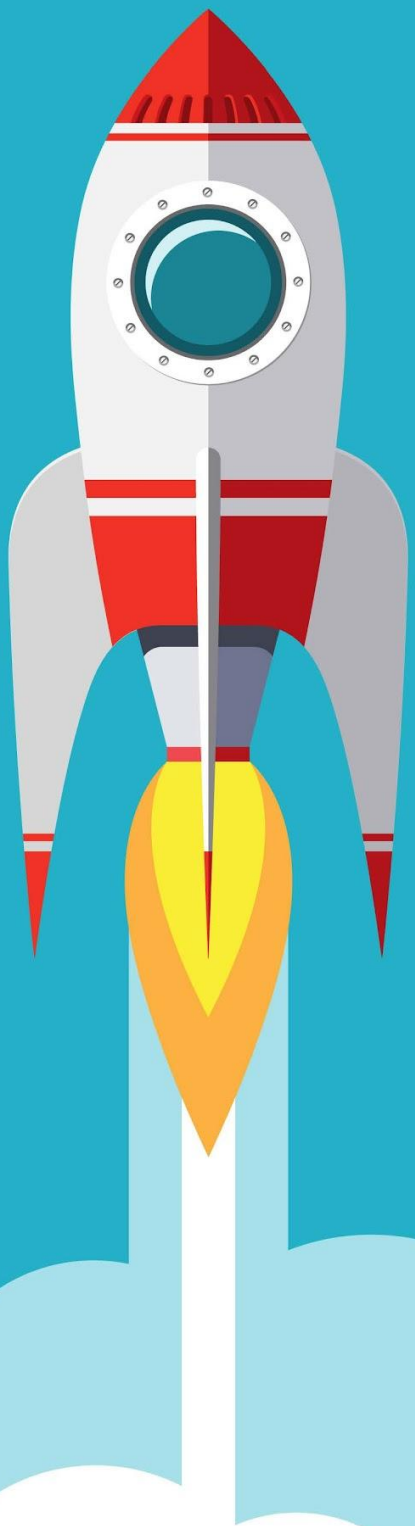


# Product Launch Checklist



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STEPS TO TAKE BEFORE LAUNCHING YOUR NEXT PROGRAM



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# Planning Your Launch Checklist

Planning your launch is an exciting time. There is a lot to do and there are many moving parts to keep track of. But, if you use this handy checklist, you'll find that you're working smarter, not harder. Feel free to add to this list per your needs.

## Do Your Research

Everything starts with research. You need to know your audience, your affiliates, and potential JV partners. In addition, you want to know who the industry leaders are so that you can hopefully get their help.

- Know your audience
  - Who are they?
  - What are the name pain points?
  - Where are they?
  - Why do they need your product?
  - Why are you the one they should trust?
- Know your affiliates (optional)
  - Who are the top five percent of your affiliate army?
  - What do they need to make their job easier?
  - What are affiliates' pain points?
  - How can you help them market your product?
- Know the industry leaders
  - Make a list of competition
  - Make a list of popular bloggers
  - List who your audience reads
  - Connect with them
  - Get to know them
  - Offer to help them

## Craft Your Messaging

You can attract the right audience by fine-tuning your marketing message.

- Pain Point / Solution – This is an easy way to form your messages. Describe the pain point, and then offer the solution.



- Avoid the jargon – While you don’t want to use a lot of jargon, use simple, familiar industry-related words to help readers scan quickly and understand better.
- Grab their emotions – You want messages to connect with them on an emotional level.
- Know Your Personal Mission – Figure out what your mission is for your business and write it down. Writing a personal mission statement will help.

## Set Goals

Goal setting is a good place to start for almost any business owner. Define your the goals and go into details about them.

- Sales goals – How much do you want to sell and what are the sale limits?
- Prospect goals – How many potential new customers do you want to take action and in what period?
- Awareness goals – How many people are liking, following, and engaging with you on social media?
- Customer goals – How many customers do you want to get in a specific period?
- Affiliate goals – Need new affiliates? How many? How many sales do you expect them to make in a specific period?
- Revenue goals – How much revenue do you want to bring in during a specific time?

## Determine Your Marketing Channels

You don’t have to be everywhere; but, you do need to be where a large portion of your audience is. It may be best for you to pick a few places and focus on them.

- YouTube
- Facebook
- Pinterest
- LinkedIn
- Twitter
- Forums
- Groups
- Where is your audience?

Hint: If you and one of your super affiliates are in a group together, let your affiliate promote there and you “socialize” in a similar group. You can cover more territory and reach more people



## Use the Right Tools

Check all of your technology to be sure that it's up to par. You don't want to break down during the launch.

- Autoresponders – Aweber.com, Getdrip.com, Convertkit.com – can they handle the influx?
- Websites – Self-Hosted WordPress and other Others – Does your website do what you need it to do?
- Servers / Hosting Services – Ensure that they can handle the influx of traffic and activity.
- Payment Processors – Consider multiple processors in case you have an issue with traffic. Call them before your launch.
- Affiliate Software – Is it working? Are the right people getting credit?

## Revise Your Product Based on Feedback

During launch planning, finalize your product based on the feedback you received. That way you can show them, you're using their feedback.

## Check All of The Following

- Grammar
- Graphics
- Layout
- Technology

## Create All Accompanying Content

You'll need to create a lot of content during this time. You may want to add to this list.

- Demos
- Screenshots
- Sales Material for Affiliates (optional if you have affiliates)
- Sales Material for you
- Sales Pages
- Websites
- Facebook Ads
- Press Releases



- Blog Posts
- Social Media Updates
- Memes
- Infographics
- Product Help (FAQ, Guide, Directions)
- Etc...

## Set up Customer Service

Ensure your customer service is ready for the influx. If you handle it yourself, you need to consider getting help if you're expecting a huge launch. Remember, no CEO does this alone. They all hire great help.

- Help Desk – Consider Freshdesk.com
- Email Service – Hire a Customer Service VA
- Consider Scenarios – Write down potential issues, along with their answers to help customer service be consistent.
- Make it Easy – Your customers have a right to contact you in the manner they like most. Phone, email, help desk, and support ticketing. Make it easy for them so that they trust you.

Learn more about product launches from [Jeff Walker's Product Launch Formula book](#):



See His Video Here: <https://ChristinasResources.com/launchformula/>

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