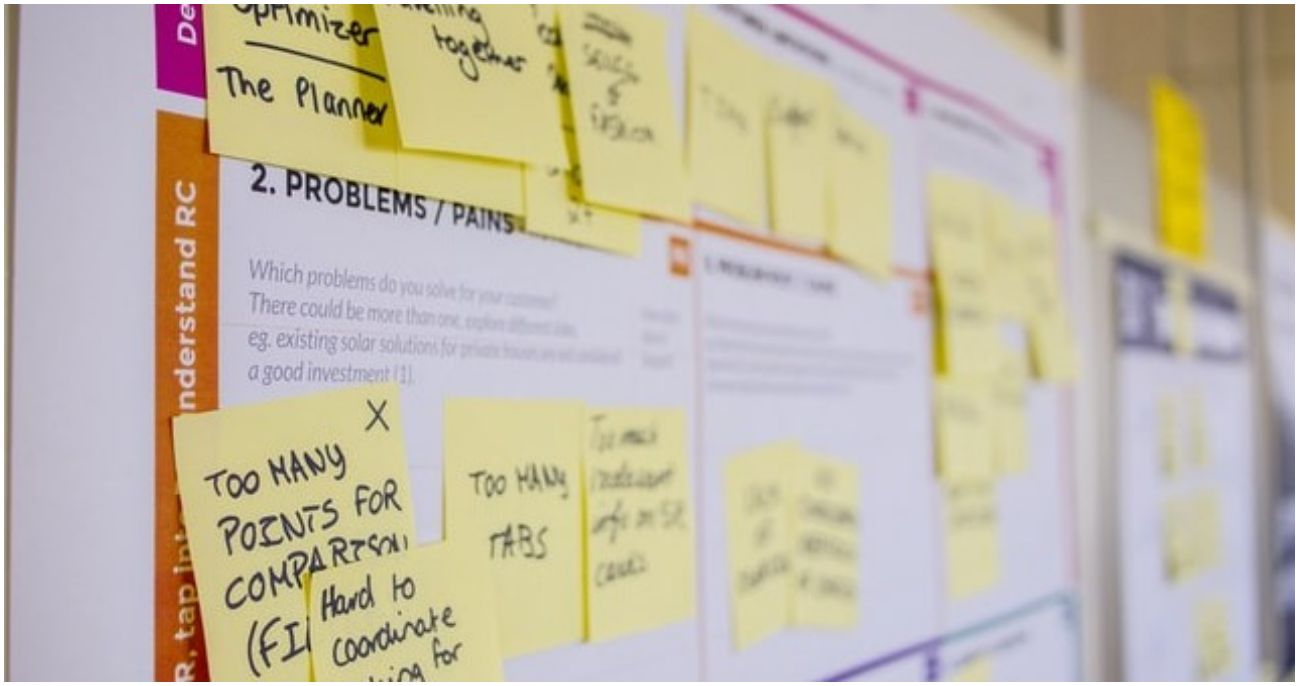
Product/Service Launch Checklist

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 realease

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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