

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