

PRODUCT LAUNCH PLAN

Do Your Research

TALK TO AT LEAST 10 CUSTOMERS OR PROSPECTS BEFORE YOUR BUILD ANYTHING
<ul style="list-style-type: none">• WHAT PROBLEMS ARE YOU FACING RELATED TO [YOUR BUSINESS OFFERING]?• WHERE DO YOU GO WHEN YOU'RE LOOKING FOR A SOLUTION TO THIS PROBLEM?• WHAT DO YOU WISH EXISTED THAT DOESN'T YET?• WHAT WOULD MAKE YOUR LIFE SIGNIFICANTLY EASIER IN THIS AREA?
RECORD WHAT YOU HEAR. LISTEN FOR "I WISH I COULD..." AND "WHY ISN'T THERE SOMETHING THAT..."

Define the Benefit

FEATURES DESCRIBE YOUR PRODUCT. BENEFITS DESCRIBE YOUR CUSTOMER'S LIFE AFTER THEY HAVE IT.	
HOW DOES YOUR PRODUCT OR SERVICE SOLVE THE PROBLEM YOUR CUSTOMERS DESCRIBED?	
WHAT IS THE SINGLE MOST COMPELLING BENEFIT YOU CAN LEAD WITH?	
WRITE IT AS A CUSTOMER OUTCOME, NOT A PRODUCT FEATURE: INSTEAD OF "WE OFFER X SERVICE" TRY "YOU'LL FINALLY BE ABLE TO..."	

Set Your Goals

PRIMARY GOAL CATEGORY:	LEAD GENERATION / BRAND AWARENESS BRAND CONSIDERATION / SALES
WRITE YOUR SMART GOAL (SPECIFIC, MEASURABLE, ACHIEVABLE, REALISTIC, TIMELY):	
LAUNCH DATE:	
SUCCESS CHECK-IN DATE:	

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Make Your Customer the Hero

YOUR CUSTOMER IS THE HERO. YOUR PRODUCT IS THE GUIDE THAT HELPS THEM WIN.	
WHO IS YOUR SPECIFIC TARGET CUSTOMER FOR THIS LAUNCH?	
WHAT PROBLEM ARE THEY TRYING TO SOLVE?	
WHAT DOES THEIR LIFE LOOK LIKE AFTER YOUR PRODUCT SOLVES IT?	
WRITE YOUR HERO-FOCUSED LAUNCH HEADLINE (WHAT'S IN IT FOR THEM, NOT WHAT YOU'RE OFFERING):	
WRITE YOUR SUPPORTING MESSAGE (ONE TO TWO SENTENCES THAT EXPAND ON THE HEADLINE):	

Build Your Launch Plan

CHOOSE YOUR CHANNELS. WHERE DOES YOUR TARGET CUSTOMER SPEND THEIR TIME?			
CHANNEL	TACTIC	GOAL FOR THIS CHANNEL	HOW TO TRACK IT
EMAIL			
SOCIAL MEDIA			
SHORT-FORM VIDEO			
BLOG/ SEO			
PARTNERSHIPS			
EXISTING CUSTOMERS			
OTHER			

PRODUCT LAUNCH PLAN

Launch Plan (Continued)

DUE	INITIATIVE/TASK	OWNER
EARLY ACCESS OR LAUNCH INCENTIVE (DISCOUNT, BONUS, REFERRAL OFFER):		
WHO ARE YOUR LAUNCH PARTNERS OR COLLABORATORS, IF ANY?		

Launch, and Keep Listening

LAUNCH DAY CHECKLIST:	POST-LAUNCH:
<input type="radio"/> ALL MARKETING ASSETS ARE READY (GRAPHICS, COPY, EMAILS, LANDING PAGE) <input type="radio"/> LAUNCH EMAIL SENT TO EXISTING LIST <input type="radio"/> SOCIAL MEDIA POSTS SCHEDULED OR PUBLISHED <input type="radio"/> LANDING PAGE OR PRODUCT PAGE IS LIVE AND TESTED ON MOBILE <input type="radio"/> TRACKING IS SET UP (UTM LINKS, GA4, SOCIAL INSIGHTS) <input type="radio"/> TEAM IS INFORMED AND READY TO RESPOND TO INQUIRIES	DID THE PRODUCT SOLVE THEIR PROBLEM?
	WHAT FEEDBACK DID YOU RECEIVE IN THE FIRST 30 DAYS?
	WHAT WOULD YOU DO DIFFERENTLY NEXT TIME?

RESULTS AGAINST YOUR SMART GOAL:			
METRIC	GOAL	ACTUAL	NOTES