

Product Launch ROADMAP

The foundational framework behind every successful product launch, broken into five clear, manageable phases. Whether you're launching a course, a service, or a digital product, this roadmap shows you exactly what to do, when to do it, and why it matters. No more second-guessing or skipping steps. You'll get a complete, start-to-finish view of your launch strategy, from validating your idea, to building buzz, to maximizing sales, and keeping momentum after your cart closes. If you're overwhelmed or unsure where to begin, this is the clarity you've been looking for.

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✓ **PHASE 1: VALIDATE & PREPARE**

Clarifies the idea, audience, and positioning. Ends with a clear offer outline and launch plan.

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✓ **PHASE 2: BUILD YOUR AUDIENCE**

Focuses on warming up the list and creating anticipation. Builds the opt-in infrastructure and content calendar.

2

✓ **PHASE 3: CREATE LAUNCH ASSETS**

Gets the funnel, copy, email sequences, bonuses, and automations ready.

3

✓ **PHASE 4: LAUNCH WEEK**

The high-energy sales period with live emails, social media, engagement, and performance tracking.

4

✓ **PHASE 5: POST-LAUNCH WRAP-UP**

Nurture buyers, review data, and set up for the next phase (evergreen or relaunch).

5

PHASE 1: Validate & Prepare

Goal: Confirm your offer is aligned with market needs and build launch foundations.

- **Define your ideal customer and core problem you solve**
- **Conduct 5 - 10 customer discovery interviews or run a quick survey**
- **Choose your offer format: product, course, service, etc.**
- **Outline the core features, deliverables, or modules**
- **Set a clear transformation promise (what outcome will your customer achieve?)**
- **Identify 1 - 2 competitors and note gaps you can fill**
- **Choose a realistic launch date and build backwards**

Deliverables:

- **Offer outline**
- **Customer avatar**
- **Launch date & milestones**

PHASE 2: Build Your Audience

Goal: Attract and engage a warm audience before you open sales.

- **Create a waitlist or lead capture page with a compelling offer**
- **Set up email collection system (e.g., ConvertKit, Systeme, MailerLite)**
- **Write and schedule at least 3 emails: waitlist confirmation, teaser #1, teaser #2**
- **Share value content consistently on 1–2 channels (social media, blog, podcast, YouTube)**
- **Use lead magnets, mini-lessons, or behind-the-scenes content to attract subscribers**
- **Start collecting social proof (testimonials, beta testers, pre-launch feedback)**

Deliverables:

- **Landing page or opt-in form**
- **Email list growth (target: 100+ engaged leads)**
- **Pre-launch content calendar**

PHASE 3: Create Launch Assets

Goal: Build out your core sales materials and systems.

- **Write your 5–7 part email sequence (pre-launch → sales → reminder → last chance)**
- **Draft or design your sales page or checkout page**
- **Finalize bonuses, early bird offers, or fast-action incentives**
- **Prepare launch social media content (posts, countdowns, testimonials)**
- **Set up your funnel automation (tagging, sequences, checkout)**

Deliverables:

- **Sales page draft or wireframe**
- **Complete email sequence**
- **Launch content ready to post**


PHASE 4: Launch Week

Goal: Open your cart, drive traffic, and convert sales.

- **Send “Doors Open” email to your list**
- **Post launch announcement on social channels**
- **Run countdown or limited-time offer messaging**
- **Answer DMs, emails, and comments in real time**
- **Use testimonials and objections handling posts during mid-week**
- **Send “Cart Closing Soon” and “Final Call” emails**
- **Track leads, sales, and page traffic daily**

Deliverables:

- **Real-time engagement plan**
- **Final push emails (24h, 12h, 3h left)**
- **Daily performance check-in**



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PHASE 5: Post-Launch Wrap-Up

Goal: Learn from your launch, nurture new buyers, and plan what's next.

- Send onboarding email or access details to buyers
- Thank your audience (even non-buyers) with a bonus or follow-up
- Review key metrics: opt-ins, open rates, clicks, sales, conversion rate
- Survey buyers and non-buyers for feedback
- Plan next steps: evergreen funnel, second launch, or fulfillment

Deliverables:

- Launch metrics report
- Feedback summary
- Updated roadmap for next 30–60 days"