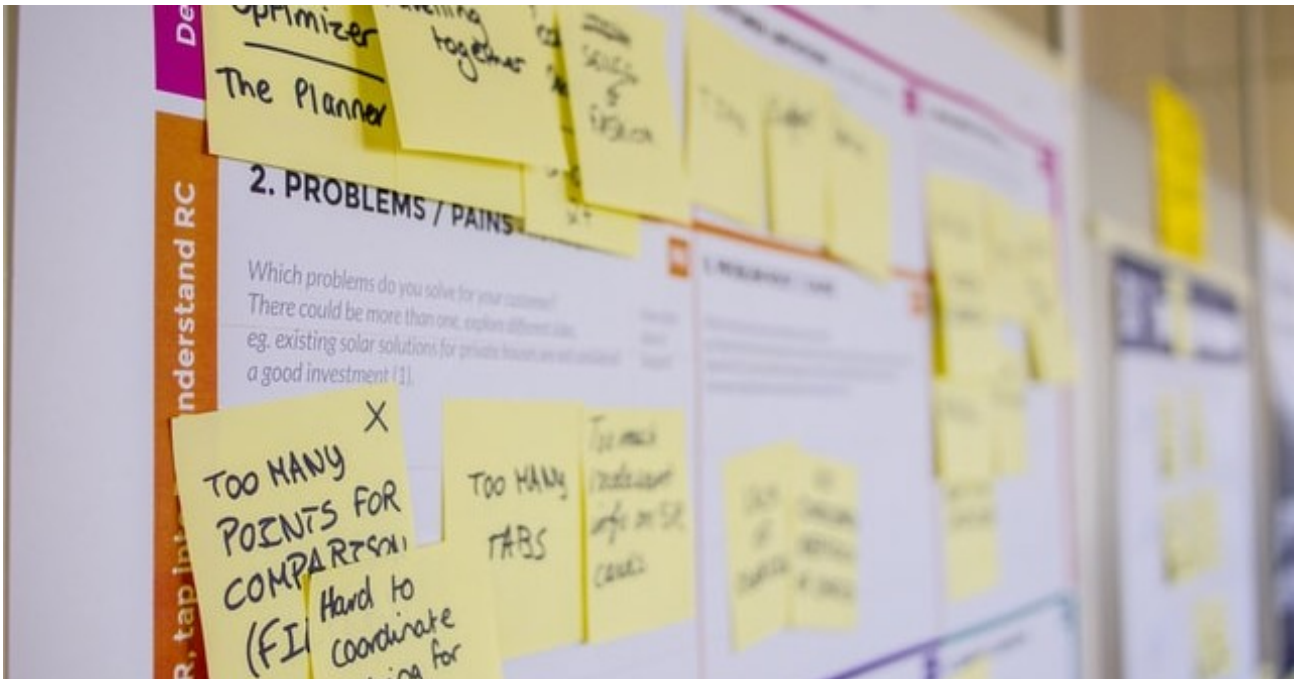


# Product/Service Launch Checklist

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
- 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