

A person wearing a white long-sleeved shirt is sitting at a desk, working on a laptop. The person's hands are visible, typing on the keyboard. The background is a wooden desk and a wooden chair. The overall scene is a professional workspace.

CHECKLIST FOR LAUNCHING YOUR DIGITAL PRODUCT

Launching a digital product can feel overwhelming, especially if you're a beginner. Here's a detailed, step-by-step checklist to make the process clear, actionable, and easy to follow.

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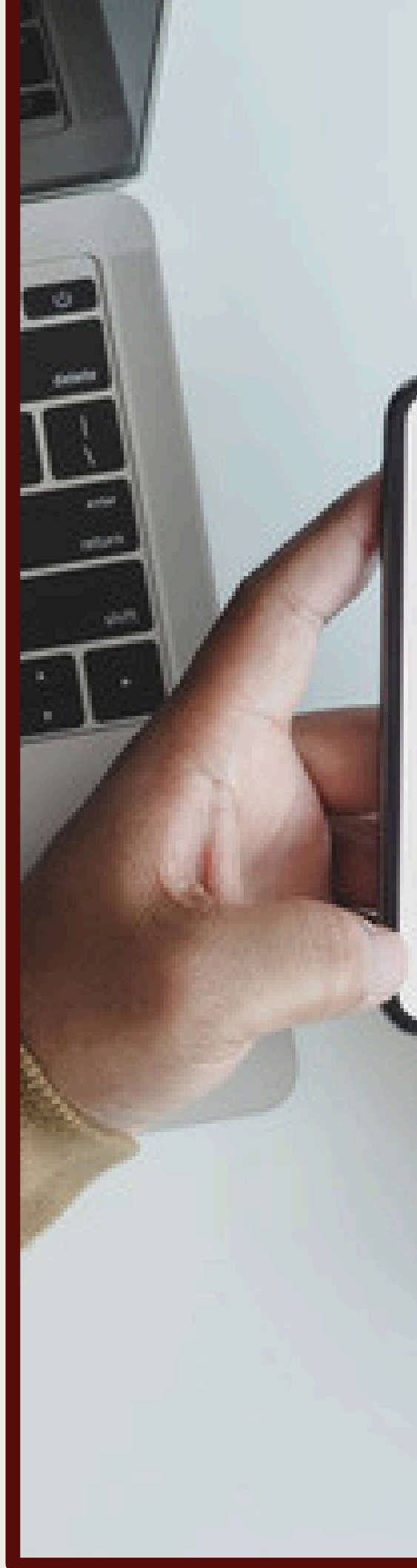
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PRE-LAUNCH PHASE

This phase is all about preparation. The better you prepare, the smoother your launch will be.

1. Validate Your Idea

- Why? Before investing time and effort, you need to ensure there's demand for your product.
- How to do it:
 - Identify your target audience. Who is this product for? (e.g., side hustlers, students, busy moms).
 - Your notes: _____
 - Conduct surveys or polls. Use tools like Google Forms, Typeform, or Instagram Stories to ask your audience what they need help with.
 - Survey results: _____
 - Research competitors. Check similar products, read reviews, and look for gaps or pain points you can address better.
 - Competitor research notes: _____
 - Use AI tools like ChatGPT to analyze market trends and audience needs.
 - Market trends: _____

2. Plan Your Product

- Why? Clarity ensures you're creating something your audience actually needs.
- How to do it:
 - Decide on your product type: Will it be an ebook, online course, template, or planner?
 - Product type: _____
 - Define the outcomes: What transformation or solution does your product provide? Be specific.
 - Outcomes: _____
 - Choose a selling platform: Examples include Shopify, Gumroad, Etsy, Stan, or ConvertKit Commerce.
 - Platform: _____



