

# NEW PRODUCT LAUNCH SEQUENCE

## CHEAT SHEET

There are few things more exciting than the product launch, especially after all the hard work done to get to this point. There is a lot of anticipation and possibly some anxiety as well. A successful product launch to market is your final validation. All the steps taken have helped best prepare you to align your products with an identified consumer demand. A successful launch gets your product on the shelf, gains a foothold in the marketplace, starts carving out market share and building the brand. It puts products in the hands of target customers and establishes the all-important cashflow to keep your business moving forward. While success is never guaranteed you have reduced the risk, now take action and execute your plans. Take that new product to market.

KEY LAUNCH SEQUENCE ELEMENTS	YES	NO
I have defined the launch steps to market		
Defined the supply-value chain required		
Ready to scale up production to match anticipated sales		
Have the people in place to make it happen		
Secured the logistics to market		
Ready to execute the marketing plan strategies		
Defined the target customer		
Sales presentation & pitch is ready to go		
Have the resources necessary to cashflow the project		
Prepared to act confidently forward		
Know how to monitor progress		
Prepared to tweak strategies as required		
Ongoing communication strategy for customer		
Have a kick-butt unique value proposition (UVP)		



