



PRODUCT LAUNCH CHECKLIST

Get Your Product *Selling*

NATFLEITAS.COM

Hello!

Even though this is an easy to follow checklist, there's nothing easy about this process. Chances are that you have some or most of these tasks already completed or you have already started them. In my experience, the most successful product launches follow these steps:

It all breaks down in four sections:

- > **Business Set up**
- > **Manufacturing/Product Development**
- > **Brand & Website Development**
- > **Marketing & Selling**

Business Set Up

Business Registry:

Make sure your business is registered and legal. You will need to have this later on when you apply to to be able to receive credit cards and consumer information on your site. You will need to have a legal business registration and business address.

Patenting:

If you are creating a new formula or your product is original in a specific way, or even if your brand name is unique and special, you need a patent! This is how you protect your formula, brand name, or original product to not be stolen or duplicated.

Bookkeeping:

As your business grows you will see the importance of having an accountant work with you from the start. They help you set up your business right and help you save money as you go.

Product Development

Formula Making:

You may or may not need to complete this step based on whether you are choosing to create your own formula or white label. In either case you need to thoroughly research ingredients, formula chemists or white label providers.

Ingredient Sourcing:

Before you get into manufacturing, or even at the same time, you are going to need to source the ingredients the manufacturer needs in order to create your original formula in bulk. Your chemist and manufacturer can aid with this process since they probably already work with ingredient providers. But you can do your own research on this to make sure your ingredients are of the highest quality and at the best price possible.

Manufacturing:

Finding the right manufacturer for your product is tricky, and most only work with you if you are ordering quantities of a 1,000 or more units. Be prepared for this, as this part takes up most of your budget. You may have to invest a lot in your product at this stage to be able to produce.

*** If you are white labeling you don't have to worry about formula making, ingredient sourcing, or manufacturing large quantities. However, some may still have a large quantity minimum order requirement.**

Packaging:

Now, whether you do white labeling or not you still need to worry about this part. This is how your product will look on the outside. It's how it will impress your consumers and inspire trial. Packaging is composed of the following sections:

Design:

You need to work with a designer to create the look of your packaging. This step should be done after your brand strategy but while you settle the details of manufacturing your product. This way everything is done in time. Based on your brand strategy, brand colors, and brand messaging, your package design is created to attract your consumer.

■ **Sourcing:**

You need to decide the printer or provider for your packaging. You may need several depending on how you wish to package your product, but chances are that you will need a type of bottle or jar, labels, and possibly a box—if you don't plan to ship in envelopes.

■ **Production:**

You have to synchronize the production of the packaging. For example, if you are creating your own formula and manufacturing your product, you need to make sure your manufacturer has your bottle/jar by the manufacturing date, as well as the label for it. Boxes are a little different in the sense that you can order them separately and just package them yourself as orders come in.

***Some manufacturers take care of providing all of these for a premium, but you still need to work with a designer to create your labels up to brand.**

Now a days you can hire designers very cheaply to create your labels and packaging, however, I would find someone who understands your brand strategy thoroughly and your brand messaging. That way your packaging is not just pretty, but it does the job of connecting with your right consumer.

Brand Development

■ Branding Strategy:

This part is uber, super important because without it you won't be able to differentiate yourself, showcase your product as a solution to your audience, or connect with your consumer. In other words, if you don't get this part right you won't be able to sell!

■ Consumer & Industry Research:

Learn about your industry and your consumer. Understand their pain points, their needs, their hopes and dreams and why they are not fulfilled. Then commit in providing a solution. Analyze your competitor's strategy and differentiate your brand.

■ Brand Voice, Tone and Feel:

Based on your consumer and Industry research, decide on how your brand will approach your consumer. Will it be kind and soft-toned, or confident and dominant? This will create the communication blueprint for your brand and will set the standard for how your brand is seen by the world.

■ Logo & Logo Mark:

Create a logo that represents the value of the brand and connects to the expectation of your consumer. Let your brand be recognized easily and loved for what it represents. A logo mark is the standalone symbol for your brand. Ex: the double arches from McDonald's.

■ Brand Colors:

Brand colors convey the tone of feeling of your brand and what you represent. It also helps the consumer to feel represented in your product and brand. Decide on 3-5 colors only, and make sure they are used properly through your brand material to convey the right emotions.

■ Brand Fonts:

Your fonts speak volumes too. They are part of the brand feeling and help create an overall tone for the consumer. Make sure you don't use more than two fonts and that you stay consistent throughout.

Brand Design Elements:

These are the design elements that are particular to your brand and you use through your communication to highlight or embellish certain points. Ex: White Swirl from Coca Cola

Brand Style Guide:

These are the instructions of how to handle the visuals for your brands. They will instruct designers you work with about your brand colors, fonts, design elements, and tone.

