



# **Launch: How Ordinary People Are Creating Extraordinary Success Online**

*Jeff Walker*

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Is your product or business going to achieve nearly instant momentum and sales, or will it start off slow and fade away from there?

The start of every business is critically important. . .and every truly successful product or business starts with a successful launch. Unfortunately, most entrepreneurs put all their focus into "getting the doors open", without giving much thought to creating a great launch.

It doesn't have to be that way. Since 1996 Jeff Walker has been creating hugely successful launches in our increasingly digital world. Bootstrapping his first Internet business from his basement, he quickly developed an underground zero-budget process for launching new products with then-unheard of 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 just a few days.

What you have in your hands is the treasure map into that world---an almost secret digital society of entrepreneurs who have learned to create cash-on-demand paydays with their product launches and business launches.

Whether you have an existing business with existing products, or whether you have a service-based business and you want to develop your own products so you can leverage your time and your impact, or whether you're still in the planning phase and haven't quite started yet. . .this is your owners manual on how to start. This formula is how you engineer massive success.

Now the question is. . .are you going to start slow, and fade away from there? Or are you ready to engineer a launch that will change the future of your business and your life?

## **Launch: How Ordinary People Are Creating Extraordinary Success Online Details**

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Online Jeff Walker**

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# From Reader Review Launch: How Ordinary People Are Creating Extraordinary Success Online for online ebook

## Janine Southard says

I'm torn on how I want to rate this book, so I'm holding off on the rating for now.

On the one hand, the book comes off as super-smarmy. And also like he's using it as a book-long pitch to go sign up for his (multi-thousand dollar?) Product Launch Formula course.

On the other hand, he really does have examples as checklists for how to have a launch in there.

Back to the first hand, I'd probably have stopped reading this and called it "trashy used-car-salesman stuff" if I hadn't heard the author interviewed on the Online Marketing Made Easy podcast. On that podcast he told two of the exact same stories/case-studies as are in this book. On the podcast, they sounded interesting, exciting, and like something I'd want to know more about. In the book, they sounded like unrealistic salesy stuff.

So, I'm willing to believe the guy just writes like an unscrupulous smarm-monster. He's the first to admit (in that podcast) that he's not good at writing, which is why he prefers videos. (But maybe his editor or a ghost writer could have helped with the tone?)

In order to decide if this is a great book smothered by unfortunate writing, or just a piece of grrr, I'm doing an experiment. I have a modest product launch coming up in October, and I'm going to use his system (with all the checklists in the book) to run it. If I do better, then I'm going to give this book 4 stars for content. If I do the same, I'm giving it 2. If I do worse than the last time I launched (e.g., losing mailing list subscribers), then he gets a 1 star.

Sounds like a fair experiment to me!

UPDATED: two stars. Sigh. I was so hopeful this method, at least as laid out in the book, would be successful.

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## mathias luz says

For those who want to start off a career out of a natural passion/hobby/interest with a 7-figure revenue potential!

TOP 10 BUSINESS BOOK I EVER READ!!!

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## Sasha says

I am glad that I read this book. It reads mildly like an infomercial at times, especially at the beginning. But don't let that put you off. (That sort of thing is generally a big turnoff for me, but I found it tolerable, with some skipping.) What's contained inside is still extremely useful, and can be adapted to a number of different

purposes, with some imagination. If you're launching a product or business (or both), this book may give you many useful ideas, even if you don't follow what he lays out in every detail. Note that, especially if you aren't marketing exactly the type of product he's primarily writing for (selling information over the internet, such as in the form of video classes), you'll really want to keep your thinking cap on as you read, brainstorm and take notes. This isn't information you can absorb passively and then apply--you'll have to keep thinking on how this can be adapted for your particular situation.

