

Published based on [Does Your Sales Picture Look Like an Inverted Square Root Symbol?](#)

Does Your Sales Picture Look Like an Inverted Square Root Symbol?

I follow the stock market on a regular basis to see how **Wall Street** affects Main Street and how those two interactions might impact online ecommerce. Back in April 2009 when speaking about the economy, George Soros said *"the recovery will look like an inverted square root sign."*



Well that symbol has been ingrained in my brain ever since.

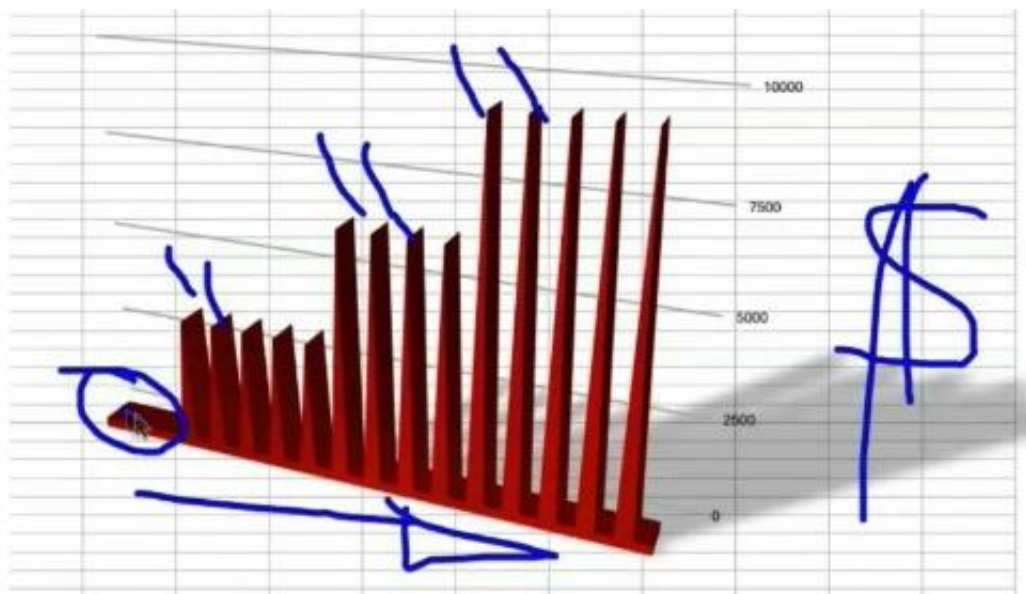
It's so apparent to me now that even though the economy has suffered a major blow over the last 2 years, internet businesses and **'product launches'** have never seemed more robust. It's a definite bull market for internet marketers.

Now, I'm in the beginning phase of my own product launch, but I wanted to write about what I have learned so far and share it with others.

So here we go...

If you have an internet business and your sales or traffic resembles the inverted square root symbol, then it's time you flip it. ***Flip it good!***

Ideally, you want your sales and traffic to have a constant, forward momentum, like climbing up a flight of stairs.



*That's **Jeff Walker's Horizontal Helix**, BTW. He is one badass mofo when it comes to [product launches](#).

So how do you accomplish the Helix result? Well, let's first review what a product launch is.

A Product Launch is simply the entire process of introducing a new product or service into the marketplace.

Typically there are 4 stages involved:

1. Research & Development
2. Pre-Launch Planning

3. Launch Time
4. Post Launch Marketing

Naturally, everyone wants their launch to have that 'Big Bang' effect, but as long as you are building some constant buzz and momentum up to and including the launch day, your launch can still be successful. You should also consider taking on affiliates or Joint Venture partners to help with promoting your product for a much wider advertising base. When you just need a face lift for your existing sales campaign, then try to implement these methods:

- **Article Marketing** (my personal favorite)

- Blog Posting
- Bookmarking
- Social Media
- Video Marketing
- RSS Feed Pings
- Forum Posting
- Press Releases
- Question/Answer Sites
- Classified Ad Sites
- Blog Commenting

and the list goes on...

Typically after a huge product launch, your sales may start to flatline, or god forbid drop! If this happens, then you need to consider launching an upgraded version of your product or service and simply name it 2.0. Tweaking even small changes or adding new things to your product or service can turn it into a whole new version.

Ultimately, these tried and true methods can turn your sales picture into the square root symbol and not the opposite.



Don't be an **Anonymous Shankapotomus** © with your launch or sales campaign. Whether you are working on your first product launch or a re-launch, proper planning is essential and the more time you invest in the prep stage, the smoother your launch will be. If you want the best launch possible then consider investing in your business and get Jeff's *Product Launch Formula*, or you can hire a **Product Launch Manager** to do it all for you.

SHANKAPOTOMUS was a term used to insult Frank the golfer in the famous **ETrade Baby** commercial. A SHANK is generally a dreaded shot for a golfer. Relating to product launches, it would be a spike sending your sales sideways instead of propelling it forward toward its intended target.

BTW, the phrase 'Launching a re-launch'... Is that an oxymoron?

Here are some articles I suggest reading to learn more about product launches:

<http://www.articlegallery.net/Art/7706/218/New-Product-Launch-Checklist.html>

<http://www.articlegallery.net/Art/373519/18/4-Great-Ways-to-Manage-Your-Own-Product-Launch.html>

<http://ezinearticles.com/?Product-Launch-Manager-Training---Learn-How-to-Be-a-Jeff-Walker-Certified-Product-Launch-Manager&id=3127339>

<http://ezinearticles.com/?Product-Launch-Formula---Dont-Make-This-Critical-Mistake!&id=1056959>

<http://ezinearticles.com/?You-Want-a-Product-Launch-Manager?-How-to-Know-If-a-Launch-Manager-is-For-You&id=3076517>

Don't forget to check out my 7 Secrets to [Article Marketing Tips](#) that can aid in your launch marketing phase. The secrets will make your jaw drop!

You can also find this article published on [Does Your Sales Picture Look Like an Inverted Square Root Symbol?](#), and on the tag pages [Article Marketing](#), [increase sales](#), [launch](#), [launch a product](#), [launch manager](#), [launch tricks](#), [marketing tips](#), [product launches](#), [relaunch](#), [sales campaign](#), [website launch](#).