that niche. Look at the competition on SERPS, and see if there are already review sites for the product. If there aren’t many, then there is likely very little competition. In addition, you can look for product launches that are evergreen.

Evergreen offers products that you can campaign year round and provides longer periods of availability than the more common 3-4 week campaigns. Remember, research is key! Check the product, check the company, check the owner, check the profit potential, and figure out what makes most sense for you.

Competition

There is competition in the Internet affiliate world. You have some choices to make about whether to avoid the highly competitive launches or to dive in and try to move more traffic than the others. You will face higher competition if you promote higher ticket item launches because the commission is higher and more attractive.
There are always launch jackers who are willing to spend more money on setting up their sites. They may even use paid advertising to drive traffic to their site for additional sales.

I have seen many affiliates who don't like to promote competitive launches. I've seen many instances where affiliates will not launch jack certain products because the product creator is very popular. They think too many affiliates will be promoting it.

It’s okay if you want to start with less competitive niches to launch jack. However, I’d rather you move towards focusing on somewhat competitive launches since there will be a higher demand, and higher search volume for that product and product owner’s name. But I also suggest doing it in niches that are not “make money online”. That way, there may still be competition, but most will not have anything close to the strategy you are about to learn.

Domain Name Selection

Getting the right domain name from the start will help you succeed or fail. This is one of the most important facets of launch jacking. Read each product launch Terms of Service (TOS) thoroughly. It is extremely important that you pay attention to affiliate agreement rules on using brand names and trademark keywords. In some rare cases, you are not allowed to buy the domains for “Product XYZ” and “Owners Name”. For example, they may have trademarked the term “Blue Widget 2000”. If you register the domain name BlueWidget2000Review.com, which would be a great name, I’d say about 5-10% of product creators are not okay with that. So just check the rules first.

Violation of the TOS could result in you not being paid commissions. While this has never happened to me, this is very common especially with launch jacking. Don’t mess with someone’s brand if they don’t allow it. And DEFINITELY stay away from “shock” domains like “BlueWidget2000Sucks.com”. Some lazy affiliate marketers do this, or they have the title of their site say something like “Don’t Buy Blue Widget 2000”, or “Blue Widget 2000 Scam”.

These tactics are merely click-bait, and when you go to their site they actually review the product positively.
But product owners typically get VERY upset with people who do this negative marketing style.

What you can do is ask the launch manager or product owner if they allow buying domain names with their product name in it. In most cases they do not care because your site will generate sales. And, product launches only last 3-4 weeks, so product owners want affiliates to generate as many sales as possible. Make sure you read the affiliate Terms of Service (TOS) carefully and follow the rules.

**Buy Only .Com, .Net, and .Org**

I want you only to stick to .com, .net, .org domain names. Some people go with .us, .co, dot whatever extensions, or even a domain with dashes like Blue-Widget-200-Review.com. These will work but they require more/better backlinks. Why give yourself a disadvantage from the start when your competitors are buying the best domain to give them a boost in rankings?

**Buy Domains As Soon As You Can**

On JVNotifypro, for example, you will know the launch date and product name. For some launches you will get an email from the product owner a month or two in advance, advising of the dates for their launch. Then about 2-3 weeks before hand, you get additional details of the launch and name of the product. As soon as you know the product name, go right to your domain registrar (namecheap.com, godaddy.com, etc) to buy the domains. Even if the email gets to me at 5AM, I’ll get to my computer or use my phone to buy domains immediately. It is necessary to buy domains early. Why? People search for product name and product owner’s name. When you have exact matching keyword domains, Google will rank your site higher - given that you also have unique content, and good backlinks. Sometimes these exact matching domains can get ranked with very little work at all. I’ve seen them rank without a single word of content on them aside from the Wordpress default of “Hello World”.

Exact match domains used to be easy to rank for long periods of time. Nowadays they are still very easy to rank, but they typically don’t stick around more than 15-30 days or so. Which is still perfect for launch jacking!
Buy Domain Names In This Order

When I say “exact match domains”, here is what I mean...

Immediately, look up the product name in your domain registrar. Most likely “ProductXYZ.com” is taken. Try to get “ProductXYZ.net” or “ProductXYZ.org”

I suggest to stick with .com, .net, .org only. Typically, “ProductXYZ.com” will be taken by the owner of the product. You may have to go with the next best thing .net, .org. Sometimes you will get lucky, get the .com and be on your way.

Use the following keywords to pick your domains. Let’s say that you were going to launch jack RichJerk.com. You would look to see if the following were available:

RichJerk.com, .net, .org
RichJerkReview.com, .net, .org
RichJerkReviews.com, .net, .org
RichJerkBonus.com, .net, .org
RichJerkBonuses.com, .net, .org

How about if I was the owner of RichJerk.com? (I’m not lol) Well, as you know, my name is Pyong Kim. If it wasn’t against my Terms of Service, you could also get the following domains:

PyongKim.com, .net, .org
PyongKimRichJerk.com, .net, .org

If you still can’t find domain names for these search keywords, you have to get creative. Just add the letter “S” into the domain name. For this example, we will be using “Source Code to Success” as the product, and “Dan Kennedy” as owner’s name. I would try to register these domains in the following order:

SourceCode.com
SourceCode.net
SourceCode.org

SourceCodeReview.com
SourceCodeReview.net
SourceCodeReview.org
SourceCodeReviews.com
SourceCodeReviews.net
SourceCodeReviews.org

SourceCodeBonus.com
SourceCodeBonus.net
SourceCodeBonus.org

SourceCodeBonuses.com
SourceCodeBonuses.net
SourceCodeBonuses.org

**Secondary Choices**

TheSourceCode.com, .net, .org
TheSourceCodes.com, .net, .org
SourceCodes.com, .net, .org
TheSourceCodeReview.com, .net, .org
TheSourceCodeBonus.com, .net, .org

DanKennedy.com, .net, .org
DanKennedySourceCode.com, .net, .org
SourceCodeDanKennedy.com, .net, .org

If ALL of these domains are already taken, then you know the launches is extremely competitive for launch jackers. This is a good sign that the launch will be in high demand with a lot of search volume in Google. If most are taken, but you find a good one, that is a VERY good sign – because now you know it is going to be a big launch, and you got one of the best and easiest domains to rank.