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### **Donnovan Simon says**

Good work by Jeff. There is always value in hearing from someone who has done it. Many of the elements of Jeff's model make tons of sense and will provide desired results. I like the fact that he is realistic about the key elements to business success e.g. having a great product. You cannot but respect that he is not trying to lure you into thinking that everyone and every product will be a hit. With the increasing use of the internet to drive product success, it may be useful to add another layer of realism to the model, that of teasers (from the client side). Those are people who will take initial steps but never go further and I think with the fact that so many people are doing as Jeff is (internet launches and list building), the effectiveness of the model is likely to diminish with time. No doubt more refinement will be required to combat the spam tolerance levels as well as the saturation that comes from more people seeking to exploit their lists. Overall, a lot of great ideas, and anyone who reads the book will find enough value to drive their good product to reasonable success.

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### **Calvin Powers says**

I feel like this book could have been about 20% of it's current length. The Product Launch Formula is fairly straight forward. It's a combination of email list building, good old fashioned direct-mail style copy writing, and a little bit about the psychology of how people surf the web.

I'm not at all an expert at internet marketing, that's why I wanted to read the book. But I'll say that the nuts and bolts, as presented, rang true. There weren't any brilliant insights, but I didn't feel like calling "B.S." on it either.

The rest of the book seems to be half filled with stories of people making gazillions of dollars using his formula and half filled with Jeff Walker telling you over and over that the Product Launch Formula is not a "get rich quick" scheme.

The book has its merits. It will help you think about how you should launch your internet business. But I felt like I could have condensed the meat of this book into about a dozen power point slides.

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### **C.A. says**

While not exactly what I needed, this book did provide me with some great ideas and examples. I think if you have a service to market, however, you could do worse. His suggestions seem really simple and possible, but he at least admits to some failures and some duds. The tone is one of cheerleading, but he believes, so what else would he sound like. All in all, a good business book.

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## **Matti says**

The book contains good instructions to online marketing in a mix of stories, theory and concrete examples.

My key takeaways:

- E-mail list is your biggest asset. Focus on list-building!
- Get a rid of "hope marketing" or just hoping that your product sells.
- Your market is conversation. Open a dialogue with your potential customers and learn from them.
- Product launch is about creating value to your customers. Always exceed your customers' expectations.
- Product launch is actually sequence of messages instead of single message.
- Product launch contains multiple phases: prepre-launch, pre-launch, the launch, post-launch.
- You need to tell a story. Stories are memorable.
- Use mental triggers.
- Define your avatar, create opt-in ethical bribe and use squeeze page.
- Use sideways sales letter instead of sales letter.
- Don't worry about giving away too much good stuff on pre-launch (reciprocity).
- Sell them: Opportunity - Transform - Ownership experience
- Be a living person and avoid corporate talk

There are similarities to Lean Startup methodology.

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## **C. Hsiung says**

### **Hype or Real?**

If you're hoping to become an instant millionaire, you're in for a rude awakening. You're not going to become rich just by reading this book.

### **The Proof is in the Pudding**

Okay, the book title tantalized and teased...so I bought Launch a few days before its release. Jeff Walker had already turned on his Internet marketing machinery long before the book was on the shelf. It started to drive sales using the methods he teaches. The fact that it climbed to the #1 spot in The NY Times Bestselling List within the first couple of weeks did not surprise me.

### **What did I learn?**

For starters, there's no shortcut to success. You have to work smart and work hard to succeed. Jeff Walker shows you how to promote your product, but you still have to get down in the trenches. And speaking of product, you need one to sell one—he'll even give you ideas for that. I have to admit that I found it incredible what some people sell...and the same goes for what some people buy.

The book entertains while you learn—success stories that keep you turning the pages. Jeff Walker's methods are credible and doable if you are serious about starting an Internet business. After reading the book and watching him speak a few times on video, I believe him. He's not the sleazy salesman or marketer who turns you off with his pitch.

## **Conclusion**

Does the book give you the license to print money? NO. Go do the work and learn some marketing tricks along the way to promote your product or service. There's no reason why you can't have fun doing it. Read Launch, and get some actionable ideas.

