

PRODUCT LAUNCH **AUTHORITY**



CHECKLIST

Ready to launch your product? You've read the main e-book, now it's time to put that into action. These steps will take you from the inception to the creation...

Ideation

When creating your product...

- Consider the niche. Pick something large enough to have broad appeal but small enough to have obvious routes to market and not too much competition.
- Write what you know. You'll create a better product and your passion will come across in the marketing.
- Think about what sells. Remember, you need to pitch this to affiliates, so try not to be too obscure.
- Think about the value proposition. Your product needs to offer a 'dream', which means it should be able to change your buyer's life somehow.
- Offer something different – it's not enough to create a generic product that everyone has seen before.
- Think about the format:
 - ☐ E-book
 - ☐ Video course
 - ☐ Email course
 - ☐ Online course
 - ☐ Membership site
 - ☐ App
 - ☐ WordPress Plugin

Creation

Next you need to think about how you're going to create your product. You have several options here...

- Write an e-book yourself. You can write this in Word, then simply add formatting and save as a PDF file.
- Make your own videos by using screen capture software, or by creating a slideshow and saving it as a video file with a voiceover.
- Make your own talking head videos by buying the equipment you need:
 - ☐ 1080p, 60fps Camera with rotating screen
 - ☐ Good lighting – such as a softbox
 - ☐ Good sound – such as a lav mic, or a Blue Yeti microphone
 - ☐ A suitable backdrop
 - ☐ A tripod
 - ☐ Editing software – Final Cut Pro, Adobe Premiere Pro etc.
- Outsource the creation of your product using freelancing sites

When you create your product, consider adding in extras where possible. These can be useful for making it seem like even better value.

Getting Ready to Launch

- As you're putting your product together, tease it to your audience to get them speculating. Ask for input – what would they like to see and what would they be willing to pay for? This will help you to build more interest still but will also ensure there is an audience for what you're creating.
- Create all the marketing materials you might need:
 - ☐ Press releases
 - ☐ Emails
 - ☐ Sales page
 - ☐ Countdown timer
 - ☐ Banner
 - ☐ Cover image
- By doing this ahead of time, you ensure everything is ready to go and you can just hit 'publish' on the day.

Pre-Launch Phase

- The pre-launch phase begins once you announce what your product will be but before it goes live.
- The best way to break this news is with a press release that gains you coverage from a big media source. This way, you'll gain a lot of authority and hopefully, other sites and magazines will follow suit and cover the same story.

- This is also when you can start building hype on social media.
- Consider running a beta test, so that some of your audience can try out the unfinished version of your product. This will get people talking and build more excitement for the eventual launch. It will also provide you with feedback.
- Work with social media influencers.
- Start recruiting affiliates!

Gain Affiliates

You will gain more affiliates by:

- Finding the right affiliate network:
 - ☐ ClickBank
 - ☐ JVZoo
 - ☐ InfusionSoft
- Offering a higher amount of commission
- Making sure the product is desirable
- Offering marketing materials that you made ready for your marketers to use
- Introducing a contest with a cash prize. This will also motivate your affiliates once they're on board – especially if you post leaderboards!

Launch and Post-Launch!

When you launch, make sure that you incite urgency. Do this by making the launch limited, or by offering a short-term discount.

- 7 Days is a good amount of time for your launch window.
- Once this is over though, you can offer a brief reprise for those that missed the boat. This is a good way to get a second surge.
- Make sure to monitor where your traffic comes from and your performance overall. You can use this next time you launch a product to make it even more successful!