



THE PERFECT LAUNCH BOOKLET

A statement by Casey Gauss

I'm Casey Gauss, co-founder and CEO of Viral Launch where the team and I work hard everyday to enable entrepreneurs to achieve their dreams. When it comes to Amazon, you have to do everything right in order to do anything right. And your launch strategy is an important part of that process, so getting it right is crucial to your success.

Product example used for “The Perfect Launch Booklet”

PS. All softwares used in this book are Every Mans Empire's personal favorite softwares and below is my reasoning that I like them:

1. Viral launch a full suite of tools that help you pick the right keyword for your launch. They also have a large pool of people ready to purchase your product at a discount which is what we want so that we can obtain first page rank effectively.
2. Wordtree.io has more advanced features in it. This includes letting you know the amount of units to giveaway for the correct keyword. They also have a keyword tracker so you can see where you are ranked for each keyword.





Things to check off before you start your product launch:

1. Title is fully optimized.
2. Bullet points is fully optimized.
3. Product description is fully optimized including HTML formatting. Pictures looks amazing.
4. Make sure that the keyword(s) that you want to do giveaways for are in your product title.
5. START LAUNCH!!!

Ps. Every Man's Empire highly suggests that you use wordtree.io as your listing builder. You can import your current listing from Amazon into Wordtree.io if you already started or completed your listing. Wordtree.io will score your listing 0-100. They also give you all the necessary words needed for you have a fully optimized listing!!

Reviews:

When it comes to launch it is important to understand that your listing will have no social proof to let other customers know what previous customers had experienced with your product. This will decrease the conversion rate for purchase. This is where a common question comes into play. Without any sales how can you have reviews? So to answer your question, you don't! Now if you want to play completely safe and abide by amazon's rules than i suggest you start by turning on Pay Per Click (PPC) and creating your giveaway strategy mentioned below. If you don't mind pushing your luck with amazon like many other sellers and you understand that getting 5 reviews before Pay Per Click (PPC) and setting up your launch for social proof is a much stronger way to launch, than follow the next few steps.



What is a verified/unverified review?

- 1) A verified review is a review that can only be placed when a customer purchases your product. It will have a verified purchase badge above the review. A verified review holds more weight than an unverified review. Remember that a person can only leave a review if they have spent at least \$50 with their Amazon account.

★★★★★ This stuff is amazing!!!
By [Amazon woman](#) on March 22, 2018
Verified Purchase

Ok so this was my first time trying the infamous wax beans! I purchased a warmer, it was Yaleen brand or something like that. Which came with beans but I decided to try another brand too. So I purchased these. I did not try the ones that came with the warmer yet but instead did these ones. Ok....so let me say this stuff rocks!!! I did a full Brazilian wax on myself last night. Which I've done a millions times using hard and soft wax from Sally beauty supplies. It always ended bad but for some reason I never gave up! Lol! I used these last night and it was a totally different experience! Honestly I do think that it was less painful than usual. Of course ripping hair out down there is never a pleasant experience, but these wax beans made it really easy. Pulling it up was so much easier, and it actually got ALL the hair this time! Even in the sentive areas, I really can't believe the difference these wax beans were. It never got stuck, never ripped off my skin and I never struggled with getting the pieces off.

I was amazed!

I will say that it is very stringy, almost like it was melted plastic. That was annoying. BUT, it was no problem cleaning it up as it dried quickly and definitely less messy than any wax I ever used.

I will absolutely purchased again and I am confident writing this review.

- 2) An unverified is a review that is left without the reviewer purchasing your product. This type of review does not have a verified purchase badge with it. Remember that a person can only leave a review if they have spent at least \$50 with their Amazon account.

★★★★★ Very good product
By [Colliemom 3](#) on May 21, 2018

These is a great hard wax IMO. I don't have huge amount of waxing experience with different waxes, but this is the best hard one I have tried. Yanks that bear right out 😊

How to get reviews for your amazon products? Use these at your own risk.

