superfastbusiness™

3 Common Reasons Launches Fail, and How to Avoid Them

1. There isn't desire.

As marketers and business people, we don't really create desire. We just tap into the desire that's already there. Oftentimes, people are just selling something the market doesn't want. What we need is a message-to-market match, and even something beyond that. The deeper we can address an existing desire of our audience, the better off we'll be.

2. The product doesn't come across as new and different and exciting.

People want something they haven't seen before. Lack of novelty is a common reason for diminishing return in launches. If you're just launching the same thing over and over again, you can't expect the same impact. The good news is you could just need better wrapping. And one version of that is tapping into trends to make your product more relevant.

3. You don't have enough people to hit your target revenue.

If somebody wants to do a $3 million launch and has 200 people on their email list, meeting their goal will be a challenge. You can typically expect a three to five percent conversion rate for a launch list. That said, depending on your traction and the price of your product, you may not need tens of thousands on your list to make some good launch numbers. If the gap between goal and probability is wide enough, you may need to look at ways of getting more eyeballs, like paid campaigns or affiliates.

Let Ron Reich take your marketing to new heights