



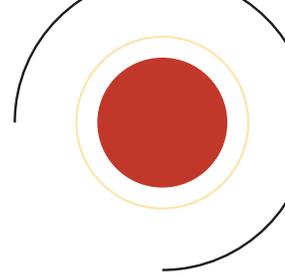
LAUNCH CHECKLIST



*Produced for New
Revenue Launch Lab by*

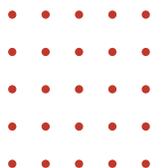


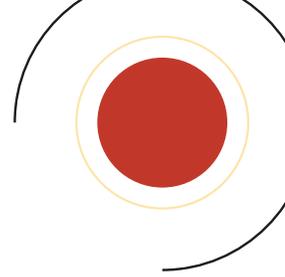
>>> PRE-LAUNCH



1. Create the Foundation

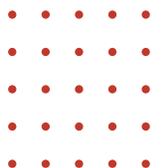
Create target market profile
<ul style="list-style-type: none">• Demographics
<ul style="list-style-type: none">• Psychographics
<ul style="list-style-type: none">• Behavioral Information
Define positioning statement
<ul style="list-style-type: none">• Who is the product for?
<ul style="list-style-type: none">• What problems does the product solve?
<ul style="list-style-type: none">• What other uses does it have?
<ul style="list-style-type: none">• Why is it unique? (Unique Value Proposition)
Release positioning statement to all team members, affiliates, and partners
Choose project management system/tool
Create launch expenses marketing budget
<ul style="list-style-type: none">• Public relations
<ul style="list-style-type: none">• Web marketing
<ul style="list-style-type: none">• Advertising
<ul style="list-style-type: none">• Collateral costs
Pad for unseen expenses
Create a plan for delivery channels
Create schedule for all involved in delivery
Create and distribute any required materials
Test ordering system
Test shopping cart
Make sure software is up-to-date
Schedule and prepare training sessions for those involved in delivery
Inform and prepare stakeholders





2. Build Your Audience

	Establish launch timing (e.g., 5 days pre-launch, 5 days launch)
	Develop a website strategy
	Create a separate section on your site for the launch
	<ul style="list-style-type: none">• Needs that your product/service will meet and its benefits
	<ul style="list-style-type: none">• Product backstory
	<ul style="list-style-type: none">• Development timelines
	<ul style="list-style-type: none">• Product feedback
	Schedule when you will update website content
	Create a press and media plan
	Establish method of communication with target market, e.g.,
	<ul style="list-style-type: none">• Email list
	<ul style="list-style-type: none">• Flyers
	<ul style="list-style-type: none">• Direct response
	<ul style="list-style-type: none">• Social media
	Define target location using target customer profile
	Reach out to the media and journalists
	Build a List of Qualified Prospects
	Segment current email list into qualified buyers
	Create a list of those who match your buyer profile
	Offer a free gift to establish interest





Create a social media plan

Plan content to share on social media

- Teaser posts
- Links to new content
- Info on ordering
- Posts sharing product benefits
- Influencer interviews
- Informational content

Adjust schedule according to signs of engagement

Build anticipation with content

Create a blog series documenting development

Send email messages to list members

Create a content schedule

Experiment with different times and days

Monitor results

Gather results

Seek feedback from product testers

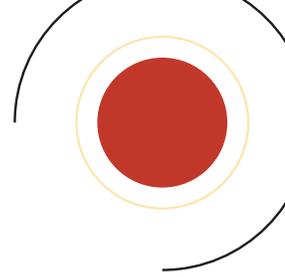
Consider changes highlighted by feedback

Turn feedback into testimonials

Pre-Launch product peek

Schedule pre-launch viewing with influencers

Ask people to leak information

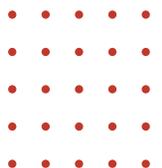


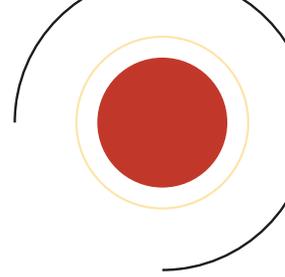
3. Develop Launch Content

	Your product launch sales page
	Offer information & free downloads to qualify prospects
	Create other pages only visible pre-launch
	Use a template to create pages
	Launch email sequence
	Map out a promotional sequence
	<ul style="list-style-type: none">• Email before product goes live
	<ul style="list-style-type: none">• Emails during launch
	<ul style="list-style-type: none">• Emails immediately after launch
	Identify content to boost sales during launch
	Create customer service content
	<ul style="list-style-type: none">• FAQs
	<ul style="list-style-type: none">• Tutorials

Pre-Launch

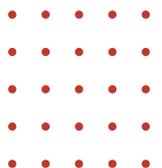
	Put all marketing plans into motion
	Create all content
	Schedule content for publishing
	Monitor publishing of pre-launch content
	Track metrics
	Adjust schedule and content where necessary

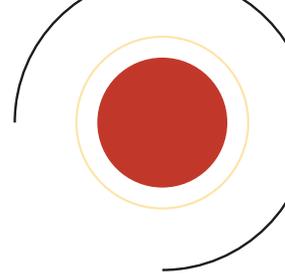




Launch Phase

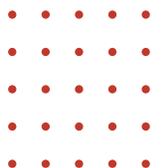
Monitor publishing of scheduled launch content
Remind partners/influencers/affiliates of launch
Create additional content as needed (respond to market)
<ul style="list-style-type: none">• Blog
<ul style="list-style-type: none">• Tweets/social media posts
<ul style="list-style-type: none">• Q&A
<ul style="list-style-type: none">• Live webinars
<ul style="list-style-type: none">• More tutorials
Ensure other parties are using marketing materials
Be prepared to make changes
Make it easy for customers to learn
Tell people about successes
Customer responsiveness
Be on hand to support affiliates, partners and customers
Respond quickly to questions and problems
Make sure there are lots of ways to reach you
Let everyone know you're doing what you can to meet demand
Monitoring and measuring
Watch those who are talking about you online
Monitor performance stats
Keep track of consistent issues raised by customers
Split-test and monitor marketing elements
Keep track of both successes and failures
Watch sales
Offer team feedback

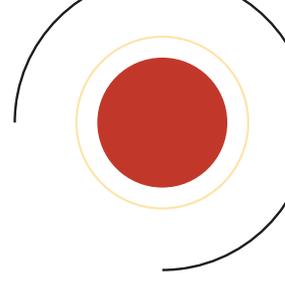




Post-Launch Phase

	Thank Everyone
	Collect and publish launch metrics
	Pay relevant commissions
	Get Feedback
	Ask customers for feedback
	Conduct surveys on social media
	Update instructional materials
	Revisit potential sales opportunities
	Follow-Up
	Provide ongoing customer support
	Send emails to check customers are happy
	Start planning your next launch!





>>> ABOUT THE CEO PARTNER

Business owners who plan ahead perform more than 60% better than those who don't.



At the CEO Partner, we work with expert service providers who already make money offline but want to transition to create new revenue streams online.

As a boutique agency that loves Systems, Numbers and Marketing, we design and implement strategic plans so that you can smoothly hit your business goals.

Our team are experts who have walked this CEO path and are ready to partner with you to create the reliable, repeatable revenue you deserve.

There are many ways that we can help you reach more people online and have a greater impact with your business.

To learn more about our recent real-life success stories, visit www.theceopartner.com/results

