



# Launch Checklist

**B.**

BRITTANYDARRINGTON.COM



# PRODUCT CREATION CHECKLIST

Outline what the product is

Outline the steps necessary to create the product

Outline who it is for

Choose a name (buy the URL if needed)

Outline product creation milestones and goals

Outline launch dates



# AUDIENCE BUILDING CHECKLIST

- Create opt-in (or offer) to promote that relates to the final product
- Write 4-6 blog posts that relate to the product with a content upgrade
- Find launch cheerleaders to help spread the word
- Reach out to influencers with a similar audience about collaborating on a list-building project
- Send content (to those who opted in) at least once a week leading up to the launch



## PRE-SALE CHECKLIST

Research payment processors or sites to host your product

Research shipping information if needed

Outline sales page (or product listing)

Design sales page (or product listing)

Test the buying process yourself to see if there are any holes

Educate your audience on why they need your product



## LAUNCH CHECKLIST

- Give your influencers access to marketing materials to help create hype around your launch - inform them of important dates/pertinent information
- Start a challenge, giveaway, or other marketing strategy to continue to build interest
- Give VIPs access to purchase early before you launch to the public



## PROMOTION CHECKLIST

- Gather images and graphics to share on social media
- Write scripts for yourself and your launch cheerleaders/collaborators to use during the launch
- Create a launch promotion checklist so you can keep up with the hype
- Create 3 amazing and actionable blog posts about your product topic and publish during the launch
- Start pre-written launch sequence in email provider
- Schedule Q&A call to answer audience questions (optional)



## PRODUCT CHECKLIST

Test your tech

Switch to the full sales page if different than pre-sale

Open the cart

Gather testimonials as customers start joining your programs

Host or run any live events for the launch



## POST-LAUNCH CHECKLIST

- Follow up with and thank your launch cheerleaders/collaborators
- Take a breather and pat yourself on the back - it's time to celebrate!
- Keep the communication lines open with online purchasers so they don't feel like you forgot about them (email or thank you card)
- Follow up with any services that need to be fulfilled if applicable
- Analyze and take note of what worked during this launch while it's fresh
- Put a date on the calendar to relaunch or re-promote your product