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The Nutritious Life Studio Level 2:
Ultimate Product Launch Plan

Launching a new product - whether it's a physical or digital one - can be a very exciting time, as it should be! At the same time, it can also be stressful and overwhelming, especially if you don't have a step-by-step plan to go by. There are a lot of things that need to happen in order to successfully launch a product that results in you reaching your goals. If you don't have everything laid out ahead of time, you might find yourself rushing through things or missing important steps along the way.

But don't worry - we've got your back! We put together a comprehensive plan that you can follow each time you want to launch a new product, like an ebook, a webinar, an online or in-person course, etc. Keep this handy product launch plan in a safe place, and you'll nail every launch without breaking a sweat.
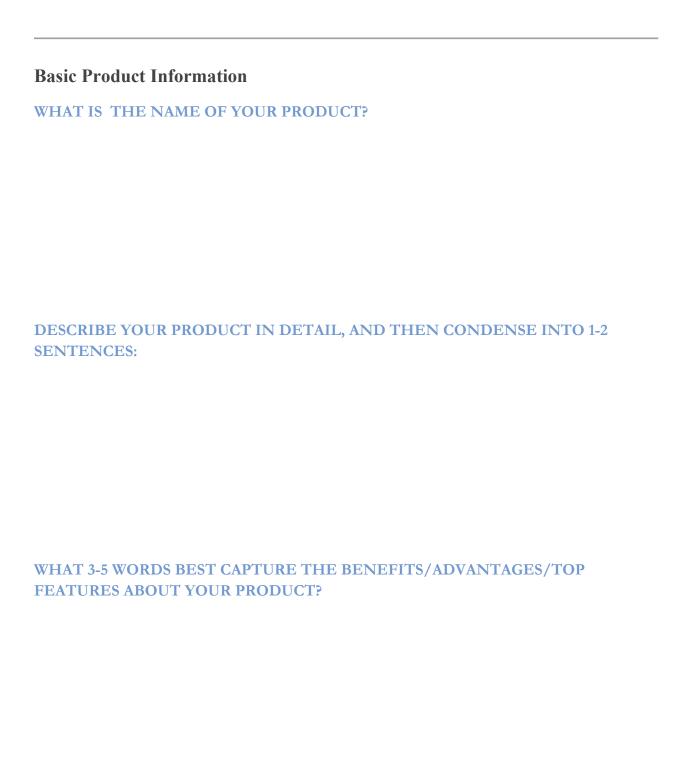
Launch Phase 1:

Defining the Basics

Let's start with the basics. The first phase of launching any new product is to get all the important details down on paper (or digital paper). This phase involves really getting clear about the product you are offering, including who your audience is, what your target pricing should be, what problem your product will solve, what pain points will resonate with your audience, and more.

While writing down these details may seem redundant to you, it's really important to have this information clearly defined and confirmed before you go any further with your launch. So, let's get clear with your product details.

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Basic Product Information

WHAT IS THE NAME OF YOUR PRODUCT?

DESCRIBE YOUR PRODUCT IN DETAIL, AND THEN CONDENSE INTO 1-2 SENTENCES:

WHAT 3-5 WORDS BEST CAPTURE THE BENEFITS/ADVANTAGES/TOP FEATURES ABOUT YOUR PRODUCT?

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Target Audience

Who is your target audience? (age range, gender comparison, income, hobbies, interests, professions, etc.) Create simple personas for at least 3 different target audiences who may purchase your product(s). (Example: Jenny Smith, Accountant, 35, $75k income, single, runner, etc.)

