

# Product Launch Checklist

1. Product Research
2. Choose Your Angle
3. Pick a launch date
4. Choose a Product Name
5. Come up with main benefits (Bullet Points)
6. Create Product Image
7. Additional Graphics
8. Create JV Tools
9. Create JV Page
10. Announce Launch to the world
  - a. Post launch on muncheye
  - b. Other Launch Boards
  - c. Social Media (Launch Groups)
11. Create Affiliate Hit List (On going)
12. Create Product Outline
13. Create Product
14. Create OTO 1
15. Create OTO 2
16. Create Downsell
17. Create Sales Copy
18. Create Sales Page
19. Create OTO 1 Sales page
20. Create OTO 2 Sales page
21. Create Downsell Sales Page
22. Create Download page for front-end product
23. Create download page for OTO 1
24. Create download page for OTO 2
25. Create Downsell Download Page
26. Monetize Download Page
27. Create new list for product
28. Create first two follow ups
29. Create welcome video (Optional)

30. Get set up in Warriorplus (Or other system)
31. Create and add affiliate swipes to JV Page
32. Find Affiliates And/Or JV Partners
33. Reach out to past affiliates
34. Presell content and emails
35. Update Button on sales page
36. Update buy buttons on OTO pages
37. Create Support Page
38. Test Buying Process
39. LAUNCH
40. Continue To promote to your audience
41. Interact and update affiliates
42. Thank Affiliates
43. Take care of customer service issues
44. Content and Promote!
45. Rinse and repeat