

# Finding Launches

## A Practical Guide for Finding Launches

### How to Find Launches That Matter

#### Real-World Strategies That AI Alone Can't Replace

You've probably heard it said: timing is everything in affiliate marketing.

Nowhere is that more true than in launch jacking, where catching a rising product wave *before* it breaks is the entire game.

But here's the catch: not every launch is public. Not every seller shouts their schedule from the rooftops. And if you're waiting for your AI tools to catch it all for you... you're already late.

This guide is your compass for navigating the messy, human world of upcoming launches.

The side that no robot sees and no platform scrapes.

The kind of edge you get from experience, instincts, and good old-fashioned detective work.

#### Public Launch Calendars: The Starting Line, Not the Finish

Yes, there are calendars.

Yes, there are aggregator sites.

MunchEye. JVNotifyPro. Warrior+ calendars.

These are useful, but let's be honest; they're public because everyone has access.

Rely on them to build your base. But don't build your *business* on them.

Use AI to pull launch mentions, monitor seller activity, and surface trends.

Use tools like ZimmWriter or Jasper to summarize market noise.

But don't confuse info with *insight*.

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#### **If It's Not Public, It's on You**

The truth is, the most lucrative launches are often semi-private:

- Seller is only telling their email list
- Promo is being coordinated in closed groups
- Affiliates are tipped off one-on-one

That means you need to do what AI can't:

- Build relationships
- Ask questions
- Stay in the loop

Start by joining the right Facebook groups, Discord servers, and forums where creators hang out. Follow top affiliates and watch what they're *not* saying out loud. If someone disappears for 3 weeks, they're probably building something.

#### **Due Diligence Isn't Glamorous but It Is Profitable**

You want an edge? Put in the elbow grease:

- Look up domain registrations (a new domain + a buzzworthy name = probable launch)
- Watch ad libraries to see who's starting to test paid traffic
- Read between the lines of cryptic launch teasers or affiliate contests

When you do this consistently, you start catching patterns before the masses.

You develop a "launch radar" that no machine can imitate. That's the pulse you're looking for.

#### **Relationships > Tools**

This isn't just about who you know, This is about *who keeps you in the know*.

Be the affiliate who shows up early. Reach out. Ask sellers what they're working on. Offer to beta test or preview their next launch. Build trust.

Because once you're in those inner circles, launches stop being a mystery.

You get the heads-up.

You get the JV page before it's public.

And more often than not, you get the commissions before the crowd shows up.

## How to Spot a Good Launch

So how do you separate the hype from the gold? Start by asking the right questions:

- Who's behind it?
  - A reputable seller with past successful launches is a strong signal.
- Is there a proven niche fit?
  - If the product solves a clear problem and speaks to a hungry audience, it has legs.
- What's the funnel like?
  - Look for offers with a solid front-end, congruent upsells, and high payout percentages.
- Is the affiliate support strong?
  - A good JV page, swipes, bonuses, and a launch calendar are signs of a seller who understands performance partnerships.
- Are top affiliates getting involved?
  - If known names are teasing, emailing, or prepping, pay attention.

Don't get seduced by promises or inflated screenshots. Look at:

- The product quality
- The creator's past behavior
- The timing and competition
- The tools and assets they're offering you as an affiliate

A great launch doesn't just make sales...

It makes your job easier.

It builds trust, converts consistently, and helps you deliver value while getting paid.

## Trust Your Eyes and Ears

You've got powerful AI tools at your fingertips. Use them.

But don't rely on them blindly.

No software will tell you what your gut can sense.

No plugin replaces the instinct you build from watching the market move.

And no bot can replicate the relationships you create by simply showing up.

What makes you dangerous as an affiliate isn't just access to data.

It is about knowing how to *interpret* what you see.

- Did a seller just go quiet for a month? That's a sign.
- Did a top affiliate suddenly start teasing bonuses? That's a clue.
- Did a known JV manager just start retweeting a new product name?

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#### **That's your cue to dig deeper.**

Train yourself to notice patterns.

Watch trends not just in software but in people; their habits, their rhythms, their tells.

The best affiliates walk the line between intuition and intelligence.

They don't wait for the AI to tell them what's happening. They use it to confirm what they already suspect.

**Bottom Line:** Real opportunity is recognized. And the best affiliates don't just scrape data...

They read the room.