CUSTOMER AVATAR 1:

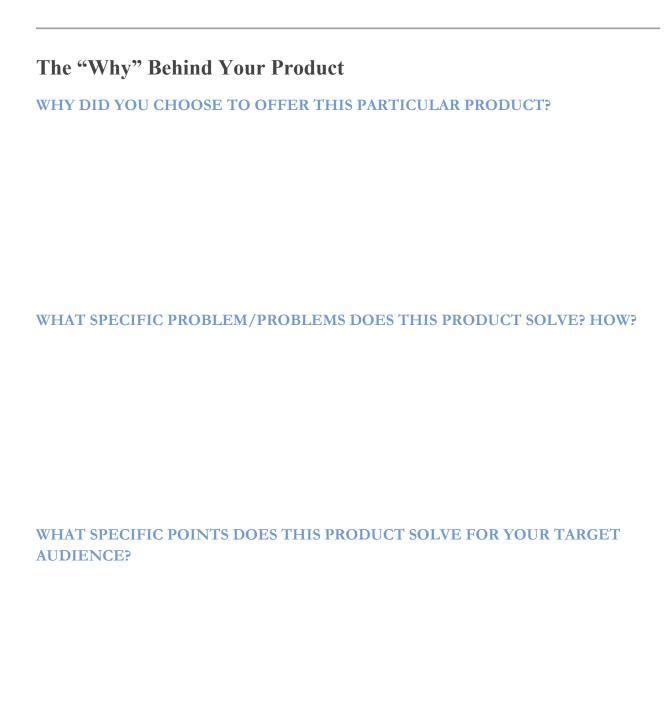**CUSTOMER AVATAR 2:**

CUSTOMER AVATAR 3:

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Product Pricing Information

The "Why" Behind Your Product

WHY DID YOU CHOOSE TO OFFER THIS PARTICULAR PRODUCT?

WHAT SPECIFIC PROBLEM/PROBLEMS DOES THIS PRODUCT SOLVE? HOW?

WHAT SPECIFIC POINTS DOES THIS PRODUCT SOLVE FOR YOUR TARGET AUDIENCE?

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Product Launch Goals

WHAT IS YOUR GOAL PRODUCT LAUNCH DATE?

WHAT OBSTACLES, IF ANY, MAY PREVENT YOU FROM REACHING THAT GOAL?

HOW MANY "PRODUCTS" DO YOU WANT TO SELL IN THE FIRST WEEK AFTER YOU LAUNCH? THE FIRST MONTH? THE FIRST YEAR?

Launch Phase 2:
Defining Strategies for Success

Now it's time to get into the meaty details. The next phase of your product launch is all about coming up with the best strategies for reaching your target launch date and any other goals you have set. In order to reach or exceed your goals, you'll need some awesome **branding** and **graphics**, a solid **marketing strategy**, the right **technology**, and the right **partnerships** to make it all happen.

This phase is where much of the magic of your launch happens. It's where your creativity and productivity skills are really important, but also where your passion comes into play. This should be a fun and exciting time for you, but also, you'll be very busy. So, let's get a strategy in place. Ready?

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Branding and Graphics

WHO WILL CREATE YOUR BRAND MESSAGING AND VISUAL GRAPHICS FOR YOUR NEW PRODUCT?

WHAT DO YOU WANT THEM TO LOOK LIKE?

WHAT'S YOUR PRODUCT BRAND PERSONALITY? (WHAT PERSONALITY TRAITS WOULD YOUR PRODUCT HAVE IF IT WERE A PERSON?)

WHAT TYPE OF BRANDING DO YOU NEED TO ESTABLISH BEFORE LAUNCH? (LOGO, BUSINESS CARDS, BROCHURES, ETC.)