**Alternate Domain Options**

When we cannot find domains like the ones I have shown, affiliates get more creative.

Example:

Product Name: Accelerate High Growth Business Training
Product Owner: Eben Pagan
Decent domains, but not great:

- ebenpagansaccelerate.com
- eben-pagan.com
- theaccelerateprogram.com
- acceleratebonus.org
- ebenpagantheaccelerate.com
- acceleratebusinesstraining.com
- ebepaganacceleratetraining.com

For Eben Pagan’s launch, I purchased 7 domains. The majority of the domain name variations were taken since this launch was very competitive. And Eben does multiple launches per year, so most of the Product Owner’s name domains were taken.

I was able to dominate using multiple domains, variations of backlinks, and unique content. The price for this program was upwards of $5K+, so the commission was very good. I placed in the top 10 for this launch. Along with that, I was given several prizes, including a free ticket to the live event, VIP dinner, and private networking opportunities with key industry players. I got to meet the other top affiliates and form friendships and potential future opportunities with them.

Thank you VERY much for supporting our launch. Here’s the final leader board. Megan will be in touch to get your prizes to you...

-Eben

1. Zach Johnson
2. Jeff Walker
3. Mike Dillard
4. Jeff Johnson
5. Christian Mickelsen
6. Lawton Chiles
7. Jake Hower
8. Ryan Eliason
9. Jonathan Hudson
10. Pyong Kim
11. Brendon Burchard
12. Anik Singal
13. Brian Tracy
14. selfgrowth.com
15. Daniel Sandercock
16. Sonia Ricotti
17. Glazer Kennedy
18. Marketing Genesis
19. Matej Bester
20. Bill Harris
21. Early to Rise
22. Jon Benson
23. Carlos Andres Gallego
24. Alicia Dunsams
25. Ed Dale
Building Your Website

Here I’ll be going over how to setup your launch jacking site.

In my Rich Jerk videos, I mention that I launch jack with multiple domains. You can launch jack with one domain, you are not required to use multiple domains like I do since it takes more capital to get started.

Also, depending on the launch, I’m committed for 3-4 weeks. My launch jacking time is spent monitoring my domain’s rankings, site functionality, click through on my affiliate links, and competitors sites rankings. I want to dominate every launch, so I use 2-3 domains or up to 6-7 domains to get myself a higher chance of getting as many visitors to check out my site. Imagine how well you can do when you have 7 sites in the top 10 search results for a product name!

You should learn how to perform very basic, simple tasks. This includes installing Wordpress, setting up a basic blog, adding content, adding blog posts, and adding your affiliate links.

At a minimum, you should know how to do that on your own without outsourcing these basic tasks. You can definitely outsource Wordpress installs, blog content writers, graphic designers for banners, and you can even have someone set all this up for you.

However, in the long run, you want to be able to do the minimum tasks of adding content and affiliate links without waiting for outsourcers to get them done. When product launches are limited by time, you want to get these setup processes done as quickly as possible. I do outsource a lot of my prep work for launch jacking sites, but I still add some content and affiliate links myself during the launch process on my own.

However, I also know launch jackers who do nothing but instruct their outsourcers to do 100% of the work for them. It’s up to you.
Segment Everything!

To put yourself in the best position to be successful with launch jacking - you have to segment everything. This means that I use different web hosting for each domain. I add unique content to each site (never put the exact same content on multiple sites). I use different backlink combinations for each site.

Using different web hosting for each domain aids in achieving high Google rankings because of their algorithms. I use dedicated hosting (wiredtree.com), and shared hosting accounts (bluehost.com and mediatemple.net)

Use this link to setup your first site with BlueHost – RichJerk.com/bluehost

Add unique content to each site to prevent duplicate content penalties and get your sites the best chance of ranking on the first page. When I launch with multiple domains, I’m looking to dominate the first page of the search results. With some launches I’m able to take over the top 5 spots using my sites.

Install Wordpress On Bluehost.com
You can follow a simple guide here: https://my.bluehost.com/hosting/help

This type of installation is straightforward with a click and install setup guide. Each host has a similar Wordpress installation guide. It literally takes about 60 seconds.
Wordpress Plugins

Plugins are little extensions that add benefits to your site. They are simple to install with 1 click. You can see my Rich Jerk videos for more info on plugins.

I use the “All In One SEO plugin” and “Akismet spam blocker.” I’ve split tested with “Platinum SEO” and “Yoast SEO” plugin, but I didn’t see any difference in my rankings. Use the one that you are most familiar or comfortable with. They all work fine. Just keep it simple.

Sometimes I’ll add a traffic counter plugin like “StatCounter”.

Best Wordpress Themes

Themes create the layout, look & feel of your site. There are thousands of free themes available for 1-click install. Check out my videos in the Rich Jerk members area for more details.

However, there are some more advanced themes that can make your site look really cool. They typically cost a $47-$97 but you can use them over and over and make them look different.

The best performing WordPress themes that I have found are “Thesis Theme” and “Optimized Press”.

These are paid themes, mobile responsive (meaning they look great on phones and tablets while many free themes don’t), and rank very well on Google. I like that they come out of the box with SEO optimization in mind. I’ve been using Thesis for about five years with great success. I picked Thesis because it is different than my competitors and familiar for me.

Thesis Theme: RichJerk.com/thesis

Optimize Press: RichJerk.com/optimize
Free Wordpress Themes:

Twenty Ten by WordPress

Twenty Ten Theme: https://wordpress.org/themes/twentyten/

Twenty Twelve by WordPress

Twenty Twelve Theme: https://wordpress.org/themes/twentytwelve/

“Twenty Ten” and “Twenty Twelve” are default Wordpress themes that come with the basic Wordpress install. I’ve used them for multiple launch jackings and rank very well each time.

I highly recommend using a theme that are most familiar with. Stick to themes that look professional with simple designs.