- 1) Join a review group or chat group where you can ask people to purchase your product and then refund them via paypal once they have shown that they have purchased your product. If members are outside the USA in the group then have them leave an unverified review since not all products ship worldwide which means they won't be able to purchase your product.
- 2) Ask friends or family on Facebook or instagram to review your product. Try stay as far away as possible from people that have the same last name or that you have sent a gift to from Amazon. Also make sure to have them unfriended/unfollowed as well.



What to do once you have reviews on your listing? Start Giveaways!

Hard Wax Beans for Painless Hair Removal (large 1 lb bag with Coconut oil) - Smooth Facial and Body Hair Depilatory Pearl Beads for Wax Warmer Kit, Brazilian Bikini Waxing, KōluaWax for Women and Men SolaViv

★★★★☆ | 144 customer reviews | 17 answered questions | **Amazon's Choice** for "wax beads"

High Budget:

Start Giveaways:

Ps. The giveaways shown below are a lot greater than usually as the product use in the "Perfect Launch Booklet" is highly competitive! Also notice the keywords that are chosen. I did not choose the top 3 but rather the highest, most relevant searches for the product. The way to check if the keyword is relevant for your product is by choosing a keyword and heading over to amazon and seeing if page 1. You should see mainly the product you are looking to sell. If you aren't, conversion rates will be lower than with a keyword that has the same product as you are selling on page 1.

- 1) create an automatic PPC campaign with an aggressive bid (eg. suggest bid .82 - 1.34, set your bid at 1.34)
- 2) Pay for Viral Launch "subscription launch" and schedule first keyword targeted launch.

Select Billing Type:

Select Product Billing Type

Please Select A Payment Option	▼
Please Select A Payment Option	
One Time Viral Launch - \$400	
\$450 - Sign up for your Viral Launch subscription	
\$2500 - Upgrade to your Master Package	

New Product Total: \$00.00

AGREE & SUBMIT



- 3) Do giveaways with the Viral Launch giveaway service.
 - a. Find the #1-3 broadest, most relevant, keywords for your product using the Viral Launch keyword tool.
 - b. Go to the “view report” section in wordtree.io for your listing and see what they suggest for giveaways.



Set up a launch for the #1 broadest keyword. Set the giveaway campaign on Viral Launch for 10 days but end the campaign when you are near or at the top of page 1. This usually will happen within 6 days and then do 1-2 extra day of giveaways to solidify your position for that keyword!

Giveaway 3-5 units extra than suggested by wordtree.io. Not all customers use the coupons they claim, and not all coupons get claimed.

Keyword	Relevancy Score	Broad Search Volume	Exact Search Volume	Sales Velocity
waxing kit	★★★★★	120527	72167	38
wax warmer	★★★★★	138501	57201	38
wax	★★★★★	1915898	38665	38
hair removal for women	★★★★	182657	33565	17
wax beans	★★★★★	76084	27017	39
wax strips	★★★★★	59447	23177	37
hard wax beans	★★★★★	28238	15840	44
hair removal	★★★★	615270	10705	16
wax beads	★★★★★	31268	7675	36
wax melt warmer	★★★★★	9878	5802	37

You may choose whether or not to giveaway as many units for the top 4 keywords as suggested but that may alter the effectiveness to reach page 1.

- c. Find the #2 broadest, most relevant, keyword using wordtree.io.



Keyword	Relevancy Score	Broad Search Volume	Exact Search Volume	Sales Velocity
waxing kit	★★★★★	120527	72167	38
wax warmer	★★★★★	138501	57201	38
wax	★★★★★	1915898	38665	38
hair removal for women	★★★★	182657	33565	17
wax beans # 1	★★★★★	76084	27017	39
wax strips	★★★★★	59447	23177	37
hard wax beans # 2	★★★★★	28238	15840	44
hair removal	★★★★	615270	10705	16
wax beads	★★★★	31268	7675	36
wax melt warmer	★★★★★	9878	5802	37

d. Giveaway 3-5 more units than suggested by wordtree.io for the reason that not all customers use the coupons they claim. Set the giveaway campaign on Viral Launch for 7 days but cancel the giveaway when your product is at or near top of page 1. You will usually be near the top of page 1 within 2 - 4 days. You may be noticing that the #2 broadest, most relevant, keyword isn't on the last page while starting your 2nd keyword giveaway and that is due to the #1 keyword giveaway which got you indexing and rank for other keywords that are in your title, bullet points, product description and backend keywords! When you are don't creating your 2nd launch you will have to end the 1st launch. It will take some time to approve the launch but try set up your launch campaigns in the morning before noon as it will be ready the next day for launch. Viral Launch reviews the campaigns lastly before closing for the day at around 4pm EST.