Marketing Strategy

Define your marketing strategy. This should include everything from your **website** and/or specific product landing pages, **search engine optimization** strategy, **email marketing** campaigns, **social media marketing** and advertising campaigns, other **content marketing** strategies (blogging, vlogging, webinars and podcasts), **advertising**, and more.
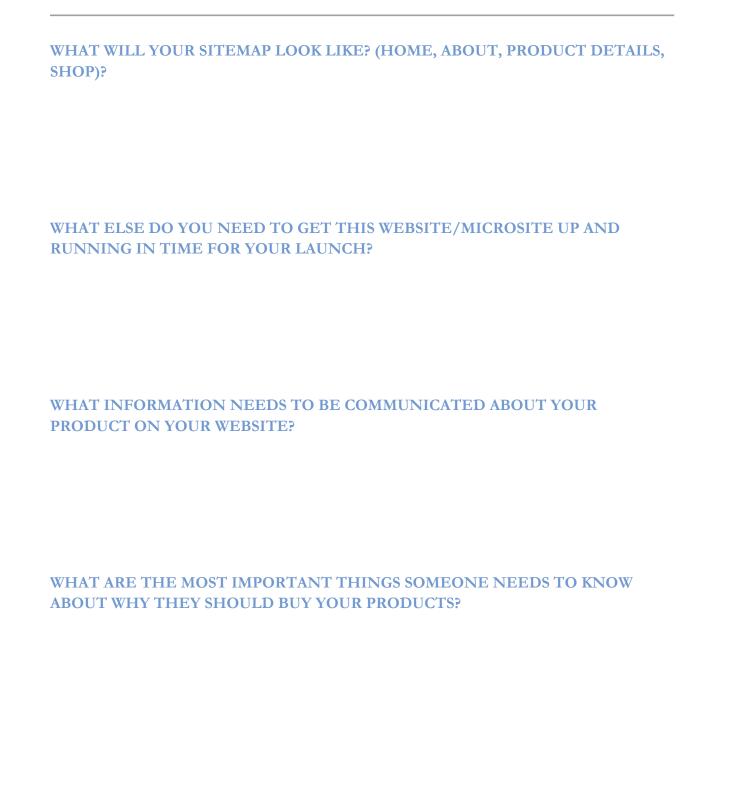
Website/Landing Page(s)

WILL YOU BE CREATING A NEW WEBSITE FOR YOUR PRODUCT OR CREATING A NEW LANDING PAGE ON YOUR EXISTING WEBSITE? WHAT WILL THE URL STRUCTURE BE? WHAT WILL YOUR BUTTON CTA'S BE?

If you are adding your product to your existing website: Where will this information live? (Will you add a new section to your existing navigation or will the product information live within an existing section of your website?)

If you are creating a new website/microsite: What platform will your website be hosted on? (WordPress, SquareSpace, Wix, Clickfunnels, Unbounce, etc.)

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WHAT WILL YOUR SITEMAP LOOK LIKE? (HOME, ABOUT, PRODUCT DETAILS, SHOP)?

WHAT ELSE DO YOU NEED TO GET THIS WEBSITE/MICROSITE UP AND RUNNING IN TIME FOR YOUR LAUNCH?

WHAT INFORMATION NEEDS TO BE COMMUNICATED ABOUT YOUR PRODUCT ON YOUR WEBSITE?

WHAT ARE THE MOST IMPORTANT THINGS SOMEONE NEEDS TO KNOW ABOUT WHY THEY SHOULD BUY YOUR PRODUCTS?

Search Optimization Strategy

WHAT MAIN KEYWORDS WILL YOU FOCUS ON FOR YOUR PRODUCT LAUNCH?

WHAT ARE SOME WAYS YOU WILL OPTIMIZE YOUR WEBSITE AND OTHER DIGITAL PLATFORMS FOR SEO? (GOOGLE MY BUSINESS LISTING, LOCAL SEARCH DIRECTORIES (YEXT, YELP, ETC.), TRACKING GOOGLE ANALYTICS, OTHER SEO TOOLS LIKE MOZ OR SEMRUSH)

WHAT CONTENT WILL YOU NEED TO CREATE ON YOUR WEBSITE FOR SEO PURPOSES? WHAT PARTNERS WOULD BE WILLING TO WRITE ABOUT YOUR CONTENT AND LINK BACK TO YOU?
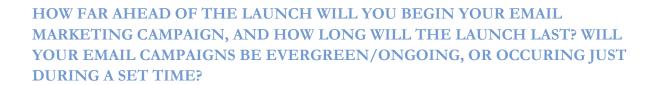
Email Marketing Strategy

HOW WILL YOU BUILD YOUR EMAIL LIST? IF SO, HOW WILL YOU GROW IT?

HOW OFTEN WILL YOU EMAIL PROSPECTIVE CUSTOMERS? WHAT WILL YOUR EMAIL LAUNCH LOOK LIKE WHEN IT IS MAPPED OUT? (ANNOUNCEMENT, 1 DAY LATER FOLLOW UP ON X SUBJECT, DISCOUNT ANNOUNCEMENT FOR LIMITED TIME, 2 DAYS LATER ON Y SUBJECT, 24 HOURS LEFT HURRY, ETC.)