3. Create Your Product

- Why? The product is the core of your launch. Make it valuable and high-quality.
- How to do it:
 - Use tools like Canva for design, Google Docs for written content, or AI-powered platforms like Descript for video editing.
 - Tools used: _____
 - Focus on solving one big problem for your audience.
 - Problem solved: _____
 - Test your product. Ask a few trusted friends, beta testers, or followers to review it and provide feedback.
 - Feedback received: _____
 - Use AI tools to enhance content quality (e.g., Grammarly for editing or ChatGPT for ideas).
 - Improvements made: _____

4. Set Up Your Sales Funnel

- Why? A sales funnel guides potential customers from discovering your product to purchasing it.
- How to do it:
 - Create a high-converting sales page using tools like Kajabi, Leadpages, or Carrd.
 - Sales page link: _____
 - Design a lead magnet (e.g., a freebie, checklist, or mini-course) to collect emails and build your list.
 - Lead magnet idea: _____
 - Set up a 3-5 email sequence to nurture your leads and guide them toward purchasing your product. Use email platforms like ConvertKit, Flodesk, or ActiveCampaign.
 - Email sequence notes: _____

5. Price Your Product

- Why? Pricing affects how your audience perceives value and whether they'll buy.
- How to do it:
 - Research competitors' pricing in your niche.
 - Competitor pricing: _____
 - Start with a low-ticket price if you're a beginner (e.g., \$9-\$49). Add bonuses to increase perceived value.
 - Your pricing strategy: _____
 - Offer discounts or limited-time bonuses to create urgency.
 - Discount details: _____

LAUNCH PHASE

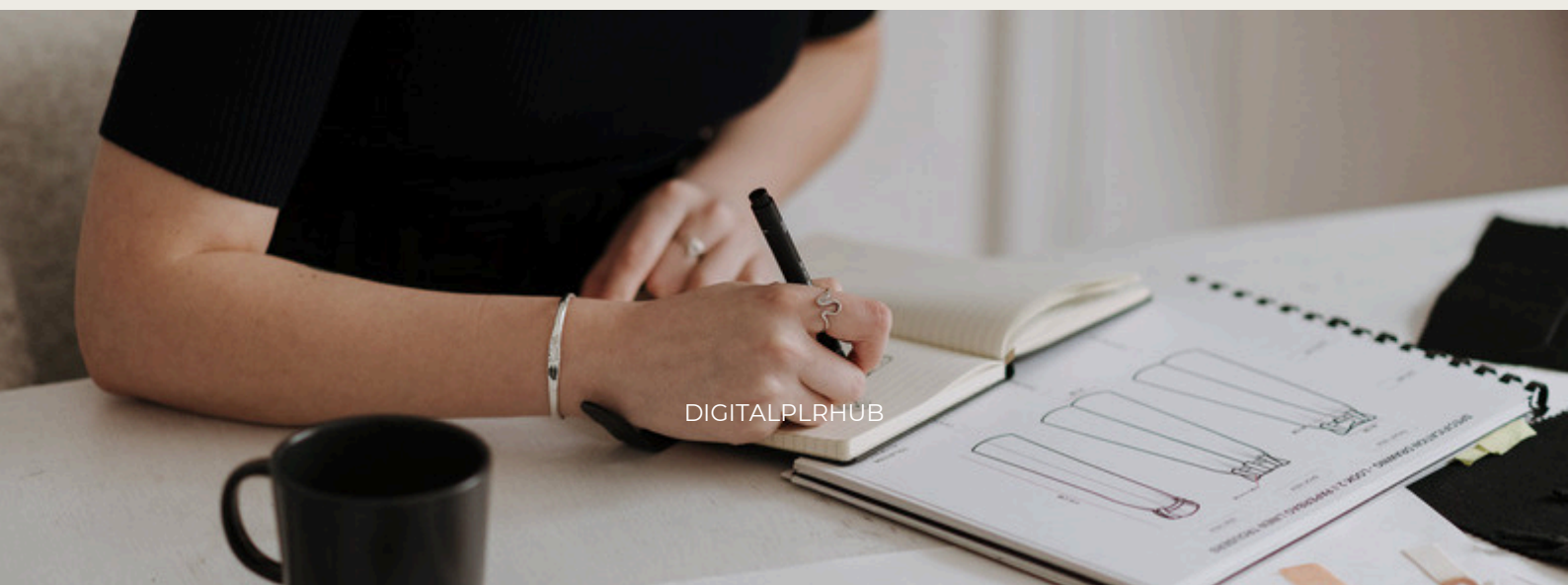
The launch phase is all about creating excitement and getting people to buy your product.