You don’t want to use a Newspaper style theme or one with fancy picture slides, as this will distract the visitor from actually reading your content and clicking through.
Adding Content to Your Launch Jacking Site

You need to write about the product (or have someone write it for you) using whatever information you can find online. If the product information is too hard to find, then write about the product creator, their background, and any other past products they have created.

You have to decide if you want to write the content yourself or outsource it. If you write the content, it’s a matter of the time spent doing the research and actually writing it. Product launches generally lasts 3-4 weeks so, by the time you write all the content yourself – how much time do you have to dedicate to building backlinks? How much time will you spend on making an appropriate header image? What about checking on your site’s rankings and competitors ranking during the launch? You will need time to monitor, add more content, affiliate links, and pay attention to how the launch is going. Are all your links working? Are all your links generating traffic?

I outsource most of the front end setup work then spend the rest of my time monitoring the launch. You can outsource all of this but there are costs associated with outsourcing. Obviously, the numbers have to make sense to you in order to choose outsourcing.

If you have a month before the launch, you can drip (pre-schedule) blog posts. If the launch starts in two weeks for example, you can schedule 7 articles to auto post to your blog, one every 2 days.

Places To Find Cheap, Quality Content Writers:

- oDesk.com
- iWriter.com
- Freelancer.com
- OnlineJobs.ph
- Fiverr.com
- WickedFire.com/content
- TheContentAuthority.com
- TextBroker.com
I typically use Textbroker.com and Wickedfire.com to hire content writers. I like using Textbroker for jobs that need to be done quickly. With Textbroker, you can have bulk content written by multiple writers within a day. If you were to hire just one writer for a large order you may have to wait 3-5 days.

I highly recommend you give small orders to multiple writers first to check their work quality. Once you find 1-2 good writers, give them a large order. This way you don’t end up with a mediocre writer that you pay as if they were 5 star writer.

It is up to you on where you get content written. Just make sure they provide unique content. Occasionally these writers will sneak in duplicate content (text they found online and copied). You don’t want to get penalized by Google for having duplicate content on your sites. Use Copyscape.com to verify that a writer’s work is original content, until you know they are trustworthy.

Many affiliates use Fiverr.com for design work such as creating a nice header image for your website. $5 dollars for a header image is a great deal. Here is an example of a quality header image designer from Fiverr: http://www.fiverr.com/rudyisfat/design-header-image-for-websiteblog

When adding content to your site, use 1000 - 2000 words to add substance to the site for better rankings. This is just a general average. My launch sites rank higher when I add at least 1000 - 2000 words of unique content. You can break down to 500 words per topic or just one topic with 1000 words. For example, you could hire writers to create four 500 word articles about the product you are promoting. They should cost around $5 to $10 each.

**Product Name and Product Owners Name**

There will be some cases where you can’t find any information about the product being launched or about the product owner. If the product is new, it may be too difficult to find information. Research as best as you can. Look up the product owner’s past products, and then write about these to get relevant content.

For example, your article could start with something like “In 2012 Eben Pagan came out with “Get Altitude version 1″. Get Altitude is about how to…”

Launch Jacking Guide – Pyong Kim

a Rich Jerk Product
Even if you are not promoting Get Altitude, and instead are promoting a different Eben Pagan product, this information would still be relevant, useful, and Google-friendly.

Whatever you find, when you hire your writers, show them the example websites or pages they should use as a reference, and give them clear instructions on what you want them to do.

If you can’t find anything about the product itself nor the owner – then use similar articles in that same niche. Change the product name in the articles to your launch jacking product. Make sure the content is unique!

**Example 1:** Let’s say Eben Pagan releases a brand new product called “Product XYZ” – it’s a new product, so there will no information about it online. I would recommend you write your content about Eben Pagan’s past products and just switch out the product name to “Product XYZ”. Also be sure to write about Eben Pagan as well (Owner Name).

**Example 2:** Let’s say Thomas Maddington released a brand new forex product called “Trader XYZ”. It’s a new product. There will be no information available online. You can email the product owner for details. Occasionally, they will send you additional materials. If they don’t send you any information, you can write about similar products in that niche. In this case, research similar Forex trading programs. Write unique content about those programs, and then switch out the name with “Trader XYZ”. Also include articles on the benefits of Forex Trading in general. Consider having a writer create a top 10 list of pros and cons of forex – while making the pros very good and the cons minimally bad. Remember you want people to ultimately buy!

Check out my videos in the RJ members area to see how to add the content to your site by simply copying and pasting it.

And don’t be afraid to Google anything you don’t understand. For example, you can always Google “how to install wordpress” or “how to add a new post in wordpres”. There are TONS of how-to videos out there about everything related to Wordress & blogs, in addition to my own videos inside the members area.
My Super Simple 7 Figure Backlinking Method

This is the first time I’m sharing this info publicly.

First of all, remember that the goal of launch jacking is speed and doing “just enough” to rank & bank at the right time.

The following link services are cheap and down & dirty.

Short Term, Quick Rankings:
1. WickedFire.com/sell-buy-and-trade-area/
2. BlackHatWorld.com
3. Freelancer.com
4. Adss30.com

Longer Lasting Rankings:
5. Bringthefresh.com/links/ (higher cost, high quality)
6. HercMagnus.com/rentals/ (higher cost, high quality)

These sources always provide consistent results if you use the right people. It may sound stupidly simple, and it is. I’ll show you exactly who I buy from, because most link builders aren’t very good.
I have been working with this particular link builder for about 4 years. He can post your links to 300 - 1500 sites, depending on the product launch. You must determine your budget based on demand and expected competition. You don’t have to buy the biggest link package of 1500 links.

For example, I start with 300 links per launch jacking site. Depending on how my site ranks immediately, I will determine if more links are needed. I may go with 600 links. I may go with 1000. This all depends on how much pre-launch prep time you have.

The above backlink service is intended for launch jacking purposes only. Do not use this service for a long term SEO site. Doing so will most likely harm your long time site. Again, only use this for launch jacking. It is a proven method that I use every day.

