








INFORMATION PRODUCT DEVELOPMENT & LAUNCH CHECKLIST

How to Use This Checklist

This “Information Product and Launch Checklist” was designed to help you keep things on track whenever you’re developing a new information product to take to the market.

There are so many little things that can trip you up and this checklist will help keep you on track. There are specific tasks involved in any new product development and launch and proper preparation is a key component to maximizing your chances for success.

Beginning on page two of this document, you’ll find the start of the checklist. The list divided into the tasks that should be completed in the proper time frames:

-  More than two months pre-launch
-  At least 8 weeks prior to launch
-  At least 6 weeks prior to launch
-  At least 4 weeks prior to launch
-  At least 2 weeks prior to launch
-  On launch date
-  Post launch tasks

So, turn the page and begin to acquaint yourself with all those “little things” you need to be aware of in order to have as smooth of a new information product launch as you possibly can.

More than 2 Months Pre-Launch

- 1. Research your market to make sure the product is viable.

- 2. Make sure the product isn't going after too wide of a niche.

- 3. Determine what the product components will be: DVDs, Audio CDs, Manuals, etc.

- 4. Make sure product offers multiple consumption options for different learning modalities.

- 5. Create the content—record audio(s) and/or videos, write manual.

- 6. Begin lining up your affiliate and joint venture partners.

- 7. Determine if any components are to be shrink-wrapped.

- 8. Determine if printed components are to be printed only in black ink or whether full color will be used.

- 9. Determine if the product will have any bonus items (physical and/or download).

- 10. Determine if tabs are to be included in printed component.

- 11. Determine if printed components are to be printed single sided or double sided.

- 12. If CDs or DVDs are included in the product, determine packaging (individual DVD style cases, plastic sleeves, in 2- or 3-ring albums, paper sleeves, plastic sleeves included in print binder, jewel cases, other).

13. Develop the sales tools for your affiliates.

14. If print components are to be included, decide on desired binding method.

15. If CDs or DVDs are included in the product, determine what packaging you want to use.

8 Weeks Before Launch

16. If transcripts are to be included get audio transcribed.

17. Determine your price point.

18. Make sure your product packaging is consistent with the price of your product.

19. Develop a product assembly document for your fulfillment company.

20. Determine if you can build continuity revenue into the product.

21. Get artwork developed for all printed pieces (CD labels, CD/DVD packaging, binders, etc.).

22. Proof all artwork.

23. Provide your fulfillment company with a primary and back up contact.

24. Determine the initial quantity to produce for the launch.

25. Continue work on affiliate and joint venture partners.

6 Weeks Before Launch

26. Quality check your audios and/or videos.

27. Put any audio content into .cda format.

28. Break audio into tracks and add front/back music if desired.

29. Proofread your transcripts and other written documents.

30. Format transcripts into final “print” version (PDF or Word document).

31. Write sales copy for product website.

32. Design the name capture tools inside your product.

33. Write a thank-you letter to be included with the product.

34. Send transcripts and other written documents to your fulfillment company.

35. Send all artwork to your fulfillment company via disc or downloadable links.

36. Inform your fulfillment company of any product name(s) that the product may be sold under.

37. Develop or acquire the bonuses for your package.
-
38. Send physical masters of CDs and/or DVDs to your fulfillment company.
-
39. Develop the product website.
-
40. Get all your acceptable payment methods lined up.
-
41. Notify your merchant account provider of the new product launch.
-
42. Develop your stick strategies to reduce returns and increase product consumption.
-
43. Write the “back copy” for product packaging.
-
44. Develop your “Read this First” or “Getting Started” document to guide users.
-
45. Proof mockup.
-
46. Write and distribute articles to promote the product.
-
47. Obtain joint venture partner commitments to participate in product launch.
-
48. Develop your offline marketing mechanisms to test.

4 Weeks Before Launch

49. Develop a strong guarantee.

50. Notify fulfillment house if mockup is okayed or if changes need to be made.

51. Develop instructions on how to use any non-audio discs contained in product.

52. Continue working with affiliates and joint venture partners.

53. Determine preferred shipping method and notify your fulfillment company.

54. Make sure the look and feel of your product is consistent with previous products.

55. Develop the ride-along offers for your physical product shipment.

56. Make sure you've covered all legal requirements of your product marketing.

57. Add the product to your online shopping cart.

58. Develop the upsells for your online ordering system.

59. Acquire testimonials for use in your sales copy.

60. Develop your follow-up autoresponder messages to help people consume your product.

2 Weeks Before Launch

Completed

61. Test your online ordering system prior to launch date.

62. Setup and test the order notice delivery mechanism.

Launch

63. Make website live.

64. Purchase traffic to test headlines.

65. Promote the product to your list.

Post Launch

66. If your launch exceeds expectations, notify your fulfillment company of additional production needs.

Speaker Fulfillment Services, Inc.

2001 N. Hunt Street ■ Terre Haute, IN 47805

Phone: (812) 877-7100 ■ **Fax:** (812) 877-7115

Email: Info@SFSEmail.com

www.SpeakerFulfillmentServices.com

www.SFSBlog.com

www.SFSRecommends.com

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Speaker Fulfillment Services Provides:

- ✓ CD and DVD Duplication Services with high-quality thermal printing of your full-color images directly on the disc.
- ✓ Printing Services, which include 3-ring binder, spiral binding, and saddle-stitching binding formats.
- ✓ A client service team to help you through the maze of information packaging options.
- ✓ Warehousing and fulfillment services (and orders received by noon usually ship the same business day).
- ✓ Priority Red Oak Cart system that enables you to combine all your shopping cart and fulfillment requirements seamlessly within one system.

Ready to get started? Give our client care team a call at 812-877-7100.