WILL YOU CREATE A MONTHLY OR QUARTERLY NEWSLETTER IN ADDITION TO PERSONALIZED EMAIL CAMPAIGNS? IF SO, WHAT FREQUENCY CAN YOU COMMIT TO?

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HOW FAR AHEAD OF THE LAUNCH WILL YOU BEGIN YOUR EMAIL MARKETING CAMPAIGN, AND HOW LONG WILL THE LAUNCH LAST? WILL YOUR EMAIL CAMPAIGNS BE EVERGREEN/ONGOING, OR OCCURING JUST DURING A SET TIME?

HOW WILL YOU FOLLOW UP VIA EMAIL AFTER THE LAUNCH WITH ANYONE WHO EXPRESSES INTEREST?

HOW WILL YOUR EMAIL CAMPAIGNS LOOKS FOR THOSE THAT DID NOT CONVERT IMMEDIATELY BUT MIGHT IN THE FUTURE?

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Social Media Marketing Strategy

WHAT SOCIAL PLATFORMS WILL YOU USE TO COMMUNICATE YOUR PRODUCT LAUNCH?

HOW FAR AHEAD OF TIME WILL YOU BEGIN TEASING YOUR NEW PRODUCT? (1 MONTH, 1 WEEK, ETC.)

HOW OFTEN WILL YOU POST ON EACH PLATFORM ABOUT YOUR PRODUCT? (DAILY, 3 TIMES PER WEEK, ETC.)

WILL YOU RUN ANY CONTESTS ASSOCIATED WITH YOUR PRODUCT LAUNCH? IF SO, DEFINE THE DETAILS HERE.

WHAT PARTNERS AND OTHER INFLUENCERS CAN HELP YOU WITH YOUR LAUNCH THROUGH THEIR SOCIAL MEDIA CHANNELS?

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Additional Content Marketing Strategies

WHAT OTHER TYPES OF CONTENT MARKETING WILL YOU USE TO MARKET YOUR PRODUCT? (BLOGGING, WEBINARS, HOW TO VIDEOS, ETC.)

HOW WILL YOU SHARE THESE TYPES OF CONTENT WITH YOUR AUDIENCE? (WHICH PLATFORMS WILL YOU USE, HOW OFTEN WILL YOUR EMAIL LIST RECEIVE THIS CONTENT, ETC.?)

WHERE WILL YOU STORE YOUR CONTENT?

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Technology Needs

WHAT TYPE OF TECHNOLOGY WILL YOU NEED TO EFFECTIVELY COMMUNICATE YOUR PRODUCT LAUNCH?

WHAT SPECIFIC SOFTWARE WILL YOU NEED?

WHAT TOOLS WILL HELP YOU?   `

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WHAT TOOLS YOU WILL NEED TO DEVELOP STRONG MARKETING COLLATERAL?

DOES YOUR PRODUCT REQUIRE SPECIFIC TECHNOLOGY? (FOR EXAMPLE, DO YOU NEED TO PURCHASE AN ONLINE LEARNING APPLICATION TO DEPLOY A COURSE?)

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Partnerships & Legal Considerations

DO YOU PLAN TO PARTNER WITH ANYONE OR ANY PARTICULAR BUSINESS TO MARKET YOUR PRODUCT LAUNCH OR AS PART OF THE PRODUCT YOU ARE OFFERING? IF SO, INDICATE THESE DETAILS HERE:

WHAT LEGAL CONSIDERATIONS DO YOU NEED TO ADDRESS? (LEGAL CONTRACTS, COPYRIGHTED MATERIALS, PATENTS, LIABILITY INSURANCE, ETC.)

DO YOU NEED TO HIRE ANYONE TEMPORARILY TO HELP YOU WITH YOUR PRODUCT LAUNCH? IF SO, WHAT WILL THAT LOOK LIKE?

Launch Phase 3:
What Happens Next?