This seller provides profitable PBN (private blog network) links. It works well with single or multiple launch jacking sites. Never use this for a long term SEO site.
This blog comment link service works well with the combination of the PBN link services listed on the previous page.

This is one of the quickest and most effective ways to place backlinks. Use this service for an extra boost in rank. This is an inexpensive but very effective method to gain short term boost.

Depending on the product launch and expected competition, stick to 100 blog comments at max for 1-2 sites. I usually buy 300 blog comments to spread amongst 3-5 sites. You do not need to spend too much money here as it is only used for the immediate extra ranking boost.

Email adss3031@gmail.com and ask for a discounted price. Don’t pay the full price on their website. Get a coupon code!
Silver Package
(300 Backlinks - 930 Social Signals)

- Powerful Manually created Mid-High PR3-PR9 (Domain PR) Profile Backlinks, the majority of which are Dofollow - 150
- PR2-PR6 (Domain and Page mix) Manually created Blog Comments - 150 (drip fed 5 comments daily) Mix of Dofollow and Nofollow
- Quality Social Signals Drip Fed - Manually created: 100 Tweets, 150 Facebook shares, 150 Digg bookmarks, 30 Delicious bookmarks, 50 Tumbler links, 150 Repins, 150 Linkedin shares, 100 Stumble Upon Shares, 50 Google Plus - 930

http://www.BringTheFresh.com/links

This package isn’t the cheapest, but you get a lot of links for your money. Although it is technically a monthly subscription, you can cancel after ordering. Just contact btfjoan@gmail.com

TOOTS PACKAGES
Trust Flow 10 – 20 PBN Links

HercMagnus.com/rentals/

Herc has been around 4 or 5 years now and he has shown me some of his own sites that are ranking #1 – he definitely knows what he is doing. He has businesses paying him over $10,000 to keep their sites ranked long term. You can use his links not only for launch jacking but for long term SEO.
Above you can see a job that I posted for link builders to bid on. Doing this MANY times over the past 5 years, through a process of trial and error, I have been able to narrow it down to a select few providers that I trust. I have hired hundreds of link builders over the years, so this should save you a lot of time & money.

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Here's a backlink service provider I use. After you get a free account at Freelancer.com you can do a username search for “mikehurley”. I hire this service to provide me with 50 backlinks on one launch jack.
This particular freelancer has access to many sites. These are not blog comments nor PBN links, but straight one-way backlinks on Google PR 1 - PR4+ measured sites. If you don’t know what that means it doesn’t matter.

Your backlink strategy will depend on the product launch and expected competition.

If this is expected to be a big 7 figure launch, then I expect you to go all-in on this launch by setting up multiple launch jacking sites.

PBN and blog comment combinations work really well for me.

However, I recommend 2 things:

1) After you get some results and commissions under your belt, continue test new backlink methods and content writers. Mix them up, test them to see how well they rank.
2) I recommend you keep track of everything you do from the beginning. Which web hosting accounts are you using? Who did you hire for backlinking? Who did you hire for content writing? You need to keep track of all this - use a spreadsheet or a notebook so that a few months later you can look back and analyze which launch was the most profitable, which of your sites ranked the quickest, the longest, and which one got the most clicks to the offer.

This history will help you put all of the pieces together and form your own best-practices. Once you have your own unique, optimal strategy developed, you can dominate even more launches.

Of course you can use my method, but keep in mind others are reading this and watching my videos too. So you always want to improve over time when possible, and put your own unique twist on things.
Reverse Engineering the Competition

When you see another launch jacker ranking high for a launch, you should see what they’re up to, using spy tools. This will give you an inside looks at what type of links they are using.

http://ahrefs.com – this is a must have tool.

You will find out what kind of backlinks your competition is using. You will find out if they are using PBN links, blog comments, social bookmarks, press releases, etc. You can try to replicate them on your next launch. Test it out. Get links from the same places if you want!

Occasionally when you reverse engineering your competitors backlinks, you may end up finding various affiliate offers they are promoting. This is a great way to find new offers to promote. I have found several affiliate offers this way - one of which netted me over $100K in profit. All I did was check out how my competitors were outranking me, followed their backlinks, and saw that they were also promoting another offer. I immediately sign up for new offers this way.

I also look at my competitors to see if they are doing anything interesting with graphics or layouts. Don’t be afraid to mimic others.

You will most likely have to do 2 or 3 launch jackings to figure out how everything works and have real results to compare. At that point you will really know what you’re doing, and be on your way to big money. (and likely having earned some decent money along the way)

Once you have a combination of hosting accounts, link builders, content writers, graphic designers, and Wordpress themes that work well for you, you can repeat this process for the next launch jack. Keep testing new backlink providers. Make sure you stay within your budget. I have a rule of ONE sale to break even. I’ll explain later.
Do-It-Yourself (free) Backlinks

Even with a tiny budget you can become a launch jacker. Instead of money you will need to pay with time.

You can do everything. Setup wordpress sites, build backlinks, write content, manage affiliate links, check rankings, research competitors. There is nothing wrong with doing it all yourself if you have the time.

Many launch jackers use software like SeNuke to create backlinks. While I’m enthusiastic about automating and outsourcing to get better results and save time, software like that has not provided quality results for me.

In my experience the use of PBN and blog comments have proven most profitable.

I have seen many launch jackers using Youtube videos and press releases instead of their own website.

Youtube videos can rank well, but you need to make sure your video is high quality. I’ve seen many videos where it is automated with a robot reading text (using something like “article video robot”).

These videos are terrible and even if they rank high they won’t lead to many sales. It is MUCH better if you can just record yourself talking about the product, what you like / don’t like about it, and any bonus you are offering.

Prweb.com press releases can also rank well. I almost always use a press release as one of my 5 sites when launch jacking. Prweb press releases rank very well without having to do many backlinks. The site has so much trust already built in, Google trusts it much more than any brand new site you create. So it needs much less work.

The downside is, it won’t convert as well versus a nicely laid out and detailed wordpress blog. While Google trusts it, people don’t trust press release reviews as much. So there’s a trade off.

