

Launch: An Internet Millionaire's Secret Formula To Sell Almost Anything Online, Build A Business You Love, And Live The Life Of Your Dreams

By Jeff Walker

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"Launch" will build your business---fast. Whether you've already got a business or you're itching to start one, this is a recipe for getting more traction.

Think about it---what if you could launch like Apple or the big Hollywood studios? What if your prospects eagerly counted down the days until they could buy your product? What if you could create such powerful positioning in your market that you all -but- eliminated your competition? And you could do all that no matter how humble your business or budget?

Since 1996 Jeff Walker has been creating hugely successful online launches. After bootstrapping his first Internet business from his basement, he quickly developed an underground process for launching new products and businesses with unprecedented success.

But the success-train was just getting started---once he started teaching his formula to other entrepreneurs, the results were simply breathtaking. Tiny, home-based businesses started doing launches that sold tens of thousands, hundreds of thousands, and even millions of dollars in sales with their launches.

"Launch" is the treasure map into that world---an almost secret world of digital entrepreneurs who create cash-on-demand paydays with their product launches and business launches.

Whether you have an existing business, or you have a service-based business and want to develop your own products so you can leverage your time and your impact, or you're still in the planning phase---this is how you start fast. This formula is how you engineer massive success.

Now the question is this---are you going to start slow, and fade away from there?

Or are you ready for a launch that will change the future of your business and your life?

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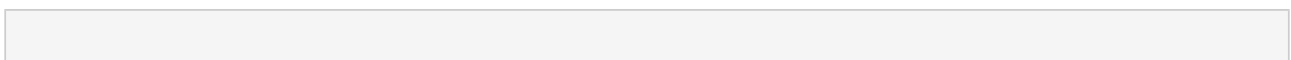
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Editorial Review

Review

This is not just a book. It's a license to print money. (Okay, maybe I'm overstating it a bit, but not by much.) I used Jeff's Product Launch Formula to create a seven-figure-plus business I absolutely love. And unlike some successful entrepreneurs, he holds nothing back. It's all here—a proven strategy, real-world examples, and step-by-step instructions—everything you need to create a business you're crazy about while making an incredible living doing it. —**Michael Hyatt, New York Times Bestselling Author and Founder of PlatformUniversity.com**

The title of this book, LAUNCH, is uniquely appropriate because Jeff Walker is the pioneer innovator of online marketing launches, as well as the online marketing industry's foremost teacher. The careers of thousands of successful online entrepreneurs have already been launched by Jeff's extraordinarily practical concepts, structures, strategies, tools, and processes. LAUNCH is a must read for all marketers—the go-to handbook for making money selling anything on the Internet. —**Dan Sullivan, President and Founder of The Strategic Coach**

It took me four years to grow my first business to \$5 million. Using Jeff Walker's product launch model, I was able to hit \$5 million in sales—in a brand-new business niche—my first year. Jeff has created one of the most important innovations in marketing in the last 100 years. —**Eben Pagan, Founder of Hot Topic Media and Serial Online Entrepreneur**

Business is a succession of launches—new products, projects, promotions, incentives, partnerships, etc. To succeed you'll need to master the launch. To do so you'll want to study the master of the launch—Jeff Walker. Ten thousand hours and millions of dollars later, he has figured it out. Read this book and shorten your path to profits dramatically. —**Darren Hardy, Publisher and Founding Editor of SUCCESS and New York Times Bestselling Author of "The Compound Effect: Jumpstart Your Income, Your Life, Your Success."**

This book is a must read for everyone trying to influence and change people's lives in a positive way. It's a GREAT business book, but it's also much more than a business book. I plan to get a copy for every Hay House author. —**Reid Tracy, CEO, Hay House, Inc.**

Even though I am a 30+ year veteran in direct marketing, this book made me realize how much there is still to learn about being an excellent marketer . . . and a human being as well. As one of the heroes among heart-based entrepreneurs on the planet, Jeff has written possibly the most important book about both direct response marketing and entrepreneurship in the last decade.

Anyone who thinks the word “launch” refers only to online marketing hasn't been paying attention to direct response marketing over the last five decades (or more). And anyone who thinks that Jeff Walker hasn't earned the right to own the word “launch” in today's marketing landscape also hasn't been paying attention.

LAUNCH is a must read for anyone in business today—experienced or novice—who needs to get their product or service out to the world . . . and wants to do it with integrity and power. —**Brian Kurz, Executive Vice President, Boardroom, Inc.**

The first day of launching a new business has always been a stressful, nerve-racking time. But since applying

Jeff Walker's ideas, we've turned these "launch days" into moments of celebration, success, and amazing cash flow as our businesses have managed to pull in incredible customer demand on day one. This has added millions to our bottom line and raised the valuation of our company immensely as day-one sales trumped all expectation. —**Vishen Lakhiani, Founder and CEO, Mindvalley**

This isn't a book as much as it is a recipe and a blueprint for changing you and your family's financial fortune. It breaks down everything from the Seed Launch, where you start completely from scratch, all the way up to the mega JV Launches that can bring in millions in a matter of days. The process definitely takes some work, but if you get the process down and use it, then you can have nearly instant sales and momentum in your business. Not only will following Jeff's formula make your success more possible, it will make it more probable. So buy Jeff's book---after all, he's the guy who sold a million dollars of his product in a single hour! LAUNCH has both of our full endorsements, and it can change your business and your life. —**Joe Polish and Dean Jackson, ILoveMarketing.com**

