

Discover How To Use Product
Launches To Skyrocket Your
Business

Inside

PRODUCT LAUNCH SCHOOL



CHECKLIST



Product Launch School – Checklist

- Introduction**
 - Products get launched every day
 - Most products fail because they don't plan it correctly
 - Using a proven launch process increases your chance of success tenfold
 - Use this guide, follow the steps and execute your launch
 - Adjust, improve, refine and success is inevitable.

- Why a product launch works so well**
 - Let's your market know something big is coming
 - Gives your organization structure
 - Can literally build businesses overnight, after the preparation is done
 - Key event in your business calendar
 - Let's you understand customer needs, with feedback
 - Builds customers, revenue and life-long customers fast

- How to construct the perfect launch plan**
 - Focus on the buyer not just the product
 - Get opinion makers to weigh in
 - Don't hesitate to bold
 - Make the event a spectacle
 - Plan for pre-orders
 - Be clear about product positioning

- Finding out what type of products to launch online**
 - Generating original product ideas is very rare in today's market
 - Don't struggle trying to be original if you can't think of an idea
 - Pick a profitable niche, already selling similar products to the market successfully
 - Don't re-invent the wheel
 - Find a pain point in the market and solve it with your product
 - Improve on existing products and create your own version

- Determine the market need for the product**
 - Your product needs to fit the market needs
 - Get this step wrong and you're on the path to failure
 - Make sure your product solves a problem people are already looking for and purchasing solutions for
 - Choose a market where people are already purchasing similar products and you are onto a winner

- Get your marketing material ready**
 - When you have a product, you need marketing to get the word out
 - Without marketing material and strategies no one will see your product
 - Use the power of social media which is free to get the word out
 - Utilize video and video platforms

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- Email marketing is still king. Build a email list of interested prospects who you can email at the time of launch
- Build a pre-launch list
- Use paid advertising to scale your reach

- Building the buzz and pre-launch**
 - Building the buzz gets people excited about the launch
 - Start sharing product teasers with your audience
 - Show behind the scenes information about your launch
 - Keeping the mystery also works well, but mainly for big brand like Apple
 - Get influencers to share your message
 - Start your own blog in the lead up to the launch

- Launch process explained**
 - Once your launch is ready and good enough it can be, its ready to launch
 - Focus on the customer experience during your launch
 - Think about the end result
 - Make sure you time your launch correctly
 - Your communication and message must be clear and simple

- Post launch tactics**
 - Once the launch is over, it's not over
 - You need to deliver to your customers
 - Get feedback for future improvements
 - Monitor social media
 - Check all your data
 - Run referral campaigns
 - Prioritize customer retention

- Conclusion**
 - The launch process requires a lot of planning before launching
 - As long as you cover every angle and provide a quality product to a profitable niche you are on the right track
 - Always focus on the customer
 - Get reviews and feedback to use as sales material and improve your product
 - Get experience from your first launch to take to your future launches