You're so close! There are just a few things you'll need to button up before it's time to let your new product out of the bag. For example, do you have a plan for how people will purchase your product (online and/or in person), and what will happen when they make a purchase, such as how they'll receive it, when they'll receive it, and more?

Again, this part may seem self-explanatory, but there are bound to be questions that come up that you will be happy you answered ahead of time. There's nothing worse than feeling unprepared for tricky questions that come up and need to be answered as soon as possible. So, let's talk about your plan for what happens when someone adds your product to their cart - literally or virtually.

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Product Purchasing Details

IS YOUR PRODUCT AVAILABLE FOR PURCHASE ONLINE OR IN PERSON? BOTH?

WHAT HAPPENS WHEN SOMEONE PURCHASES YOUR PRODUCT? (DO THEY RECEIVE AN EMAIL CONFIRMATION AND/OR A RECEIPT? ARE THEY BILLED ONE TIME OR PERIODICALLY?

Product Availability/Shipping

IF IT IS A DIGITAL PRODUCT, WILL IT BE AVAILABLE FOR DOWNLOAD IMMEDIATELY? OR,WILL THEY RECEIVE AN EMAIL? BOTH? IF THEY HAVE TO WAIT AFTER THEIR PURCHASE BEFORE THE COURSE BEGINS, WHAT CORRESPONDENCE, HOMEWORK, ETC. WILL THEY RECEIVE DURING THAT TIME?

IF IT IS A PHYSICAL PRODUCT (A BOOK, A PAPER DOCUMENT, ETC.), HOW LONG WILL IT TAKE FOR THEM TO RECEIVE IT?

IS SHIPPING INCLUDED IN THE PRICE OR IS THERE AN ADDITIONAL FEE FOR THAT?

CAN THE CUSTOMER TRACK OF THE STATUS OF THEIR SHIPMENT?

CAN THE CUSTOMER EXPEDITE SHIPPING?

HOW WILL THE PRODUCT PACKAGED? (FOR PHYSICAL PRODUCTS)

Upgrading/Downgrading/Discounts/Cancellations

ARE THERE WAYS FOR THE CUSTOMER TO UPGRADE/DOWNGRADE THEIR PRODUCT ONLINE?

WHAT SPECIALS WILL YOU BE RUNNING FOR FIRST-TIME CUSTOMERS? FOR REPEAT CUSTOMERS? HIGH VOLUME ORDERS? OR OTHER?

HOW WILL YOU OFFER DISCOUNTS? (ONLINE, IN PERSON, VIA MAIL,VIA EMAIL, ETC.)

WHAT ARE RULES FOR CANCELLING A PURCHASE AND/OR REQUESTING A REFUND, AND WHERE WILL YOU POST THESE?

Reviews & Testimonials

Don't forget to ask your customers for reviews and testimonials. You'll want to have a plan in place for collecting positive and constructive feedback on your new product launch, so you can use it to show others why they should buy it.

HOW WILL YOU ASK FOR TESTIMONIALS AND REFERRALS? (VIA EMAIL, PHONE CALL, AUTOMATED ONLINE TOOLS, ALL OF THE ABOVE?)

HOW LONG AFTER SOMEONE BUYS FOR PRODUCT WILL YOU ASK FOR FEEDBACK?

WHERE WILL YOU DIRECT CUSTOMERS TO WRITE REVIEWS? (GOOGLE MY BUSINESS, FACEBOOK, YELP, ETC.)

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HOW WILL YOU RESPOND TO NEGATIVE FEEDBACK?

WHAT ARE SOME WAYS YOU CAN ENCOURAGE REVIEWS AND TESTIMONIALS (ADD A NOTE TO YOUR EMAIL SIGNATURE, SET UP AN EMAIL MARKETING CAMPAIGN, CREATE A CALL TO ACTION ON YOUR WEBSITE, ETC.)

Now that you've answered all of the tough questions about launching a new product, you're as ready as you'll ever be to go out there and get it done. Will you still encounter unexpected challenges and have to come up with answers to unique questions and situations along the way? Absolutely. But filling out this product launch worksheet will help you to be as prepared as you can be, so you can feel confident and passionate about successfully launching your new product.

Good luck!