If you are thinking long term and you are deeply involved with SEO, I recommend building your own PBN (Private Blog Network). This can take a TON of work and quite a bit of money though. I believe Donny’s method inside the Rich Jerk members area is a better overall strategy for long-term SEO and PBN’s.
Examples Of My Own Launch Jacking Sites

Here are list of my successful launch jacking sites I created in the past using the Thesis Theme:

- http://www.eben-pagan.com
- http://www.optionsincomeengines.com
- http://www.magneticsmarketing.com
- http://www.marketmastery.org
- http://www.briantracybonus.com

I have revived some of my older launch jacking sites so you can see how I started them using the default free Wordpress theme:

- http://www.nonstopstrafficformula.com/
- http://www.the-authority-formula.com/

These sites were all mega-profitable. I advise you to study them carefully and replicate what I did, as they used all of the strategies I’m laying out in this guide.

Break-Even Rule

The numbers have to make sense. Here’s an example launch with a medium ticket item selling for $297 with a $197 upsell. You make 50% commission, and an additional 30% on upsell #2 which is $997.

Launch details

"The Winning State of Mind"
Dean Graziosi's Personal development Course on Confidence
4-Week, $297 online course, with $197 upsell.
You get 50% commissions.

Launch May 7th - May 23rd.

May 7 - Video 1
May 11 - Video 2 (Cart Opens at end of this video)
May 14 - You mail for a Live Webcast, which takes place May 15 at 2pm Pacific
May 17 - Traditional Sales Video
May 21 - Live Webcast
May 22 - Midnight Close Registration
May 27 - I'll followup with all leads and offer a $997 Persuasion Mastery course as well, for which you'll receive 30% commissions.
**Break Even Rule**

$297 Product, $197 Upsell #1, $997 Upsell #2

$297 x 50% Commission = $148.5

$197 x 50% Commission = $98.5

$997 x 30% Commission = $299.10

Total Commission Possible From 1 Sale = $546.10

You have to know your numbers if you want to be profitable with launch jacking, and that goes for just about any other affiliate marketing promotions. So, looking at the example above, if I just make one sale, I could potentially make $546.10 commission. I would estimate $500 in expenses to launch jack this offer properly, so I would only have to make one sale to break even.

Using this break-even number, I know how much I can spend on outsourcing (domain purchase, hiring writers, professional header image, and backlinking) without risking too much. I only have to make one sale to get my investment back. Anything over one sale is gravy.

This is just my rule of thumb. You don’t need to follow this rule entirely. For example, my outsourcing expenses could be more or less than the 1 sale break-even number. If my competitor’s sites are out-ranking me, I may spend a little more on backlinking, even if that means I’ll go over my 1 sale break-even rule. Also, if I know a particular launch will be in high demand, I may go with a 2 sale break-even budget. Alternatively I can spend less if I notice that my site gets ranked quickly, before I’ve added very many backlinks.

**Adding Launch Bonuses**

Offering bonuses will definitely entice people to buy through your affiliate link. You may have even bought the Rich Jerk program through another marketer providing bonuses.

Your bonuses for launch jacking will depend on the commission on the product. For example, on a $1,000 commission item, you can give away an iPad, iPhone, Apple Watch, and possibly Mac Air. I have given away Macs in the past on $2500+ commissioned sales. Be clear in bonus terms. Bonuses are only to be distributed after the refund period is over and payment has been received in my bank.
You can also offer intangible bonuses such as “coaching”. Let’s say you have successfully launch jacked a few launches. You are now what many newer people might refer to as an SEO expert of sorts. That is a very valuable skill. You can offer a 1 on 1 consultation on Skype (valued $500/hr).

Some launch jackers will give each buyer a new website, a Facebook fan page, a PPC consultation, or their own guide or e-book.

Another common give away is a private Facebook group membership (some valued around $1K). You should create a FB group for your buyers. This is a good network opportunity and you can help them along. Star marketers are born in these groups.

Just to warn you, I don’t recommend giving away too much. I’ve seen time and time again, launch jackers will add tons of bonuses, outdated ebooks and software or related products. This is distracting to the buyer. They already purchased the initial program - they need time to go through it and use it. If you give them additional programs, ebooks, software, make sure it is going to enhance the initial product.

If people don’t have time to go through the bonuses and the initial product they purchased, they could be overwhelmed. If they are feeling behind, they could regret buying the whole thing altogether because it’s too much work. To prevent refunds and retraction of your commission, only offer high quality, relevant bonuses.

You can JV partner with another launch jacker but some launches don’t allow teaming up. You can partner together unofficially of course, just use one affiliate link but split the commission and bonuses in private. I’ve done multiple joint venture launch jackings. It has been very profitable for me and my partners. I recommend you only do this if you have a good partner you can trust, and who can deliver results on their end as well.

**Leaderboards**

**It’s More Than Commissions**

When you do well with launch jacking, you can get on the top 10 leaderboards without an email list – which is very unusual.
I’ve placed top 10 for various well-known personalities like Brendon Burchard, Eben Pagan, Dan Kennedy, and many others. While it is good to have your name listed on the leaderboard for credibility, the downfall is the amount of people contacting you to promote their offers. You really have to do a lot of weeding to determine which offers are worth your time. It is okay to say no if the numbers don’t make sense to you. It is your time, so pick and choose who you want to do business with.

You will have many opportunities to JV with another person or company on the leaderboard. You will get invited to many live events, parties, and you will win prizes. Prizes could be cash, electronics, a cruise, or even a trip to Africa.

I had the great privilege of getting invited to Africa because I placed in the top 10 on a launch jacking campaign.

Here’s me with children in Uganda, and the next picture is opening the new school we helped them build.

Commissions and prizes you earn from launch jacking can be great. Building a relationship with other JV partners and going to the live events for networking can bring your business to next level. I highly recommend attending networking events. If you do well, you can even earn a reciprocal mailing to your own product launch! That is where a big name with a big following will email their list and recommend that they visit your website. This can change your life in an instant.
Advanced Methods for Generating More Sales

Facebook

Ideally when you launch campaigns, you want to segment everything. Segment as much of your traffic as the platform allows. Use available targeting to your advantage.

