



The Successful Product Launch Planning Worksheet

(From Idea to Actionable Next Steps)

Launching a new product is exciting! You may dream of the moment when all the work is done, and you're able to flip and watch the dollars roll in. But before that momentous occasion happens, there are a ton of details to work through. Working through these questions will save you hundreds of hours and will take your product idea into a product reality.

THE BASICS

Business Name: _____

Website: _____

Do you have:

- Product: _____
- Service: _____
- Other: _____

Your Authority/Your Story: (Describe your expertise in your space. Usually this is some relatable story that will connect you with your prospect's pain and how you've overcome that pain.)

What's the voice and vibe of your business? (Are there any words you love to use, or don't want to use? Do you have a formal or informal voice?)

Past Products: Do you have any previous launches/products? How did they do? What worked? What didn't? How does this latest product fit into your brand?

Kind Words: Testimonials help sell you and your products and services. Who can you call upon to write a glowing review of your product or service? List some names below.

WHO ARE YOU SERVING?

A customer avatar is a fictional character that represents your ideal prospect. When complete, it will help you understand the motivating beliefs, fears and secret desires that influence your customer's buying decisions. Your customer avatar will help you fine tune your marketing efforts and help you understand why some products sell better than others.

Who is your target audience:

- Men
- Women
- Both

Ages: _____

Income: _____

Education: _____

Challenges and/or Pain Points:

Goals and Values:

TO DIG DEEPER INTO YOUR IDEAL CUSTOMER AVATAR, DOWNLOAD
"HOW TO CREATE THE IDEAL CUSTOMER AVATAR"

WHAT YOU'RE SELLING

What is the name of Course/Product Launch: (Try Out Several Options Here)

Objective of Course/Product Launch: (What do you, the entrepreneur, want to accomplish with this launch?)

What is the one BIG IDEA you're trying to sell? (Express the deeper benefit you offer.)

What's your prospect's "Before" state? How do they feel? What do they feel? What's their average day like?

What's your prospect's desired "After" state? (after buying your product/service of course!) How do they feel? What do they feel? What's their average day like now?

Time Course will take to complete: (estimate uninterrupted time)

- Hours _____
- Days _____
- Weeks _____
- Months _____

WHAT YOU'RE SELLING (CONTINUED)

Method content will be delivered: (check all that apply)

- Video modules
- Audio files
- Email Course
- One-on-one coaching
- Group coaching
- Other: _____

Biggest Buyer Objection(s): (What do you think the major reason might be for an Ideal Customer not to purchase your product? Time? Money? Lack of trust?)

How Can You Overcome Those Objections:

What FAQs might a prospect ask of your product or course launch?

WHAT'S INCLUDED

Topics Covered: Please provide a course outline, topics covered, things that will be learned/accomplished etc...

Module 1

Module 2

Module 3

Module 4

Etc...

Are you including any special bonuses?

Bonus 1

Bonus 2

Etc...

How much will your Course/Product cost?

What is your money-back guarantee? (Be specific. Will you offer a 100% satisfaction guarantee? Is there a time limit on when a return can be made? Is it a 'no questions asked' guarantee?)

WHAT'S NEXT

Topics Covered: Please provide a course outline, topics covered, things that will be learned/ accomplished etc...

Proposed Launch Date: _____

To-Dos:

- 1
- 2
- 3
- 4
- 5
- Etc..

Person(s) Responsible:

Due Date(s): _____

NEED HELP PULLING THIS ALL TOGETHER?

We've got the experience and know-how to help you pull all these elements together into a one successful launch.

WEB

AvocadoToastMarketing.com

EMAIL

cara@avocadotoastmarketing.com

SOCIAL

  [@avocadotoastmarketing](https://www.instagram.com/avocadotoastmarketing)



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