

#1 New York Times Bestseller

JEFF WALKER

CREATOR OF PRODUCT LAUNCH FORMULA

Launch



An Internet Millionaire's
Secret Formula

To Sell Almost Anything Online,
Build A Business You Love, And
Live The Life Of Your Dreams

Resumo de Launch: An Internet Millionaire's Secret Formula to Sell Almost Anything Online, Build a Business You Love, and Live the Life

"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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