Product Launch Checklist

Product

1. OTO Must complement the first product. □
2. Does it fast track, solve pain for customers? □
3. Is it a quality product for your brand? □
4. Good ebook cover □
5. Test the whole buying process with transactions to make sure it all works □

Marketing

1. Announce product launch one month prior to build buzz □
2. Use real name on forum □
3. If you are not doing anything unique, you are part of the noise □
4. Be different to get more attention □
5. Announce 1/2 off to list 30 mins prior to launch for higher EPCs □
6. Send offers to list after 7 days including OTOs □
7. Pick a day where there is not much launches □

JV partners

1. If the product is under $10 give 100% commission □
2. Create a JV page with the following...

- Place for for them to request a review copy □
- What product is □
- How product works □
- Demo sales page □
- Add Testimonials □
- Email swipe content □
- Get JVs on mailing list □
- Send JVs a personal video to invite □

Sales Page

1. Clean □
2. Flows well □
3. Less than 3 seconds to load sales page? □
4. Professional □
5. Keep conversion to round 13% or higher! □
6. EPC above $1 □

Mindset

1. Mindset "keep your expectations managed and see it as a learning curve" □
2. Your credibility is everything □
3. Networking is about genuine sincerity □
4. There is no substitute for relationship building □
5. Be methodical □
6. Always own it (build your identity and know who you are) □
7. Make small money and use it to make big money □
8. Take every step seriously □
9. Balance between short term and long term revenue □