6. Build Hype

- Why? Hype builds anticipation and makes people excited about your launch.
- How to do it:
 - Post teasers on social media (e.g., behind-the-scenes, product sneak peeks, countdown timers).
 - Teaser ideas: _____
 - Share testimonials or beta user feedback if available.
 - Testimonials to share: _____
 - Announce your launch date and encourage sign-ups for early access.
 - Launch date: _____
 - Use Instagram Reels, TikTok, and YouTube Shorts to maximize visibility.
 - Content plan: _____

7. Launch Announcement

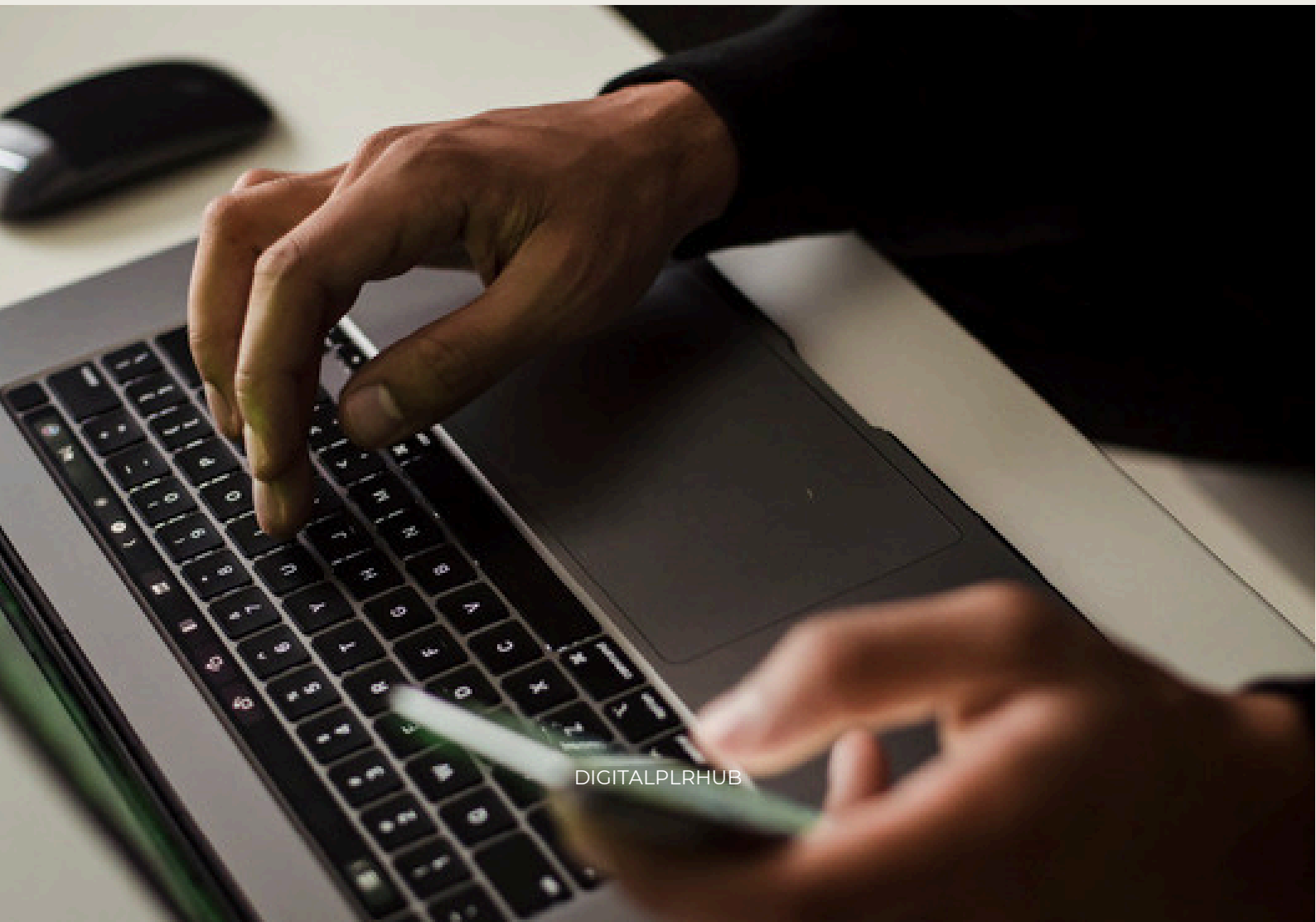
- Why? A strong announcement can make a big impact on your sales.
- How to do it:
 - Announce your product across all platforms (Instagram, email, TikTok, YouTube, etc.).
 - Announcement date: _____
 - Use an engaging caption that highlights the problem your product solves.
 - Caption draft: _____
 - Offer a launch discount or bonus for early buyers.
 - Launch offer: _____
 - Go live on Instagram, YouTube, or TikTok to engage directly with your audience.
 - Live session details: _____



