

NEW PRODUCT PRE-LAUNCH

CHEAT SHEET

These are pre-launch questions to help get you prepared and in the right space for your product launch. They will help you recap everything you have learned to this point.

- What are our superpowers (assets, resources, skills, opportunities) to make this project a reality?
- Who is the (perfect) target customer?
- How will we access them? Through which market channel(s)?
- What are the 3 most powerful things we can do for the customer? (E.g.: point of sale support, critical offers, a win/win sales plan)
- What is the unique value & sales proposition that connects with the target customer?
- What are the unique competitive advantages associated with this product?
- What is the plan to scale-up production to match sales growth?
- What is the breakeven point where we will start making money?(How many units do we need to sell to get there?)
- What is the sales plan? (action, execution, and monitoring)
- Is there an action plan with timelines and accountability framework? (Who will do what, when?)
- Who will help us succeed and how will they do that?
- Do we have the necessary finances to cash flow?
- What outcomes do we want from this project?
- Is the business ready to support the growth of this new product?
- What three key things do I need to focus on every day for success?

