

# PRODUCT LAUNCH

## *Success*



**CHECKLIST**

# Checklist

It's recommended that you print this checklist out so you can work side-by-side with the main ebook. The idea of this checklist is to mark off 1-by-1 what you've learned and had an understanding about.

Once you have had a full understanding of each chapter, topics, and subject throughout the main ebook, simply check it off. A great way to keep organized and not backtracking what you already have learned.

- **Introduction**
  
- **Steps To A Successful Product Launch**
- Benefits of a Digital Product Business
  - No Overheads
  - It's Truly Passive
  - No Stock
  - No Investment
  - No Delivery
  
- **How a Product Launch Can Explode Your Sales**
- Create Products That Will be Conducive to a Successful Launch
  - Make it Mysterious
  - Tap Into Dreams
  - Provide Extras
- Ways to Create a Sense of Urgency With Your Sales
  - Leverage Color Psychology
  - Use the Right Language
  - Think About the Neurochemistry
  
- **Preparing For Your Next Product Launch**
- Your Post-Launch Follow-Up Strategy
- Use Press Releases During Your Product Launch
  - What is a Press Release?
  - How to Make the Most of Your Release
- Finding and Recruit Affiliates To Promote Your Product
  - Where to Find Affiliates
  - How to Get Them Onboard
  
- **Pre-Launch, Launch, Post-Launch Explained**
- Motivate Affiliates During Your Product Launch
  
- **Tips To Finding JVs To Promote Your Launch**
- Boosting Your Launch With Affiliate Prizes

- **How to Get Affiliates to Promote Your Product Launch**
  - Offer a High Commission
  - Provide Free Materials
  - Make a Contest
  - Make a Brilliant Product!
- How to Make Your Digital Product a Hit
  - Have Something to Say
- JVZoo vs ClickBank vs WSO Pro
  - The Differences
- Biggest Benefits of Using JVZoo
  - Benefit One: You Make More Sales
  - Benefit Two: You Carry On Selling
  - Benefit Three: You Get Free Exposure
  
- **How to Write a Compelling Sales Script**
- Use Social Media To Enhance Your Product Launch
  
- **A Mailing List is Perfect for a Product Launch**
  - Your Squeeze Page
  - How a Product Launch Changes Everything
- How to Build a List of Subscribers
  - Sign Up for an Autoresponder
  - Add a Form to Your Page
  - Use an Incentive
  - Talk About Your Mailing List
  
- **Conclusion**
  - Ask the Audience!
  - Run a Beta Test
  - Release a Press Release
  - Add Lots of Extra Materials
  - Make Your Product Different
  - Get Affiliates Involved
  - Use a Countdown Timer