

New Product Launch Strategy Builder

Use this short guide to plan a super simple launch for a brand-new offering.

STAGE 1

Pre-launch preparations

First things first. When will you put your product on sale?

START DATE _____ END DATE _____.

What are the most-common objections your prospects may have to investing in your offer? And what content can you create to re-assure them?

EXTERNAL OBJECTIONS

REASSURING CONTENT

INTERNAL OBJECTIONS

REASSURING CONTENT

Marketing content you'll use during your launch (check those that apply and add dates):

Email 1

Email 2

Email 3

Email 4

Email 5

Email 6

Email 7

Email 8

Video

Webinar

Blog post

Podcast

Social post 1

Social post 2

Social post 3

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STAGE 2

Launch to-dos

How you'll keep the energy high on the first day of your launch:

How you'll keep the momentum going on the last day of your launch:

Ideas to generate interest in the middle of your launch period:

What will you do to take care of your physical and mental health during your launch?

STAGE 3

Post-launch review

Approximately how many people received launch emails? _____

How many purchased? _____ Conversion rate _____

What went well?

What will you change next time?

For more on how to plan a new product launch, read

[The No-Stress Guide to Launching a Product or Service for the First Time](#)