

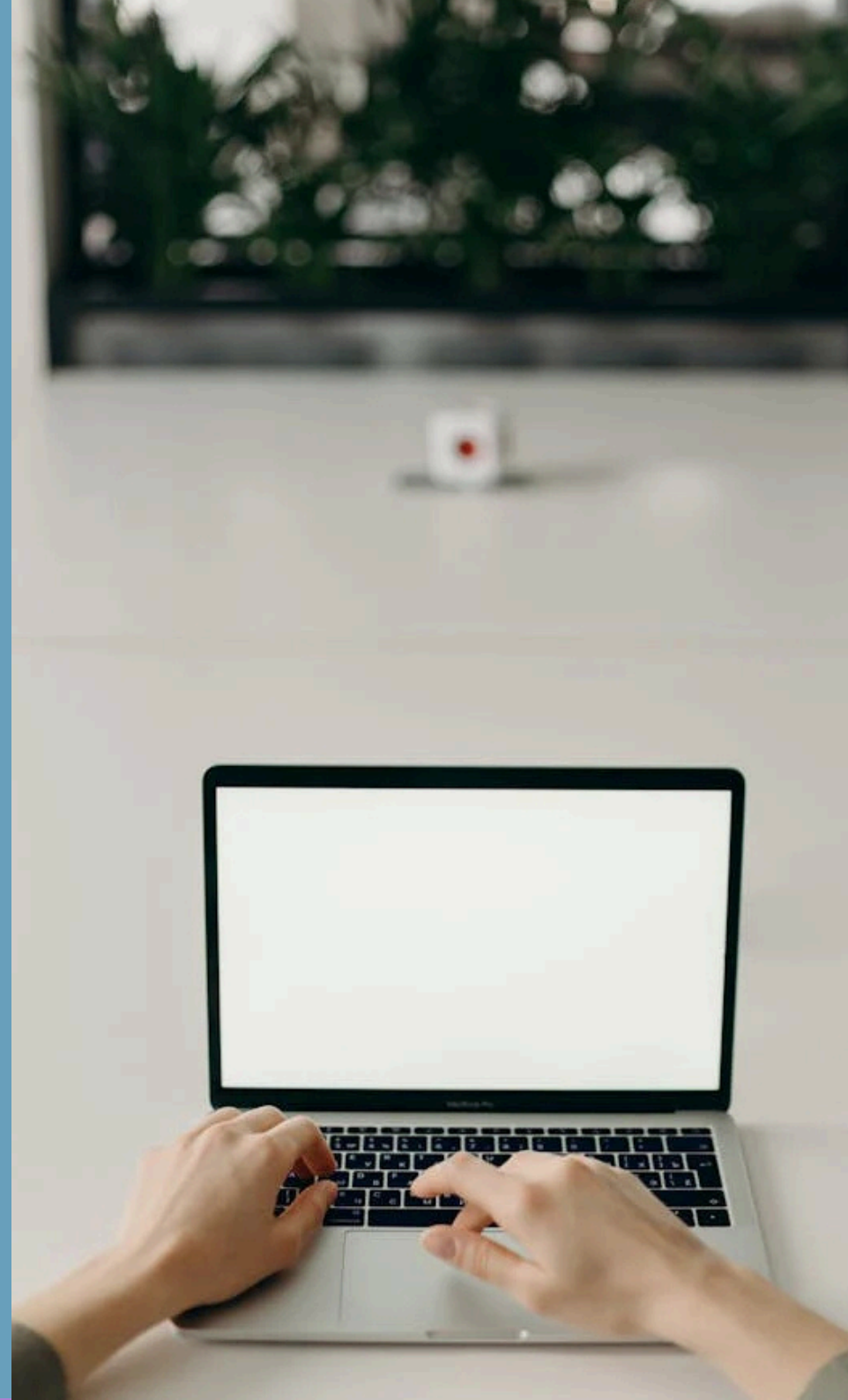
The Top 3 Launch Models

to Have Your Most Profitable Launch

in Company History



5D Strategy



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Kristen Palmer is a trusted partner for visionary business owners seeking transformative growth and operational excellence. As a seasoned Fractional CEO, Chief of Staff, and CMO, Kristen has built a stellar reputation for helping fast-growing companies in alternative education and other industries turn ambitious visions into actionable strategies that deliver measurable results.

With over 15 years of experience in digital marketing and 11+ years in cross-functional leadership, Kristen combines creative problem-solving with data-driven decision-making to optimize operations, align teams, and drive profitability. Her commitment to excellence and passion for strategic innovation have made her a driving force in organizational growth and customer-centric marketing. Read below to learn about her 3 favorite launch models to achieve your best launch yet!

~ Kristen Palmer



Unlock Your Launch Potential

Jeff Walker's Product Launch Formula is more than a strategy—it's a roadmap to success. By combining the power of valuable content, authentic connections, and a structured launch process, PLF empowers you to create launches that not only meet but exceed your business goals... over and over again, across many industries.

Are you ready to transform your next launch into your most profitable one yet?

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Launch Model #1:

Jeff Walker's Product Launch Formula (PLF)

In the competitive world of online business, mastering the art of launching a product can be the difference between a successful brand and a forgotten one. Enter Jeff Walker's Product Launch Formula (PLF)—a groundbreaking framework that has redefined how businesses roll out new offerings. Whether you're an entrepreneur, marketer, or business owner, PLF equips you with a proven step-by-step system to generate buzz, build trust, and maximize revenue.

The success of the Product Launch Formula isn't just about tactics—it's rooted in psychology. By leveraging principles such as reciprocity, scarcity, and social proof, PLF creates a compelling and seamless journey for your audience.