**Basic Segmenting Examples**

Male, 25-30, US  
Male, 30-35, US  
Male, 35-40 US  
Male, 25-30, Canada  
Male, 30-35, Canada  
Male, 25-30, UK  

Male and Female 50-65, US, Canada, UK, Australia  
Female, 35-40, Australia

You can group this kind of targeting in a campaign, then look at the reporting to figure out which demographics and targeting have driven clicks and sales. You have to be sure to monitor each campaign to see what’s profitable.

**Example Of Deeper Targeting Ad:**

Targeting: Country + Demographics + Interests  
(Male/Female) + (US) + (Age 25-50) +  
(interests: Brian Tracy, Brendon Burchard)

**Ad Content:**

Product Image or Product Owner’s Image  
Mention Your Bonus Offer  
Link to your Launch Jacking Page
Using Facebook Ads in a launch jacking campaign can work really well. You have to watch your ad spend though because Cost Per Click (CPC) for FB can add up quickly. For me, higher ticket items work well, $1000+ commission product launches with a lot of demand.

You want to target by interests for sure. Target the product owner’s name, product owner’s fan page if they have one, target industry peer fan pages and their product names. In most cases, if they like any of the peers and their products, they are target audiences you want for your product. For example, you could go to Frank Kern’s facebook page and go through his “likes” to find additional interests you can target. Does he like the book “outliers” by Malcom Gladwell? If so, that might be an interest worth targeting.

The following are several example interests you could target with your Facebook ads:

**Interests For Self-Help Launches**

Stephen Covey, T. Harv Eker, Tony Robbins, t harv eker, Jim Rohn, tony robbins page, dr wayne w dyer, Jack Canfield, darren hardy, john assaraf, breakthrough with tony robbins, success principles by jack canfield or Success (magazine)

**Interests For Marketing Related Launches**

mari smith, social media examiner, mike hill, jay abraham marketing, armand morin, tom beal, selfgrowthcom, amy porterfield, jeff johnson, infusionsoft, trey smith, mari smith relationship buzz marketing specialist, mike filsaime, nick unsworth, don crowther, ryan deiss, ed dale, darren hardy, andy jenkins, john assaraf, vishen lakhiani, eben pagan, jay kubasik fan page, anik singal, frank kern, jeff walker, amish shah or sandi krakowski

**Example Ads**

The majority of my ads were created for the Facebook Newsfeed. I’ve tested mobile FB ads, but they resulted in high clicks & no sales. Mobile ads were eating up my budget quickly. Facebook Newsfeed and Right-hand side ads have the best conversion for me.
I have tested sending people to optin pages, video sequences 1, 2, 3, and sales cart pages. The highest converting method has been using ads that talk about bonuses and sending them to my bonus page on my launch jacking site for details. Check out my Rich Jerk video series about Facebook Ads for additional ideas and ad examples.

**Generating Sales With PPC Campaigns**

The numbers have to make sense for you to test paid traffic like Google Adwords, Bing Ads, and Facebook Ads. You have to know your metrics. I’ve had the best performance using paid traffic for higher ticket item launches, and they tend to work the best because of more profit potential. Also the product launch has to be in high demand to generate searches on Google and Bing.

When you are using Adwords and Bing, make sure you are allowed to use the product name and product owner’s name. Sometimes you are not allowed to bid on those terms due to trademark. Check with the product owner and affiliate manager to see if they are okay with it. In most cases they do not care about using their keywords. Due to launch durations of 3-4 weeks, you need to quickly generate as many sales as possible. Once a launch is over, your campaign will pause and make no sales. There is a very short window of opportunity to bid on their keywords.

**Keywords**

Product Name  
Product Owners Name  
JV Partners Name Bonus

Send all traffic to your bonus page for higher conversion. Also, segment each of the keyword campaigns by adding only 1 keyword per ad group.

Look up JV partners name from the product launch details page where you signed up. During the launch, you will get an email with optin leaderboard and sales leaderboard. Look at the top JV partners listed, use their name as search keyword to bid on and include the word bonus at the end of their name.
Most of the time, people are searching for the best bonuses available, and they will be typing the person’s name with “bonus” in their search.

Example Campaign 1:

Here I was targeting Eben Pagan’s Accelerate Growth Business Training program. The initial sale was $5,000. Some buyers bought more than one for a discount. A one sale commission potential was upwards of $10,000. There was a lot of profit margin to work with here. I went all-out launch jacking this product with 7 domains using multiple backlinking combinations, unique content, and paid traffic (Adwords, Facebook) to generate as many sales as I possibly could.
In my screenshot above, I added 1 keyword per ad group. There weren’t too many keywords that needed to be targeted in this case.

My Targeted Keywords Were:

Eben Pagan
Eben Pagan Accelerate
Accelerate Eben Pagan
Accelerate Eben Pagan Review
Accelerate High Growth Business Training

I create 3 versions of each keyword – broad, phrase and exact. Each one gets its own ad group.

At first, you have no idea what kind of search volume will be generated by a launch. Stick to core keywords. In this case, I mainly targeted “product owner’s name” and “product name”. The majority of my traffic came from “owners name” [eben pagan] – as an exact matching keyword, meaning all the person searched for was “eben pagan” and nothing else.

Example Ads:
In this example above, you will notice I used the same text ad over and over for each keyword. I like to test a minimum of two ads. I turned off the lower performing ad because this ad was performing better. The sales cart was open for only 4-5 days, so I didn’t have to tweak much with my ads. As you can see I was still able to generate a good number of clicks.

Example Campaign 2:

In this example, I was launch jacking a product called Total Product Blueprints by Brendon Burchard. The product cost was $1,997 with a 50% commission. $1000 is a good profit margin to work with.
My targeted keywords were:

- Brendon Burchard
- Total Product Blueprints
- Kajabi
- Experts Academy
- Millionaire Messenger
- The Charge Book

My highest search volume keyword was the “owners name” [Brendon Burchard] – this converted better than the “product name” itself. My max bid for a single click was $5.88. My average bid was $1.75 – $3.12. In terms of my bid amount, I would have bid higher than $5.88, knowing that I want to be getting as many visitors as possible. Even if my clicks cost me $5.88 each, my profit margin is still high enough because I only spent a few hundred dollars, and even one sale is worth 5 times more than that.

