

# Product Launch Checklist

## Pre-Launch Phase 1

<b>1. Lay the Foundation</b>	
	<b>Create target market profile</b>
	<ul style="list-style-type: none"><li>• Demographics</li></ul>
	<ul style="list-style-type: none"><li>• Psychographics</li></ul>
	<ul style="list-style-type: none"><li>• Behavioral Information</li></ul>
	<b>Define positioning statement</b>
	<ul style="list-style-type: none"><li>• Who is the product for?</li></ul>
	<ul style="list-style-type: none"><li>• What problems does the product solve?</li></ul>
	<ul style="list-style-type: none"><li>• What other uses does it have?</li></ul>
	<ul style="list-style-type: none"><li>• Why is it unique? (Unique Value Proposition)</li></ul>
	<b>Release positioning statement to all team members, affiliates, and partners</b>
	<b>Choose project management system/tool</b>
	<b>Create launch expenses marketing budget</b>
	<ul style="list-style-type: none"><li>• Public relations</li></ul>

	<ul style="list-style-type: none"> <li>• Web marketing</li> </ul>
	<ul style="list-style-type: none"> <li>• Advertising</li> </ul>
	<ul style="list-style-type: none"> <li>• Collateral costs</li> </ul>
	Pad for unseen expenses
	<b>Create a plan for delivery channels</b>
	Create schedule for all involved in delivery
	Create and distribute any required materials
	Test ordering system
	Test shopping cart
	Make sure software is up-to-date
	Schedule and prepare training sessions for those involved in delivery
	Inform and prepare stakeholders
<b>2. Build Buzz</b>	
	<b>Establish launch timing (e.g., 5 days pre-launch, 5 days launch)</b>
	<b>Develop a website strategy</b>
	Create a separate section on your site for the launch
	<ul style="list-style-type: none"> <li>• Needs that your product/service will meet and its benefits</li> </ul>

	<ul style="list-style-type: none"> <li>• Product backstory</li> </ul>
	<ul style="list-style-type: none"> <li>• Development timelines</li> </ul>
	<ul style="list-style-type: none"> <li>• Product feedback</li> </ul>
	Schedule when you will update website content
	<b>Create a press and media plan</b>
	Establish method of communication with target market, e.g.,
	<ul style="list-style-type: none"> <li>• Email list</li> </ul>
	<ul style="list-style-type: none"> <li>• Flyers</li> </ul>
	<ul style="list-style-type: none"> <li>• Direct response</li> </ul>
	<ul style="list-style-type: none"> <li>• Social media</li> </ul>
	Define target location using target customer profile
	Reach out to the media and journalists
	<b>Build a List of Qualified Prospects</b>
	Segment current email list into qualified buyers
	Create a list of those who match your buyer profile
	Offer a free gift to establish interest
	<b>Create a social media plan</b>
	Plan content to share on social media

	<ul style="list-style-type: none"> <li>• Teaser posts</li> </ul>
	<ul style="list-style-type: none"> <li>• Links to new content</li> </ul>
	<ul style="list-style-type: none"> <li>• Info on ordering</li> </ul>
	<ul style="list-style-type: none"> <li>• Posts sharing product benefits</li> </ul>
	<ul style="list-style-type: none"> <li>• Influencer interviews</li> </ul>
	<ul style="list-style-type: none"> <li>• Informational content</li> </ul>
	Adjust schedule according to signs of engagement
	<b>Build anticipation with content</b>
	Create a blog series documenting development
	Send email messages to list members
	Create a content schedule
	Experiment with different times and days
	Monitor results
	<b>Gather results</b>
	Seek feedback from product testers
	Consider changes highlighted by feedback
	Turn feedback into testimonials
	<b>Pre-Launch product peek</b>

	Schedule pre-launch viewing with influencers
	Ask people to leak information
<b>3. Create Launch Content</b>	
	<b>Your product launch sales page</b>
	Offer information & free downloads to qualify prospects
	Create other pages only visible pre-launch
	Use a template to create pages
	<b>Launch email sequence</b>
	Map out a promotional sequence
	<ul style="list-style-type: none"> <li>• Email before product goes live</li> </ul>
	<ul style="list-style-type: none"> <li>• Emails during launch</li> </ul>
	<ul style="list-style-type: none"> <li>• Emails immediately after launch</li> </ul>
	<b>Identify content to boost sales during launch</b>
	<b>Create customer service content</b>
	<ul style="list-style-type: none"> <li>• FAQs</li> </ul>
	<ul style="list-style-type: none"> <li>• Tutorials</li> </ul>

## Pre-Launch Phase 2

	Put all marketing plans into motion
	Create all content
	Schedule content for publishing
	Monitor publishing of pre-launch content
	Track metrics
	Adjust schedule and content where necessary

## Launch Phase

	<b>Monitor publishing of scheduled launch content</b>
	<b>Remind partners/influencers/affiliates of launch</b>
	<b>Create additional content as needed (respond to market)</b>
	<ul style="list-style-type: none"><li>• Blog</li></ul>
	<ul style="list-style-type: none"><li>• Tweets/social media posts</li></ul>
	<ul style="list-style-type: none"><li>• Q&amp;A</li></ul>
	<ul style="list-style-type: none"><li>• Live webinars</li></ul>
	<ul style="list-style-type: none"><li>• More tutorials</li></ul>

	<b>Ensure other parties are using marketing materials</b>
	<b>Be prepared to make changes</b>
	<b>Make it easy for customers to learn</b>
	<b>Tell people about successes</b>
	<b>Customer responsiveness</b>
	Be on hand to support affiliates, partners and customers
	Respond quickly to questions and problems
	Make sure there are lots of ways to reach you
	Let everyone know you're doing what you can to meet demand
	<b>Monitoring and measuring</b>
	Watch those who are talking about you online
	Monitor performance stats
	Keep track of consistent issues raised by customers
	Split-test and monitor marketing elements
	Keep track of both successes and failures
	Watch sales
	Offer team feedback

## Post-Launch Phase

	<b>Thank Everyone</b>
	Collect and publish launch metrics
	Pay relevant commissions
	<b>Get Feedback</b>
	Ask customers for feedback
	Conduct surveys on social media
	<b>Update instructional materials</b>
	<b>Revisit potential sales opportunities</b>
	<b>Follow-Up</b>
	Provide ongoing customer support
	Send emails to check customers are happy
	<b>Start planning your next launch!</b>

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