

Product Launch Assessment

1. Business / Product Information

- What is your primary business objective for this new product launch?
- Who is your primary target audience / secondary?
- How do your products or services solve a particular need for your audience?
- What is the “unique selling proposition” of your product? How is it distinct?
- Describe the primary function of your product/service.
- What does the revenue model look like for this product? What are your conversion goals?
- How is the product produced and distributed? (Digital Product vs Offline Product)
- If offline product, is the fulfillment and distribution process in place?
- What stage of development is your product in?
- Who are your main competitors? How does your product differ?

2. Launch Process

- What is your current timeline for the launch of your product?
- Who are your current team members supporting you in this launch? (webmaster, copywriter, VA, designer)
- What is your vision for launching this product? Do you have any ideas for create buzz and anticipation?
- Do you have plans for doing a pre-launch? If so, how long do you envision running the pre-launch stage?
- Will you be building an email list during the pre-launch phase? If so, what email program are you currently using?
- What strategy will you be using to build your list? Any particular special or bonus offer?
- If you are still considering a bonus offer, what type do you think would most resonate with your audience?

- ebook / PDF report / white paper
- Video tip series
- Free webinar / tele-class
- Free trial or demo of product
- Audio interview series
- Contests
- Is this product a one-time launch? Or do you have plans to re-launch the product in the future?
- What web platform are you using to deliver the launch?(CMS, WordPress etc..)
- How will you be measuring your success for this launch? (Sales, Subscriptions, Leads, Memberships etc..)

3. Product Launch Marketing Activities

- Do you currently have any promotional content, sales or squeeze pages in place for this launch?
- What current marketing activities will you be using for this launch?
- Blogs
- Social networking (Facebook pages, Twitter account , LinkedIn)
- Niche communities / forums
- Content sharing - articles, blog posts, slide shows, videos
- JV partnerships - Affiliates
- Pay per click (Google, Facebook)
- Email Marketing (List Building)
- Press Releases
- What are your target keywords for this campaign?

4. Final Questions

- Where do you see your current gaps and needs for this product launch? What areas would you like to delegate ASAP?
- Do you have a budget in mind for your product launch activities?

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