



Summary : Launch - Jeff Walker: An Internet Millionaire's Secret Formula to Sell Almost Anything Online, Build a Business You Love, and Live the Life of Your Dreams

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Complete summary of Jeff Walker's 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"

This summary of ideas from Jeff Walker's 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" details how successful online businesses are all about product launches. If you can turn your marketing into an event, just like Hollywood creates a buzz about new movies, you will have an infinite number of new opportunities for online business. According to Walker, a successful product launch is the key to building a relationship with your customer and gaining sales.

A good product launch involves four phases:

1. Pre-Pre-Launch
2. Pre-Launch
3. Launch
4. Post-Launch

Reasons to read this summary:

- Save time
- Create successful product launches
- Take advantage of the internet to gain new opportunities

To learn more, read the summary of "Launch" and find out how you can build excitement about your products and attract customers!

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