8. Promote Consistently

- Why? Consistent promotion keeps your product top of mind for your audience.
- How to do it:
 - Post daily content showcasing your product's benefits and outcomes.
 - Daily content ideas: _____
 - Share testimonials and reviews as social proof.
 - Key reviews to share: _____
 - Use Stories, Reels, and carousel posts for maximum visibility. Collaborate with influencers or affiliates to expand your reach.
 - Collaboration ideas: _____
 - Run paid ads on platforms like Facebook, Instagram, or TikTok to drive traffic to your sales page.
 - Ad campaign notes: _____

[The Viral Content Pack](#) - Get the all the content that you need to promote your products!



POST-LAUNCH PHASE

This phase ensures you're building momentum and learning from your results.

9. Analyze Results

- Why? Understanding what worked (and what didn't) helps you improve future launches.
- How to do it:
 - Track your sales and conversion rates using tools like Google Analytics, Shopify Analytics, or your email platform's insights.
 - Sales data: _____
 - Identify which promotional efforts (emails, social media posts, ads, etc.) drove the most sales.
 - Insights: _____
 - Use AI tools to analyze customer feedback and identify patterns.
 - Customer feedback notes: _____

10. Engage Buyers

- Why? Happy customers are more likely to buy from you again and recommend your product.
- How to do it:
 - Send a thank-you email with clear instructions on how to use your product.
 - Email draft: _____
 - Ask for reviews or testimonials. Incentivize this by offering a small bonus or discount.
 - Incentive details: _____
 - Share user-generated content (e.g., photos, testimonials, or video reviews) to build trust and credibility.
 - Content to share: _____

11. Refine Your Strategy

- Why? Continuous improvement ensures your next launch is even better.
- How to do it:
 - Use feedback from customers to improve your product or create new ones.
 - Feedback to implement: _____
 - Plan updates, add-ons, or bonuses to keep your product relevant.
 - Planned updates: _____
 - Keep promoting your product as part of your evergreen content strategy. Use tools like Buffer or Later to schedule posts.
 - Evergreen content plan: _____

A person is sitting on a patterned rug, writing in a notebook with a silver pen. The notebook is open to a page with some text and a table. The person is wearing a white long-sleeved shirt and a black headscarf. The background is a patterned rug.

BONUS TIPS

- **Automate Where Possible:** Use AI-powered email marketing tools and chatbots to handle sequences and follow-ups.
- **Focus on Your Audience:** Speak directly to their pain points and desires in your messaging.
- **Keep It Simple:** Don't overcomplicate your product or launch process.
- **Leverage Social Proof:** Share as many testimonials and success stories as you can.
- **Stay Consistent:** Keep promoting even after the initial launch period. Some people need more time to decide.