Here’s my ad copy example:

<table>
<thead>
<tr>
<th>Ad group</th>
<th>Labels</th>
<th>Campaign type</th>
<th>Campaign subtype</th>
<th>Clicks</th>
<th>Impr.</th>
<th>CTR</th>
<th>Avg. CPC</th>
<th>Cost</th>
<th>Avg. Pos.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Product Blueprint</td>
<td>[brendon burchard]</td>
<td>Campaign paused</td>
<td>Search Network only</td>
<td>65</td>
<td>2,952</td>
<td>2.20%</td>
<td>$1.70</td>
<td>$110.62</td>
<td>1.9</td>
</tr>
<tr>
<td>Total Product Blueprint</td>
<td>[kajabi]</td>
<td>Campaign paused</td>
<td>Search Network only</td>
<td>13</td>
<td>818</td>
<td>1.50%</td>
<td>$3.12</td>
<td>$46.90</td>
<td>2.3</td>
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<tr>
<td>Total Product Blueprint</td>
<td>[total product blueprint]</td>
<td>Campaign paused</td>
<td>Search Network only</td>
<td>8</td>
<td>888</td>
<td>1.43%</td>
<td>$2.38</td>
<td>$18.77</td>
<td>2.7</td>
</tr>
<tr>
<td>Total Product Blueprint</td>
<td>[total product blueprint]</td>
<td>Campaign paused</td>
<td>Search Network only</td>
<td>7</td>
<td>471</td>
<td>1.49%</td>
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<td>$11.99</td>
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<tr>
<td>Total Product Blueprint</td>
<td>brendon burchard</td>
<td>Campaign paused</td>
<td>Search Network only</td>
<td>5</td>
<td>155</td>
<td>3.25%</td>
<td>$1.32</td>
<td>$0.62</td>
<td>2.3</td>
</tr>
</tbody>
</table>
Setting Up the Retargeting Campaign

Here you can see my write up on retargeting campaigns: 
[http://bringthefresh.com/forum/can-you-really-have-1000-roi-here-s-one-way-to-do-it-t15921.html](http://bringthefresh.com/forum/can-you-really-have-1000-roi-here-s-one-way-to-do-it-t15921.html)

When someone initially visits a site, they are “cookie’d”. Retargeting allows us to follow them around the internet after that with a relevant ad. This kind of traffic converts VERY well, as we know they are interested in what we’re selling, even though they left our site. We just need to remind them as much as possible until the launch is over. It brings them back to your site to generate a sale or lead.

Here are List of Retargeting Companies:

[https://support.google.com/adwords/answer/2453998?hl=en](https://support.google.com/adwords/answer/2453998?hl=en)

Google Remarketing - my favorite Retargeting source.

[http://www.adroll.com](http://www.adroll.com)

I’ve been using Adroll on and off for several years. They are very strict on ad guidelines and what sites they are willing to approve. Some may see this as a downside. I see this as a guarantee my high quality sites will not be over shadowed by low end sites.
I have seen some sites get approved while another site in the same niche gets rejected. You may have to contact a rep there to review your site for approval.

http://www.retargeter.com

Retargeter.com has been around for a long while. They are known to have a good publisher’s base. I try Adroll and Perfect Audience before Retargeter due to their high initial deposit requirement.

http://www.perfectaudience.com

I like Perfect Audience. They don’t require a high deposit to get started, and you can do display and FB retargeting. I’ve noticed they are also getting strict on the type of sites they approve. Overall, this is a good place to get retargeting campaigns setup.

You will want to get your retargeting code placed onto your launch jacking sites as soon as possible. You can watch my videos in the members area, or John Crestani’s for a lot more on how to do this.

You are building a retargeting list with cookied retargeting pixel. As soon as the sales cart opens, you show them ads about your bonus package, so they buy through your link. This method works well with high ticket items due to having profit margins to buy traffic with. Once you built up a cooked list, you can promote other products and future launch jacking offers to the same people. It is a lot like having an email list.
Here an example of a Google Retargeting Setup:

![Google Retargeting Setup]

You are not going to build a huge retargeting list during the prelaunch stage. Every visitor counts towards your commission. I recommend you setup the retargeting pixel right away. I recommend at a minimum getting the Google remarketing pixel setup as soon as possible and launch the campaign only if the product is paying a high commission. Again, the numbers have to make sense for you.
Example of profitable retargeting campaign:

Adwords has a very easy setup for Retargeting. Go ahead and watch my Rich Jerk retargeting video on how to setup your code and installing it on your site. Since the sales cart opens for such a short period of time, you have to setup a day or two before actual open date. If you are one day late, you could miss out on some sales.

I recommend you have approved ads ready - on pause until the cart opens. Do not wait until the cart opens to submit for ad approval. If they don’t approve your campaign, you need enough time to tweak your ad or your bonus page to gain Adwords approval.
<table>
<thead>
<tr>
<th>Ad group</th>
<th>Status</th>
<th>Labels</th>
<th>Campaign type</th>
<th>Campaign subtype</th>
<th>Clicks</th>
<th>Impressions</th>
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<th>Avg. CPC</th>
<th>Cost</th>
<th>Avg. Pos.</th>
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</thead>
<tbody>
<tr>
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<td>Campaign passed</td>
<td>--</td>
<td>Display Network only</td>
<td>Remarketing</td>
<td>43</td>
<td>15,774</td>
<td>0.27%</td>
<td>$0.84</td>
<td>$36.09</td>
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</tr>
<tr>
<td>tpb - remarking</td>
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<td>--</td>
<td>Display Network only</td>
<td>Remarketing</td>
<td>36</td>
<td>6,635</td>
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<td>--</td>
<td>Display Network only</td>
<td>Remarketing</td>
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<td>3,576</td>
<td>0.26%</td>
<td>$1.19</td>
<td>$11.08</td>
<td>1.0</td>
</tr>
</tbody>
</table>
I would only setup retargeting campaigns with Adwords, Adroll, and Perfect Audience to begin with. If your site doesn’t get approved on any of these, there are some other retargeting companies you can use. For example, the screenshot below is from my [sitescout.com](http://sitescout.com) retargeting lists. I stopped using them due to the low-quality publishers that were displaying my ads. They were mostly “anime” sites, file sharing sites, movie download sites, and not conducive to my targeted audience.