When it comes to Internet marketing, Jeff Walker is a bonafide genius. Now with LAUNCH, he maps out exactly how you can successfully market any product or service online. A must read for all serious entrepreneurs. —**Randy Gage, Author of the New York Times Bestseller, "Risky Is the New Safe."**

This book isn't just for people who want to make a lot of money in their businesses really fast. This is for people who want to live their best life, doing what they were born to do, and serving the world. I highly recommend this book to anyone that wants to make a bigger impact along with a much bigger income. —**Christian Mickelson, CEO of CoachesWithClients.com**

If I could say one word about Jeff Walker and LAUNCH, it would be: IMPACT. If you are looking for a huge positive impact on your business, your family, or in life, then LAUNCH is a must read. Don't walk to get a copy . . . run, and let Jeff Walker help you create a great legacy for those around you. —**JB Glossinger, Founder of MorningCoach.com**

In the early days of Web marketing, it was complete freaking chaos online. We knew we had unprecedented access to vast global audiences, but we lacked a simple, elegant way of introducing new products and closing sales.

Enter Jeff Walker . . . who arrived well-versed in old-school direct marketing, coupled with a unique early-adopter's grasp of the potential online. He explained his idea to me, early on, as simply turning a damn good sales letter on its side . . . and using every aspect of this powerful new technology to attract prospects, build their desire to the breaking point, and then transform their lives by fulfilling on the promises that drove them nuts over an extended process of education, sharing, and giving away teasingly good samples.

The launch formula he perfected produced results for us far beyond any of our other online marketing efforts . . . time after time after time. It was stunning. And fun. And elegant in its simplicity. Jeff codified the way online launches will be conducted for generations to come. —**John Carlton, Legendary Copywriter and Author of "The Simple Writing System" and "The Entrepreneur's Guide to Getting Your Shit Together ."**

I've known Jeff Walker for several years---I've watched the way he does business. It's 100% based on building value, and that's exactly what this book does. In LAUNCH he gives you the proven recipe for launching your product or business. Jeff teaches from experience, and he teaches with huge heart and great humility. His strategies are both revolutionary and incredibly effective. —**Janet Bray Attwood, New York Times Bestselling Coauthor of "The Passion Test."**

I was lucky enough to spend a day in a small room with just a few dozen people listening to Jeff Walker

teach his heart out. Every person in the room was riveted to their chair as he taught for nine straight hours. The strategies I learned that day completely transformed my business and my idea of what was possible. In LAUNCH, you get the strategies Jeff taught that day, and more. This is the business book of the year, and I'm personally buying a copy for all my top coaching students. —**JJ Virgin, CNS, CHFS, New York Times Bestselling Author of "The Virgin Diet" and "The Virgin Diet Cookbook."**

People trust Jeff Walker because Walker has consistently for years been on the forefront of producing results online with his Product Launch Formula. Now he has distilled his system into LAUNCH so anyone can learn it, implement it, and launch it! It's almost unfair, how easy he just made it for you. I won't launch another book without using LAUNCH. Jeff Walker created the road map, and I plan to use it. —**David Bach, Nine-time New York Times Bestselling Author and Creator of the "FinishRich" Book Series**

I've read a lot of marketing and business books . . . and most of them spend 300 pages to get to one worthwhile idea. This is a serious, practical, comprehensive guide for the real world business owner. If you've ever wondered how to start your business or find more customers online, LAUNCH will help get you where you want to go. —**Sonia Simone, Cofounder of Copyblogger Media**

What Jeff Walker teaches in LAUNCH is vital for modern marketing success. You don't need more tactics or tools; you need smart strategy, and that's exactly what this book delivers. —**Marie Forleo, Founder of B-School, Award-Winning Host of MarieTV, MarieForleo.com**

This is the most important book ever written on online marketing. LAUNCH will become the source document and sole blueprint used by millions of businesses and entrepreneurs to promote their brands and products in the digital age. I've personally used Jeff Walker's methodologies to start from scratch and launch five brands, each of which hit one million dollars in revenue in less than 12 months. This book is invaluable, and Jeff is the modern marketing savant the world has been waiting for. —**Brendon Burchard, #1 New York Times bestselling author of The Millionaire Messenger**

About the Author

Jeff Walker started his first online business in 1996---way back in the Internet Dark Ages. After spending eight years honing his craft in a variety of niches, he started teaching his launch techniques to others in 2004. His Product Launch Formula literally invented the online launch model, and Jeff has now taught the model to thousands of clients, and those clients have generated over \$500 million dollars in sales in hundreds of niches. You can follow him at JeffWalker.com.

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From reader reviews:

Johnny Mosier:

Information is provisions for people to get better life, information currently can get by anyone at everywhere. The information can be a expertise or any news even a concern. What people must be consider when those information which is in the former life are challenging be find than now is taking seriously which one would work to believe or which one the actual resource are convinced. If you have the unstable resource then you have it as your main information there will be huge disadvantage for you. All of those possibilities will not happen in you if you take Launch: An Internet Millionaire's Secret Formula To Sell Almost Anything Online, Build A Business You Love, And Live The Life Of Your Dreams as your daily resource information.

Margie Turner:

Typically the book *Launch: An Internet Millionaire's Secret Formula To Sell Almost Anything Online, Build A Business You Love, And Live The Life Of Your Dreams* will bring you to the new experience of reading any book. The author style to elucidate the idea is very unique. Should you try to find new book you just read, this book very suited to you. The book *Launch: An Internet Millionaire's Secret Formula To Sell Almost Anything Online, Build A Business You Love, And Live The Life Of Your Dreams* is much recommended to you you just read. You can also get the e-book from your official web site, so you can more easily to read the book.

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