- Reciprocity: Offering free, valuable content upfront fosters goodwill and trust.
- Scarcity: The limited-time offer adds urgency, motivating immediate action.
- Social Proof: Customer success stories validate your product's effectiveness.

The structured phases of PLF—pre-pre-launch, pre-launch, and launch—guide potential customers through a natural progression of engagement and excitement, leading to higher conversions and increased loyalty.

Why It Works:

The PLF operates on proven psychological principles such as reciprocity, scarcity, and social proof. By offering free value upfront, you nurture a sense of goodwill and trust among your audience. The structured phases—pre-pre-launch, pre-launch, and launch—create a seamless journey that guides potential customers from curiosity to commitment.

Practical Examples:

This model has been successfully implemented across a wide range of industries, including:

- Online courses and educational platforms
- Membership sites
- SaaS products
- Coaching programs

Whether you're launching a brand-new product or reintroducing an existing one, the PLF provides a robust framework to maximize engagement and revenue.



For businesses launching in competitive markets, the waitlist model offers a way to differentiate themselves and secure early adopters and feedback.



Launch Model #2:

The Waitlist Launch Model (Inspired by Jay Abraham)

The waitlist launch model is a sophisticated approach rooted in marketing expert Jay Abraham's "Domination Strategy." This model centers on creating demand and exclusivity by strategically building a waitlist before your product's official launch. It's particularly effective for businesses looking to make a significant impact on launch day.

Why It Works:

The psychology of exclusivity and FOMO (fear of missing out) underpins the success of the waitlist model. When people perceive something as exclusive or in high demand, its value increases in their eyes. This strategy ensures a strong, engaged audience on launch day, which often translates to higher conversion rates. Also, by gathering feedback when creating the waitlist, you can gain valuable knowledge for product creation while building rapport.

Practical Examples:

The waitlist model works exceptionally well for:

- Limited-edition products
- High-demand services
- New software or app releases
- Membership programs





Launch Model #3:

Jason Fladlien's 14-Step Webinar Launch Model

"For businesses looking to create a powerful connection with their audience, this model excels at turning attention into trust and trust into action.

It enables you to deliver substantial value while seamlessly transitioning into an irresistible offer."

This is a webinar-based strategy meticulously crafted by Jason Fladlien to maximize audience engagement and drive conversions. This model operates on a 14-step framework designed to lead participants through an engaging journey, addressing their concerns and motivating them to take action. It emphasizes the delivery of value upfront while strategically addressing psychological triggers like reciprocity, authority, and urgency.

The structure ensures that your audience not only stays attentive but also feels compelled to act by the end of the webinar. By combining deep audience understanding with polished delivery and interactive elements, this model is particularly effective for promoting high-ticket offers, digital products, or exclusive services.



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Additional Insights for Businesses:

For businesses entering saturated markets, the webinar model offers a chance to stand out by creating an immersive and value-packed experience that builds authority and trust.

It allows you to position yourself as an expert while directly addressing the unique needs of your audience.

By engaging participants in real time, you can foster a deeper sense of connection and responsiveness that other launch models might not achieve.



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Key Features of the 14-Step Webinar Launch Model:

1. **Audience Research:** Deeply understand your audience's pain points and desires.
2. **High-Impact Webinar Title:** Craft a compelling title that clearly communicates the transformation or result your audience wants.
3. **Value-Driven Content:** Deliver actionable insights that provide immediate value, ensuring your audience feels they've benefited just by attending.
4. **Structured Presentation Flow:** Follow Jason Fladlien's proven 14-step framework to guide the narrative and keep the audience engaged.
5. **Overcoming Objections:** Address common objections directly and pre-emptively within your webinar content.
6. **Urgency and Scarcity:** Use time-sensitive offers or limited availability to encourage immediate action.
7. **Clear Call to Action (CTA):** Ensure your audience knows exactly what to do next, with a straightforward and compelling offer.
8. **Audience Interaction:** Leverage polls, Q&A sessions, and interactive elements to keep the audience engaged throughout.
9. **Professional Visuals and Design:** Use high-quality slides and a polished webinar platform to establish credibility.
10. **Replays and Follow-Up:** Offer a webinar replay for those who missed it and follow up with attendees to reinforce your pitch.

Why It Works:

- **Psychological Triggers:** The model uses principles like reciprocity, authority, and social proof to create trust and desire.
- **Engagement:** Webinars allow for real-time interaction, making the experience personal and impactful.
- **Immediate Value:** By providing useful content upfront, the model establishes credibility and builds goodwill with the audience.
- **Conversion Optimization:** The structured steps are designed to systematically guide attendees from interest to purchase.

Practical Examples:

- **Example 1:** A digital course creator uses the model to sell a \$1,000 program. They highlight success stories, address common fears (e.g., "I'm not tech-savvy"), and offer a bonus package for those who enroll during the webinar.
- **Example 2:** An e-commerce brand uses the webinar to launch a new product line, emphasizing the unique features and benefits through live demonstrations and offering an exclusive discount for attendees.
- **Example 3:** A service provider leverages the 14-step model to promote a high-ticket coaching program, addressing potential objections such as cost by showcasing testimonials and a money-back guarantee.

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As a former mentor of mine once said, "You must first know the rules in order to know how to break them." The PLF, Waitlist Model, and 14-Step Webinar Model are three powerful frameworks that have been tested and proven to deliver extraordinary results. By mastering these and tailoring them to your industry and audience, you can create a launch strategy that is both effective and unique.

In 2024, I helped three clients achieve their most profitable product launches in over five years. By utilizing these three models and customizing them to fit each client's specific goals, we achieved record-breaking results, including increased revenue, higher customer engagement, and long-term brand loyalty.

If you're ready to elevate your product launch and achieve your best results yet, let's work together.

CLICK HERE TO BOOK A FREE 15 MIN
STRATEGY CALL>>

