

product

launch date

1 week from launch: _____

- Schedule social media posts
- QA sales page
- Final review of all deliverables, images, and copy

1 month from launch: _____

- Draft sales page
- Draft sales copy
- Draft social media content
- Release information to affiliates and/or retail partners. Use their questions to create FAQ

2-3 months from launch: _____

- Draft press release (I usually go to [fiverr.com](https://www.fiverr.com) for this)
- Develop content calendar that showcases deliverables, marketing channels, and promotions
- Create style guide that includes colors, branding, and terminology that will be used in copy
- Pitch applicable media
- Pitch applicable affiliates and/or retail partners
- Receive deliverables from team members

4-6 months from launch: _____

- Research market and competitors
- Develop goal and Unique Selling Point/Position (USP)
- Secure timeline with team members associated with project (photographer, copy team, PR, designers, etc)