

More Profitable Product Launches

CHECKLIST

Use the following checklist to ensure you receive maximum results from your product launches.

- ❑ A profitable product launch starts with knowing your audience, their wants, needs and more. This allows you to create a product specific for them and to market in ways that reach the most people in your target market. So, if you don't already know your audience inside and out, do this step first.
- ❑ Start marketing well in advance of the launch date. Depending on what you are launching, this may mean weeks or even months in advance. This will prime your audience to keep an eye out for more details. It will also build excitement with existing customers.
- ❑ As you create the product, keep readers informed of milestones you reach. Ask for feedback or opinions about pieces of the product.
- ❑ Pre-sell the product to help determine the interest in the product. Allowing pre-orders is also a great way to build excitement for the product.
- ❑ Test every step of your funnel prior to launch. From landing page to checkout process, thank you page and email follow-up sequence and even support staff; do not skip any steps. If possible, ask a couple friends to go through the funnel to make sure all is working properly.
- ❑ When marketing, focus on how your product will change the lives of buyers. Demonstrate how your product solves the problem they are having.
- ❑ Get influencers on board with helping market your product. Don't overlook micro-influencers, those that have between 1,000 and 50,000 followers. They generally have a solid relationship with their audience so their recommendations can really impact your sales.
- ❑ Get your social followers on board. Give them branded freebies they can share a few days prior to launch. On launch day, ask them to spread the word about your new product.

- Create rock-solid video to spread the word about your product. Explainer videos released ahead of launch can build excitement. Sales videos walking viewers through your new product can boost sales.
- Make use of social media advertisement options. Facebook ads, Twitter ads, Promoted Pins, LinkedIn sponsored updates are all great ways to boost interest in your products.
- If you're relatively new to online business, you may want to choose a few beta testers who could offer feedback on the product. This allows you to do last-minute tweaks to improve the product and funnel. It also gives you the opportunity to ask them for testimonials for your sales page.
- Consider using remarketing ads to keep your new product in front of your audience.
- Give your affiliates pre-written promotional emails and images to make it super easy for them to promote your product.
- Users tend to have a lot of questions regarding a product before they buy. You can address some in the sales page but it's also a good idea to create an FAQ for the product.
- Always provide excellent customer support. Be available more than normal during launch to quickly address any issues that crop up.
- Always end your launch by evaluating it to determine not only the success but to see where you can improve on the next launch.

