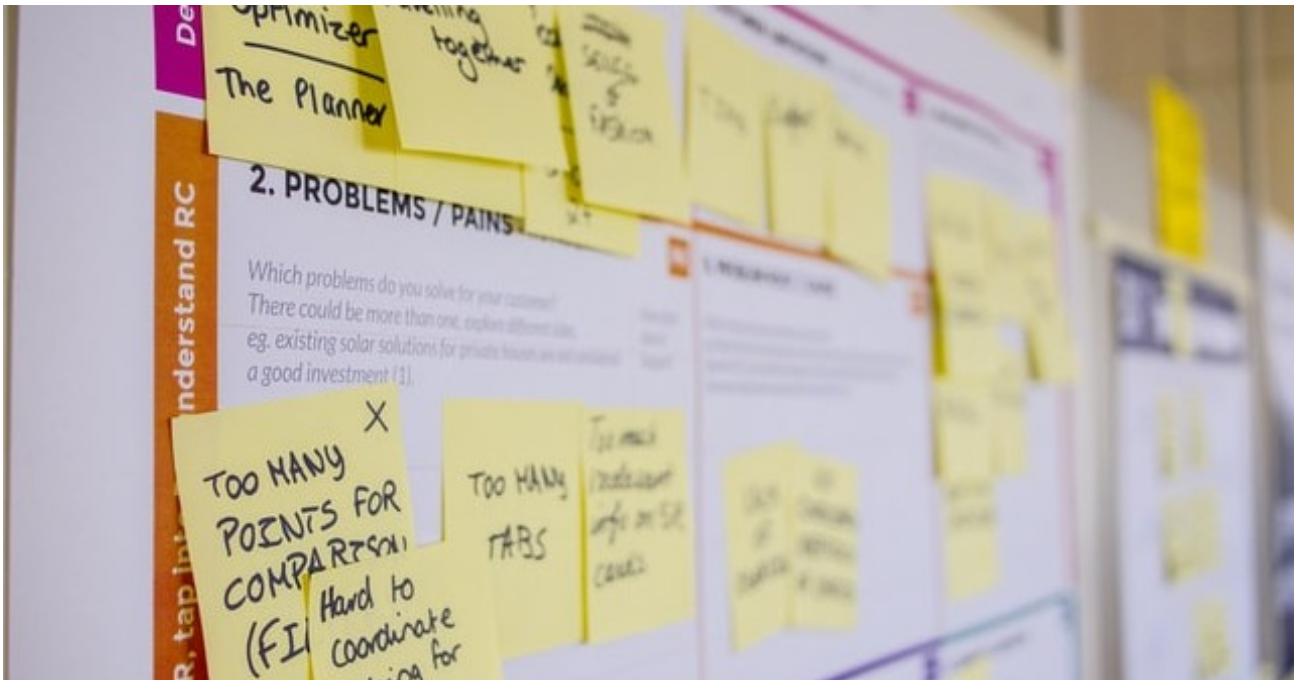


Product/Service Launch Checklist

Ready to launch your new product, service, online course, training material, or eBook? Use this checklist to help you plan a successful launch.



PRE LAUNCH CHECKLIST

- ☐ Assign tasks to your team
- ☐ Set a date for your product/service launch
- ☐ Create a landing page on your website for your new product/service
 - ☐ Write content to describe your new product/service and additional product knowledge
 - ☐ Include SEO friendly descriptions and keywords you are targeting
 - ☐ Set up your payment structure for how customers will purchase your product (and make sure to test)
 - ☐ Take photos of your product or design a digital layout for your online course, training material, eBook, etc
 - ☐ Add links where needed throughout your website that links to your product/service
- ☐ Create/write out your product/service workflow (what are the steps for the customer and you beginning to end)
- ☐ Create your marketing plan
- ☐ Create your promotional and sales materials
- ☐ Set up your email campaign
- ☐ Write a press release
- ☐ Send out PR kits
- ☐ Reach out to influencers to help you promote your product/service
- ☐ Set up support for your product/service (if needed) could be as simple as an email address
- ☐ Set up your launch goals

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- ☐ Look for interview and podcast opportunities

A WEEK TO TWO DAYS BEFORE LAUNCH

- ☐ Write a blog post to feature your new product/service
- ☐ Do a run-through of your entire launch plan (a few days before a launch)
- ☐ Start your marketing plan and email campaign
- ☐ Start your promotional strategy
- ☐ Tell people (get them excited about your new product/service)
- ☐ Send out your press release

LAUNCH DAY CHECKLIST

- ☐ Make your product/service live (do this before any marketing or emails go out for the day)
- ☐ Send out your launch day email campaign (you can also prepare and automate this ahead of time)
- ☐ Post everywhere you can about your launch day
- ☐ Be available and ready for any issues

POST LAUNCH CHECKLIST

- ☐ Send out a thank you email to all your customer that purchased your product/service
- ☐ Continue your marketing plan, email campaign and promotional strategy (plan out the next six months)
- ☐ Ask customers for feedback

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