



Social Media Marketing Risk Management System

 **LAUNCH**

 **PROSPECTUS**

Special Invitation to Participate In This Closed Program

High--end Training and Software Products offered by:

Anthony Colón

Social Media Marketing Risk Management Specialist

anthony at domain myinterop.net

(207) 312-5288

Purpose of this Document

This document describes my product, my offer and my launch in such detail that you can decide if this is the right product for you to promote.

I understand you are investing not just your time but also your reputation with customers and followers as well.

So if you have any questions or require more detail, please do not hesitate to contact us via email at [jv \(at\) myinterop.net](mailto:jv@myinterop.net)

Executive Summary

Summarized here for rapid reference are key points and information.

I am providing massive social proof (testimonials or case studies).

The product provides three modules of training, coaching plus software--as--a--service (SaaS) for maximum perceived value and greatest stick.

High affiliate payout: 60% on \$197/month.

I reward active community/blog members & top-selling JV affiliates with prizes, gifts and other desirable items.

Key dates: March, 2012

Launch Calendar

Here's the launch plan. All major launch communication to prospects will be videos.

- Key mailing dates:
 - Prelaunch March 12th-22nd w/ videos on 12th, 16th, 20th, & 22nd;
 - Build up to launch w/ a video on 23rd;
 - 24th leads in to launch;
 - Cart opens 25th, 26th, and 27th;
 - ? Reopen 31th.

Content includes:

1. Exciting Online Games
2. Videos
3. Free PDF Reports
4. Mind Maps
5. Cheat Sheets
6. Templates

Pending March 2012

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
				1	2	2
4	5	6	7	8	9	10
11	12 Video	13	14	15	16 Video	17
18	19	20 Video	21	22 Video	23	24
25 Cart Opens	26 Cart Open	27 Cart Open	28	29	30	31 ? Cart Reopens

Of course, we'll be reading the market carefully and may make adjustments to this calendar as we progress, but this is the plan!

Detailed calendar at <http://www.myinteroppro.net/jv>

The Product

I'm suggesting, "Social Media Marketing is shockingly risky!"

I am going for the high ground on this one ... because that is what I always have done and I don't plan to change.

Problems: "Social Media Marketing Threats e.g., Safety, Security, Privacy & Reputation Risks."

Social media marketers want to be protected from Online Sexual Predators, Identity Thieves, Con Artists, and Malware. They want their Social Media Marketing activities to be safe and sound. You name it - there is every type of degenerate and computer virus online today!

Don't get me wrong - I'm not suggesting that you & your business associates don't do social media marketing; In fact, I do social media marketing myself because **I've developed a revolutionary new Social Media Marketing Risk Management System that makes social media marketing safe, sound, and ultimately, income boosting.**

The “Perfect Offer”

MyInterOp Pro Enterprise: Social Media Marketing Risk Management System is comprised of three Modules and two software components. It includes **content-rich Social Media Marketing how-to videos, guides, e-books, reports, and traffic-getting tactics** in an easy-to-follow, step-by-step training series covering thirty-six safe and sound approaches to social media marketing.

Plus, I will be doing weekly coaching calls and periodic webinars to “fill in the blanks” and get my students using the system. By getting them to create success for themselves and experience first hand the value of the program, they’ll stay as our customers for the long term.

The software I provide helps to manage, deliver and track the methods in an easy-to-use content and workflow management system that systematically accelerates what my students can accomplish compared to previous methods.

This combination of safe and sound methods and direct software support I believe constitutes a “game changer” in the social media marketing arena.

Proof

This product is the culmination of 3+ years and \$10,000 in doing and advancing my system.

Promotion

I am a long time followers of Jeff Walker so I will be running this launch Walker-style.

Launch Support

I am in the process of building a personal brand and direct working relationships with top marketers in the Internet marketing space through Twitter and LinkedIn. You will benefit from their credibility

“Scarcity”

I will be doing group coaching in this product, so there is a *theoretical* limit to the number of units I can safely sell ~ 500 students.

Moreover, the core of the product is Software-as-a-Service (SaaS) which clearly knows no bounds. So, I will “close the doors” during the launch, but not because I “can’t handle any more students”.

I will do this because I am ready to service the students you’ve already sent. There will be no subsequent promotions until those students are safe and sound through my system. Then ... I’ll be in touch ;-)

I have your interests and the interests of your customers fully in hand, but do please let me know if I’ve left anything out.

The Offer

I am offering one payment plan designed for two very different groups. If your customers/followers have any interest in SMM at all, they will almost certainly fall into one of these two categories.

First, there is the business person with an already viable business getting meaningful social media traffic.

But there is a second, and much larger, group of people that have far less mature businesses that I seek to serve as well.

For them, I have a no--risk, zero commitment plan – just \$197/month, 30 day refund policy, no annual contract and they can cancel any time using a self--service cancellation link.

Of course, I offer a full 30+ days to evaluate my training and software and obtain a 100% refund without question.

But what about you? ... For every customer you send us, I will pay a full 60% on the money I collect for every month of service.

That’s \$118.00 on monthly subscribers or \$1418 over 12 months.

Of course, refunds will reduce these totals and it is (to say the least) unusual for the average customer to stick for 12 months, so please take into consideration the “standard” 4-month stick for continuity. That still yields a commission of \$473.00.

Market Reputation

You have only to Google my name to recognize that I have been involved with internet marketing and mentoring for quite some time now. Briefly, my background is in Healthcare Professional Mentoring and marketing with the social media site YourMentoring.com (formerly AdvanceMentoring.com). Also, I am the author of the book “Social Media Marketing For Safety & Profit” available now on amazon.com.

Our “Product Launch Dream Team”

Our support and technical team consists of Level 1 and 2 Technical Support

Our team will handle basic level 1 & 2 questions for your customers. They will have access to my world-class support team for technical issues and questions.

My staff are experienced experts.

And the last element of our future successful launch is best of breed technology.

Our launch platform and content delivery system consists of:

- KickApps community building application
- Post Affiliate Pro affiliate tracking/ordering software
- Aweber for all email
- Hot backups and failovers on ALL systems i.e., shopping cart.

Special Access for My JV Partners

As a Social Media Marketer yourself, you too could benefit greatly from the MyInterOp Pro Enterprise: Social Media Marketing Risk Management System training and software system ... so for every month you qualify to receive a commission, **I will give free access to the training and software system.**

Invitation to Participate In This Closed Program

If you feel **MyInterOp Pro Enterprise: Social Media Marketing Risk Management System** may be a fit for your customers, readers and followers, then please visit <http://www.myinteropro.net/jv> to get started. There you will find a link to the affiliate signup, the Terms and Conditions for promoting (please read these!), further details on the product and a *detailed launch calendar*.