



Building a Better Runway!

**“The longer the runway,
the bigger the launch.”**

Stu McLaren



Jeff Walker's 10 Pre-Pre Launch Questions

1. How can I let people know something is coming without having it feel like I'm trying to sell them something?

2. How can I tease their curiosity?



3. How can I get their help in creating this product? How can I make this collaborative?

4. How can I figure out what their objections are to this product?



5. How can I start to engage my prospects in a conversation about my offer? How can I be engaging and avoid the “corporate speak” that will kill my launch before it starts?

6. How can I make this fun and humorous and even exciting?



7. How can I stand out in a crowded market? How can I be different?

8. How can I figure out how my market wants to be sold to?



9. How can I figure out my exact offer?

10. How can this naturally lead into my Pre Launch Sequence?



Cheat Sheet

Pre-Pre Launch Ideas

1. Surveys
2. Case Studies:
 - a. Videos
 - b. Social Posts
 - c. Emails
3. Behind the Scenes Videos
 - a. Photos
 - b. Stories
 - c. Funny things
 - d. Weird or “Oh wow” things
4. Questions
 - a. This or that?
 - b. Which design?
 - c. What’s one thing...?
 - d. Who can guess what this is?
 - e. Does anyone know...?
 - f. What does XXXX mean to you?
5. Objection / Myth Busting
6. Teaser
 - a. Videos
 - b. Social Posts
 - c. Emails
7. Live / spontaneous Q&A sessions
8. Human connection
 - a. Your story
 - b. Your values
 - c. The values of your community
 - d. Ideas that are important



9. Rants
10. Stats and Reports
11. Your review of Stats and Reports
12. Team takeovers
13. Competitions
14. Declarations
 - a. Dates
 - b. Goals

Add more of your ideas here:

Jeff Walker's PLF Sample Timing

27 Jan - 27 Feb

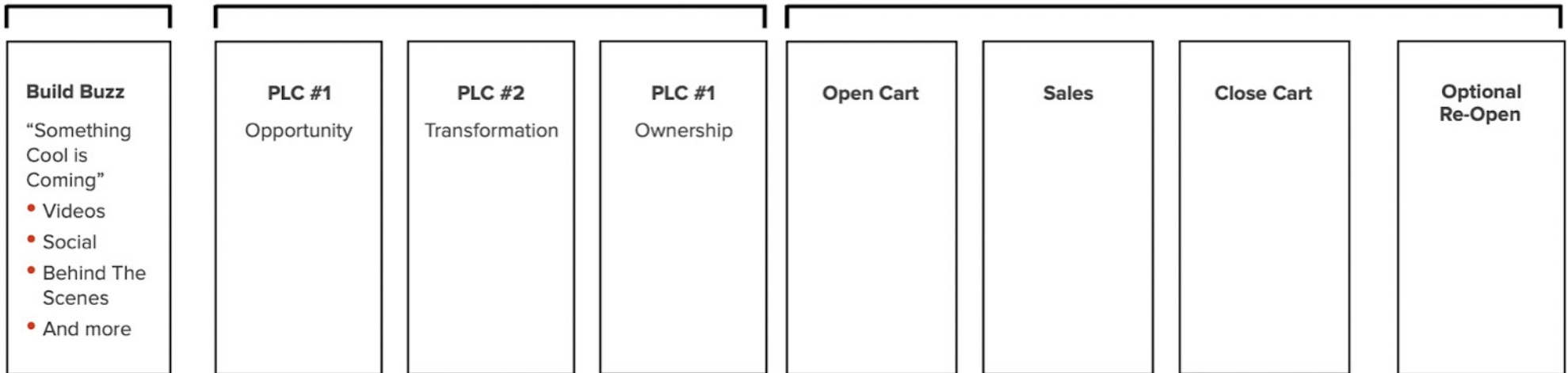
28 Feb - 4 Mar

6 Mar - 10 Mar

Pre-Pre Launch

Pre Launch Content (PLC)

Launch



Give Yourself as long a Runway as possible!

Usually one ever other day or over a week long cycle

You're building up to this through the PLC - seeding gets greater. Host this right after PLC — next day or two - can be positioned as Video 4

Open Cart is most often 4 or 5 days. EVERY day is like a mini-campaign. Treat each day like an EVENT.

Rarely, if ever. There are some use cases for this. But don't make it always.



My Runway Plan

1. The Offer I am selling:
2. When I plan to open cart / start selling:
3. The method I plan to use (eg PLF, other)
4. When I plan to start my Runway for this campaign:



Notes