I felt these publishers’ sites did not align with my intended launch jacking audience. Be careful with various other retargeting companies out there. Start with the most reputable retargeting companies: Adroll, Perfect Audience, Retargeting, and Google Remarketing.

<table>
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<th>Total</th>
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</thead>
<tbody>
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<td>54437</td>
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<tr>
<td>17244</td>
<td>DayK</td>
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<td>687057</td>
<td>Video</td>
<td>37</td>
<td>40</td>
<td>show</td>
</tr>
</tbody>
</table>

**What To Do With Old Launch Jacking Sites**

The entire product launch process only lasts about 3-4 weeks. The sales cart closes and the product buyers begin consuming their course. You can re-use old launch jacking sites to promote new product launches though. If the new product launch is in a similar niche, I would make posts about the new product on the old launch jacking sites. Then put a link to your new launch-jacking site. Now your old LJ sites are becoming backlinks for your new site! Use this for back linking to new sites.
Summary & Recap

Here are my general launch jacking guidelines. I want you to know them inside and out.

Profitability

You need to know your budget by determining the metrics of the program. You need to know commission per sale (% or flat fee), the cost of the domains you are going to use for launch jacking, the cost of outsourcing content, backlinks, graphic design, etc. It’s important you know how much time you are allocating for launch jacking and go all-in. I do best with launch jacking if I’m focused on only one at a time.

Bonuses

Carefully consider the type of bonuses you should offer depending on earned commission and expenses associated with each launch jacking. Offer highly relevant tangible bonuses that people can really use – electronics, consultations/intangibles, and memberships. Make sure you know your numbers. Don’t break the bank by giving away more than you can earn – Use the ONE sale break even rule. Be clear with bonus terms, including when it will be fulfilled. (after refund period)

Research The Right Product

Choosing products outside IM/MMO has proven profitable for me. Try financial, health and wellness, and self-help niches.

Find additional product ideas by signing up for newsletters, researching related forums, and attend industry events. Start networking with people. You may find product owners who need help promoting their offer.
Determine Demand

How much demand will there be for this launch? To whom are JV partners promoting this launch? A high demand means more people will search for the product.

This is good for launch jackers. Although new products do well for me with launch jacking, it may be different for you. Affiliates want to see if the product owner had any successful launches in the past. This is a good indicator that the new launch will do will. Remember to reverse engineer your competitors’ sites.

Get the Right Domain Name

While this is not a deal breaker, I highly recommend getting the right domain names as soon as you know the launch details.
Launch Jacking Scenarios

Good LJ Scenario 1

* Financial Niche: Forex Trading Program
* Top JV Partners On Board + New Product
* Product Sells at $1,997
* Commission 50% = $1,000
* Cost To Setup (Contents + Links) = $500
* Time Allocated For LJ = 3 Weeks

**Good Launch Jacking Scenario 1:** This would be my best scenario, and I’m going all in with this launch. Niche choice is good. Commission is great at $1K per sale, there will be a lot of JV mailing for this launch, so I know people will be searching for more product information. I’m already there, setting up my launch jacking sites.
Good Launch Jacking Scenario 2: I would launch jack this. Good niche to be in, top JV partners on board to mail, and the commission is $500. I would pay attention to my competition’s rankings throughout the launch and see if I need to spend more on backlinks to boost my site up higher. Depending on amount of competition, I may not even offer any bonuses. If competition is offering bonuses, then I would add bonuses.
Okay Launch Jacking Scenario 1: I may pass on it since it is a low ticket product with $150 commission but will take me the same amount of setup time as a high ticket launch. Make sure to watch your costs associated with this type of LJ. You don’t want to overspend, as you may not get many sales. The “Teespring” offer is in a niche where a lot of refunds happen. What’s worse is if the product has all the hype, but it doesn’t deliver in the backend.

Overall it’s my preference to pass on this type of scenario.
Launch Jacking Scenarios

Bad LJ Scenario 1

- Internet Marketing Niche: Software
- A Few JV Partners On Board + New Product
- Product Sells at $497
- Commission 50% = $250
- Cost To Setup (Contents + Links) = $150
- Time Allocated For LJ = 2-3 Weeks

Bad Launch Jacking Scenario 1: In my experience, launch jacking a software can result in high amount of refunds and a lot of wasted time. It would be a different story if you had a list with huge following and can endorse this software. With launch jacking, your choice on the product will determine if you are going to be successful or not.
Bad Launch Jacking Scenario 2: There’s nothing wrong with launch.jacking this product either, but I would pass on this because this is in the “MMO” niche. Its super tough as a launch jacker to make sales in this niche. I would have to sell a lot of units to make enough money to cover expenses and amount of time put it to launch jack this product.
Launch Jacking Scenarios

**Unknown Scenario:** I would cautiously launch jack this one using minimal techniques and expenses and see how it goes. I like the $1000 commission. Unless the product owner has successful past launches, it’s a flip of a coin.

**Launch Jacking Tools**

- bluehost.com (shared hosting account)
- mediatemplet.net (shared hosting)
- wiredtree.com (dedicated hosting)
- ahrefs.com (reverse engineer backlinks)
- 20dollarbanners.com (good place hire designer for banners)
- fiverr.com (good place to find outsourcers)
- freelancer.com (good place to find outsourcers)
- diythemes.com (thesis theme)
- optimizepress.com (optimize press theme)
WANT TO WORK WITH ME?

Find out more by going to RichJerk.com/Pyong