

✓ Digital Product Launch Checklist

DAY 1: Pick a Profitable Product Idea

- Choose 1 product type:
 - Templates / Swipe Files
 - Micro-Course (<30 mins)
 - Audio Guide / Training
 - Workbook / Planner
 - Niche Printable (e.g. Crypto Tax Planner)
 - Identify a pain point your product will solve
 - Use ChatGPT to outline ideas & structure
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DAY 2: Plan Your Offer

- Decide price range (based on complexity)
 - Create product outline or template map
 - Write key features + transformation users will get
 - Optional: Plan a bonus (e.g. checklist, video, guide)
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DAY 3–4: Create the Product

- Use tools like:
 - **Canva / Notion / Google Docs** for Templates
 - **Audacity / Voice Memos** for Audio Guides
 - **Kajabi / Gumroad** for Micro-Courses

- Keep it simple – version 1 should be launch-ready
 - Save in PDF, MP3, or shareable format
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DAY 5: Design the Product Listing

- Create mockups or preview images (Canva Smartmockups)
 - Write your product title + short, clear description
 - Add testimonials or FAQs if available
 - Highlight use-case + outcome (e.g. “Save 10 hrs/week”)
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DAY 6: Upload + Set Up Sales Page

- Use platforms like Gumroad, Payhip, or Etsy
 - Upload files + write clear product description
 - Set price + add checkout flow
 - Test checkout to make sure it works
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DAY 7: Promote Your Product

- Post on LinkedIn, Pinterest, or Instagram
 - Share behind-the-scenes creation stories
 - Offer limited-time bonus/discount for first 10 buyers
 - Collect feedback & testimonials for version 2.0
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Bonus Tools

- AI Idea Generator (ChatGPT)
 - Canva for Design
 - Gumroad for Easy Selling
 - Notion / Google Docs for Templates
 - Google Drive / Dropbox for File Hosting
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