Product Launch School

- Introduction
  - Products get launched every day
  - Most products fail because they don’t plan it correctly
  - Using a proven launch process increases your chance of success tenfold
  - Use this guide, follow the steps and execute your launch
  - Adjust, improve, refine and success is inevitable.
- How to construct the perfect launch plan
  - Focus on the buyer not just the product
  - Get opinion makers to weigh in
  - Don’t hesitate to bold
  - Make the event a spectacle
  - Plan for pre-orders
  - Be clear about product positioning
- Determine the market need for the product
  - Your product needs to fit the market needs
  - Get this step wrong and you’re on the path to failure
  - Make sure your product solves a problem people are already looking for and purchasing solutions for
  - Choose a market where people are already purchasing similar products and you are onto a winner
- Building the buzz and pre-launch
  - Building the buzz gets people excited about the launch
  - Start sharing product teasers with your audience
  - Show behind the scenes information about your launch
  - Keeping the mystery also works well, but mainly for big brand like Apple
  - Get influencers to share your message
  - Start your own blog in the lead up to the launch
- Post launch tactics
  - Once the launch is over, it’s not over
  - You need to deliver to your customers
  - Get feedback for future improvements
  - Monitor social media
  - Check all your data
  - Run referral campaigns
  - Prioritize customer retention
- Conclusion
  - The launch process requires a lot of planning before launching
  - As long as you cover every angle and provide a quality product to a profitable niche you are on the right track
  - Always focus on the customer
  - Get reviews and feedback to use as sales material and improve your product
  - Get experience from your first launch to take to your future launches
- Launch process explained
  - Once your launch is ready and good enough it can be, its ready to launch
  - Focus on the customer experience during your launch
  - Think about the end result
  - Make sure you time your launch correctly
  - Your communication and message must be clear and simple
- Get your marketing material ready
  - When you have a product, you need marketing to get the word out
  - Without marketing material and strategies no one will see your product
  - Use the power of social media which is free to get the word out
  - Utilize video and video platforms
  - Email marketing is still king. Build a email list of interested prospects who you can email at the time of launch
  - Build a pre-launch list
  - Use paid advertising to scale your reach
- Finding out what type of products to launch online
  - Generating original product ideas is very rare in today’s market
  - Don’t struggle trying to be original if you can’t think of an idea
  - Pick a profitable niche, already selling similar products to the market successfully
  - Don’t re-invent the wheel
  - Find a pain point in the market and solve it with your product
  - Improve on existing products and create your own version
- Why a product launch works so well
  - Let’s your market know something big is coming
  - Gives your organization structure
  - Can literally build businesses overnight, after the preparation is done
  - Key event in your business calendar
  - Let’s you understand customer needs, with feedback
  - Builds customers, revenue and life-long customers fast