e. Find the #3 broadest, most relevant, keyword using wordtree.io

Keyword	Relevancy Score	Broad Search Volume	Exact Search Volume	Sales Velocity
waxing kit	★★★★★	120527	72167	38
wax warmer	★★★★★	138501	57201	38
wax	★★★★★	1915898	38665	38
hair removal for women	★★★★	182657	33565	17
wax beans # 1	★★★★★	76084	27017	39
wax strips	★★★★★	59447	23177	37
hard wax beans # 2	★★★★★	28238	15840	44
hair removal	★★★★	615270	10705	16
wax beads # 3	★★★★	31268	7675	36
wax melt warmer	★★★★★	9878	5802	37

f. Set up a launch for the #3 broadest keyword. Giveaway 3-5 more units than suggested by wordtree.io for the reason that not all customers use the coupons they claim. Run the giveaways for



7 days but cancel the giveaway when you are near the top of page 1. You will usually be near the top of page 1 within 2 - 4 days. When you are don't creating your 3rd launch you will have to end the 2nd launch. It will take some time to approve the launch but try set up your launch campaigns in the morning before noon as it will be ready the next day for launch. Viral Launch reviews the campaigns lastly before closing for the day at around 4pm EST.

Once giveaways are complete you should be selling nearly as many per day as those on page 1. If you fall back on page one for the broadest keyword a few spots you can do giveaways again a day or two to regain first position.

PS. Don't forget to cancel the launch subscription when you are completed you giveaways!

Medium Budget:

Start Giveaways:

Ps. The giveaways shown below are a lot greater than usually as the product use in the "Perfect Launch Booklet" is highly competitive! Also notice the keywords that are chosen. I did not choose the top 3 but rather the highest, most relevant searches for the product. The way to check if the keyword is relevant for your product is by choosing a keyword and heading over to amazon and seeing if page 1. You should see mainly the product you are looking to sell. If you aren't, conversion rates will be lower than with a keyword that has the same product as you are selling on page 1.

1. create an automatic PPC campaign with an aggressive bid (eg. suggest bid .82 - 1.34, set your bid at 1.34)
2. Pay for Viral Launch "uber launch" and schedule first keyword targeted launch.



Select Billing Type:

Select Product Billing Type

Please Select A Payment Option

Please Select A Payment Option

One Time Viral Launch - \$400

\$450 - Sign up for your Viral Launch subscription

\$2500 - Upgrade to your Master Package

3. Do giveaways with Viral Launch giveaway service.
 - a. Find the #1-3 broadest, most relevant, keywords for your product using the Viral Launch keyword tool.
 - b. Go to the "view report" section in wordtree.io for your listing and see what they suggest for giveaways.

Keyword Research History

Updated	Market	Brand	Master ASIN	View	Manage
April 12, 2018	US			View Report Listing Builder	Update Report Manage ASINs

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Giveaway 3-5 units extra than suggested by wordtree.io. Not all customers use the coupons they claim, and not all coupons get claimed.

Keyword	Relevancy Score	Broad Search Volume	Exact Search Volume	Sales Velocity
waxing kit	★★★★★	120527	72167	38
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wax beans	★★★★★	76084	27017	39
wax strips	★★★★★	59447	23177	37
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You may choose whether or not to giveaway as many units for the top 4 keywords as suggested but that may alter the effectiveness to reach page 1.



Low Budget:

What to do once you have reviews on your listing? Start PPC!



With a low budget PPC is still a must. PPC must be seen as an investment to earn money, not as an expense. Now you might say it's a cost which is correct, however, you should only be bidding on keywords that are profitable.

1. Create your automatic PPC campaign with an average starting bid (eg. suggest bid .82 - 1.34, set your bid at \$1.04)

In order to understand how to run PPC make sure to check out the Empire Academy course!

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