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### **Barbara (The Bibliophage) says**

I know quite a few people who have successfully implemented Jeff Walker's Product Launch Formula, so I was looking forward to understanding the secrets behind the process. I think the book lays the PLF process out clearly enough that you could put it into place with just this knowledge. However, you will need some understanding of technology and general marketing principles. There's also a lot of solid advice on entrepreneurship and creating a life you love. Good balance between specifics and general advice.

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### **Barnabas Piper says**

This book was so bad as a book. Buried within it were some very practical online product launch tips, but most of it was a puff piece about how much money he made and then selling subsidiary products and services. The good parts would have made up about 15-20 pages (a booklet worth buying!). The problem is that the whole thing was 10 times that long. It read like a get rich quick scheme with some practical wisdom lost in the garbage.

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### **Ahmad hosseini says**

This is a book about launching products, marketing, and growing businesses. Author introduces Product Launch Formula(PLF). PLF is a system to get your market to engaged with your product or business. In this approach, instead of relying on a single communication to make your point, you use a sequence of communications that build upon each other. PLF use a series of sequences – pre-prelaunch, the prelaunch, the launch, and the post-launch.

This book is good for running and marketing small businesses, not big companies.

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### **J.F. Penn says**

Lots of info for the newbie & the experienced internet entrepreneur. I came away with lots of notes and ideas - just ignore the over salesy bits and dig through to the gold.

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### **Graham Downs says**

This book was recommended to me by one of my "authorpreneur" friends, in the context of making a business as a writer.

It's not half-bad. All of the tactics in the book resonated with me, from building an e-mail list, to giving away lots of free value, through the pre-pre-launch, pre-launch and launch processes. I will definitely be trying some of these techniques for my next book launch.

My only concern is that the book comes across as quite "over-the-top", particularly in the case studies and anecdotes, where people achieved millions of dollars in sales over a period of a few days, yada yada yada. Granted, the author does make a point of continually reminding people that you can't expect those kinds of results with your first launch, but it still feels very "evangelical".

I mentioned a while back, when I reviewed God for Today, that although I am a Christian, I seldom read Christian books. Well, it's kind of the same reason that I seldom read business and marketing books.

Still, the Product Launch Formula seems quite sound, and I think it's definitely the way we'll all be doing product and business launches in the 21st century.

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### **Ann Addley says**

This is my favorite "how to" book since The Four Hour Work Week. To be honest there is two reasons for this, one - it is a subject that I am not familiar with already and and two instead of telling you to do something it tells you how to do it. I am a big fan of actionable steps.

The book outlines how to take an idea or invention and licence that idea to a company capable of developing and producing it without expensive patients.

The only downside of this book is that it is American-sentric and differing laws in other countries may negate the technique.

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### **Karol Gajda says**

The subtitle of this book should be: "I built a business teaching people how to build businesses while I was learning to build a business teaching people stock trading, which I knew nothing about."

Run-on sentence for absurdity.

Now, I know the stuff Mr Walker talks about works. He has created a solid formula if you're launching products online. But this book is more sales letter than content. It's a lot of fluff. A lot of "this is what I'm going to teach you" and not enough actual teaching. It boils down to this: Launch by Jeff Walker is a not-so-sly way to get you into his expensive coaching, which he mentions often.

Mr Walker built his first big business -- the business the tactics in Launch are based on -- teaching people stock trading. He was making so little money trading stocks at the time that he couldn't afford web hosting.

Direct quote from the book: "In fact, back then I couldn't even afford to buy a domain name or web site hosting, so my site was hosted on a free server."

He mentions how poor he was when starting this "how to make money in the stock market" business quite a few times, with pride. He didn't go so far as to say, "I never traded stocks in my life before teaching people how to trade stocks," but it was implied.

(Lack of) Ethics are strong on this one.

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