Business Cards:

Business cards are an extension of your brand. In many cases they are the first touch point a possible consumer, investor, or collaborator has with your brand. You need to ensure it portrays the essence of your brand accordingly.

Product Photography:

After your product is manufactured and ready to sell you need professional product photography to add to your website and collateral. You will also need it for marketing material and Facebook ads later on. Professional product photography increases credibility on your brand and helps get your product recognized and sold!

Website Development:

Once your product is made, it needs a virtual home where people can find it and buy it! You also need to have a place where you showcase your brand and explain why your solution is better. But remember your website is not just meant to be pretty. It is a selling tool and if it doesn't have the right brand, messaging, and copy it won't sell! There are many online companies that let you build your own website like Shopify, Wix, Wordpress, Squarespace, and so on. However, if you are selling online I would recommend hiring a professional marketer or copywriter to help you set up the sections of your website right in order to move your consumer towards a purchase. It's harder than it seems.

Domain Set Up:

Your domain is your web address. Ex: 'www.google.com'. You can get your domain with many self service web development companies like the ones mentioned above. Or you can use a hosting and domain provider like GoDaddy.

■ **Email Set Up:**

Once your domain is set up you can also create your professional email like “info@google.com” with your same domain or hosting provider.

■ **Terms & Privacy Policy:**

If you are selling online then you **need** these two pages. They inform your consumer of your policies and that privacy rights they have for inputting information in your website. Not having these pages makes you liable to be sued for privacy breach.

Mobile Responsiveness:

50% of users access websites via mobile. Your website needs to be mobile responsive and look equally nice and legible in a phone as it does in a desktop.

Opt-In Pop Up:

You need to establish and nurture a relationship with your consumer. Asking them to opt in to your newsletter allows you to reach them right from their inbox.

■ **Copywriting for Website & Collateral:**

As I mentioned before, the messaging for your brand and website is very important. Copy is what ushers the consumer to take an action, whether to download something, try something, or buy something. You need to make sure your brand has a cohesive brand message and strategic copy in place to ensure your product gets sold. There's many places where you can hire a copywriter or a brand strategist to help you with this including upwork, fiverr, etc.

Marketing & Selling

Marketing Strategy:

Once your brand, product, and website are all set up and ready to sell, you need a strategy for how you are going to get your product out there. This includes advertising, email marketing, influencer outreach and so on.

Sales Strategy:

Will you be doing events, workshops, trade shows? Will your brand have an affiliate program? Will you sell to organizations or retail stores? This is where you plan the different channels your product will be sold on and your sales funnel. What are the different ways in which your consumer will be able to reach your product. Strategize value ladder establishing the different offerings from your brand and what your consumer gets out of it.

Social Media Channels:

Set up your social media channels properly so your consumers are able to find you. Whether you run social media ads, use a popular hashtag, or collaborate with an influencer, social media is the best medium available to be able to reach and connect with consumers.

Product Ads:

Make sure you work with a professional on this one. If you don't have the right visuals or the right marketing strategy, your pay-per-click will increase and make your ads more expensive to run. You need to make sure your product ads are up to brand and that they connect with your consumer.

SEO:

You are probably wondering why I have this section on marketing and not on web development. Well, that's because SEO is an ongoing effort. You can't just do it once and forget about it. In order for it to work you need to be constantly working on it. And the best way to do that is through blogs. I recommend my clients write at least 1 blog post a month in order to keep consistency and increase SEO.

Influencer Outreach:

Put together a list of influencers in your industry and make sure their

values align with your brand. Build an online relationship with them and reach out with your products for them to try. Some are more than glad to try and review new products. However, some influencers only work with brands at a price. Keep this in mind when you reach out to them.

Inventory:

Make an inventory tracking spreadsheets so you always know when you need to order more product and how much. This also helps you keep track of cost of manufacturing, shipping, packaging, etc.

Fulfillment Strategy:

Sometimes this part can get messy. If you start selling a lot (which hopefully is the goal) you won't be able to do everything yourself! Packaging and shipping from your home or office is only doable at the beginning stages of the business. Make sure you have a strategy for scaling and a process that someone else can easily follow so you are able to hire it out.



Hi!

My name is Nat Fleitas and I'm your one stop to get your product out into the world, noticed and sold!

I understand the different steps of the product launch process and can help you every step of the way. I help passionate creators like you find clarity for your brand strategy, design an effective brand that connects to your consumer, create packaging that gets your product noticed and sold, and launch a website that generates results.

[SCHEDULE A CALL WITH ME >](#)

START SELLING YOUR PRODUCT AS QUICKLY AS POSSIBLE SO YOU CAN START SEEING A ROI