The Workbook for

5 hacks to create the

Perfect Product Launch

It's not enough to throw up a site and expect sales...

Social media, content marketing, never mind the actual physical products...this ish is WORK. You can't just put up an Etsy site and wait for the sales to come rolling in. You gotta WERK. Or work. Depends on how much you watch **RuPaul's Drag Race**, really.

Perfect Product Launch is what I've learned over nearly 10 years (ugh, OLDTOWN) of making a living off of my products. I never had a store (thank you, NYC real estate prices) and never had anything someone would consider an "advertising budget" (I used to tell advertisers that "we didn't advertise" to sound cool and underground-ish, but the truth was I was terrified to turn over thousands and thousands of dollars for ads) so I had to draw attention to my brand in other ways.

I hope this workbook helps you to think of new ways to think about the story behind your products, the way you think about launching, and the strategies you need to create to blow your competition out of the water. I want them to give you the "nice" smile, all the while being so jealous about how you're rocking it and they're left in the dust. Let me know on twitter @meganpluscoffee because I would LOVE to read about your success!

Megan

#1 What is the full dream when it comes to the product launch?

What does the full collection look like, or what is the end result...to the point that you feel like "okay, next collection!"

#2 What can I lead with to test the market?

What is the 1 product you can create from the line that A. has minimal effort and cost and B. is a good representative of your final collection?

#3 Who will I pitch this to?

List your dream publications, websites, etc. Use this part to also start jotting down the names and emails of editors you want to reach out to when it's time.

#4 What deadlines do I need to pay attention to?

Award deadlines, deadlines for new pitches, credit card due dates (ahem)

#3 What systems can help me?

Are there apps or websites that can help you make this a smooth launch? I've got a few on the next page that I use, but feel free to add additional ones that I don't even know about here! (Also, tell me if there's a good one I'm missing by tweeting me @meganpluscoffee

Resources

These are my personal favorite tools that I use in my product launches.

1.LeadPages

sales pages, lead magnet delivery, lead digits (OMG listen to my podcast episode with Tim Paige about how batshit crazy I am about LeadDigits)

2.99 Designs

Logo creation, websites, anything that you need to crowdsource when it comes to design. I've used them for product mockups (the set that I show in the training videos)

3.ConvertKit

Customer and newsletter tagging. I use this to figure out who my VIPs are on my mailing list so that I can get the best feedback and target the right people

4.Google Drive

I use this for surveys and feedback when I'm validating the product

5.Fiverr

When I'm in product launch mode, I usually get press releases written on Fiverr.

6.OnlineJobs.ph

My social media manager came from here, as did my podcast and video editor, and I definitely recommend them over UpWork if you're looking for long term staffing and not just gigs. Having these people in my team has saved my tremendous amounts of time so that I can focus on important aspects in my launches

7.Shopify

When my product collection is complete, it moves from LeadPages to Shopify.

8.Gumroad

I use this in conjunction with LeadPages and ConvertKit (love that tagging!) to pre-sell product launches. They're less intense, pricewise, for when I just want to see if a product will sell.

MEGAN BRAME
meganbrame.com

MEGAN BRAME
meganbrame.com