

# **EasyProductLauncher.com**

## **Launching new consumer products to end user and retail markets**

**Ever wonder why some new products become successful, defined as being both profitable as well as sustaining long term growth, while others never get off the shelf or develop into anything meaningful?**

The successful product launches all have a focus to attention and details. They develop momentum and then keep plotting away until their dreams become reality. In some cases new products fail. They fail for various reasons to lengthy to get into here, but they don't fail from lack of initiative and forward movement.

Every new product follows certain paths but the one path every one of them takes is that they actually bring it to market, in some form or fashion.

Easyproductlauncher.com is a full suite of core internet products that lets you do just that. After your product is ready for market, it's time to show it off and there is no better way then the internet for a great location. You don't necessarily have to market online but you can and should use that channel as another approach to a more complete marketing plan.

You use the internet specifically as your business identity and to show yourself off in the most favorable light possible. You can have sales brochures on your site to refer people to, pictures of your product that adds dynamics to your offering, testimonials if you have any and you can send prospective customers or marketing partners there for more information, or to actually buy the product. Your actually in business.

Quite honestly, I have licensed and sold new products for over 35 years, direct to retailers, wholesalers, through independent reps, and direct to end users. Not only my own products that I invented personally but also others products as well. One thing every product failure I've seen has in common comes from expecting others to do it for you because you just don't know how. Licesning is a viable path and you can use your web site for this approach, but let's face some realities; less than 2% of all new products get licensed and while my expereince showed we did 8% and 4 times the indutry average, at the end of the day I had to tell 92 people out of a100 they were not going to be successful at licensing.

If you truly believe in the viability of the new product you invented and patented, or have one sitting around collecting dust, maybe it's time to move off the dime and get started and see if that idea of yours can in fact make you money.

For a few hundred bucks you can bundle a full suite of core products that will make you look like an existing successful company already in business. You might even get someone to license it from you or for you. But that won't happen if you leave it on the book shelf.

This is what you need to get started. A domain name, a web site with autoresponder, a web hosting service, I would also recommend our email enhancer and as you get the site ready for

publishing on the internet, buy into web enhancing products to ensure your success as an internet company. That's it!!! You do the math and for a few hundred dollars you're in business. Your commitment is less time than it will take you to give it a fair chance.

If you want to learn more about Domains, click on that button, or to any other products, support and services, etc. If you're ready to take the plunge or want to see pricing, click on store front. It opens in another window, so if you need to come back, just close out the internet window in right hand corner where the X is.

Good luck, and if I can help you with anything to do with selling or marketing your new product, please feel free to send me an email, or call on my cell at 630-617-7213 and I will respond as quickly as possible. *Please only call our customer support at 480-505-2500 for questions related to internet and online products only.*

### **Here's your core products to get started:**

- \* Web Hosting and Web Site Templates- Quick and Easy.**
- \* Domain Registration- Excellent Pricing.**
- \* Online Marketing Tools- Wide Selection of Quality Products.**
- \* Traffic Enhancement and Marketing Tools- The Best Easy to Use Products.**

And, just so you know, we provide secured and reliable products and services for easy web automation.

In today's market, it is imperative that your data be backed up, secure and accessible when you need to use it. Our support staff is knowledgeable, friendly and accessible 24/7. Call and ask us a question about these products to see what I mean.

We will save you money, make it easy for you to do it all in one place with plenty of information and tools to make your job easy. We give you an online presence and the tools to efficiently run your business while you spend time marketing and selling products using our marketing tools and enhanced products.

Let us help you with all your online e-commerce needs with our online superstore. Click on **Super Store** button now or learn more about products and services by reading more.

**We keep your data secure and private and provide 24/7 Customer Service Support!**

