

Checklist: Everything You Need Before You Launch Your First Product

Your no-fluff guide to launching with confidence and clarity 

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CHECKLIST

EVERYTHING YOU NEED BEFORE YOU LAUNCH YOUR FIRST PRODUCT



Your no-fluff guide to launching
with confidence and clarity

Get ready for a successful launch with this comprehensive, step-by-step guide to launching your first product.



Strategy & Positioning

- ☐ Clear target audience defined
- ☐ Unique value proposition (UVP) written
- ☐ Product solves a specific, validated problem
- ☐ Offer positioning mapped against competitors
- ☐ Launch goals (traffic, sales, subscribers) set



Marketing Assets

- ☐ Email sequence (pre-launch, launch, post-launch) written
- ☐ Social media graphics and captions scheduled
- ☐ Blog post or announcement drafted
- ☐ Testimonials or early reviews



Website & Funnel Sotup

- ☐ Homepage optimized for clarity and conversion
- ☐ Lead magnet or freebie connected to email list
- ☐ Landing page for product with clear CTA
- ☐ Checkout process tested (mobile + desktop)
- ☐ Launch calendar with opsell/ cross-sell options ready



Tools & Tech Stack

- ☐ Email marketing platform connected
- ☐ Payment processor tested
- ☐ Automation workflows activated
- ☐ Backup and support systems in place

Launching your first digital product can feel overwhelming — but it doesn't have to be. This checklist is your no-fluff guide to launching with confidence and clarity. Whether you're building a funnel, writing your email sequence, or polishing your product, this step-by-step list will keep you focused and on track.

Inside, you'll find:

- Strategic essentials to define your offer
- Funnel setup and website readiness
- Marketing assets and launch calendar
- Analytics tools and tech stack prep

Strategy & Positioning

- ☐ Clear target audience defined
- ☐ Unique value proposition (UVP) written
- ☐ Product solves a specific, validated problem
- ☐ Offer positioning mapped against competitors
- ☐ Launch goals (traffic, sales, subscribers) set

Product Readiness

- ☐ Final version of product tested and polished
- ☐ Pricing strategy aligned with audience and value
- ☐ Delivery method confirmed (e.g., email, platform, download)
- ☐ Refund policy and terms of use written
- ☐ Product mockups or visuals created

Website & Funnel Setup

- ☐ Homepage optimized for clarity and conversion
- ☐ Lead magnet or freebie connected to email list
- ☐ Landing page for product with clear CTA
- ☐ Checkout process tested (mobile + desktop)
- ☐ Thank-you page and upsell/cross-sell options ready

Marketing Assets

- ☐ Email sequence (pre-launch, launch, post-launch) written
- ☐ Social media graphics and captions scheduled
- ☐ Blog post or announcement drafted
- ☐ Testimonials or early reviews collected
- ☐ Launch calendar with daily tasks created



Analytics & Tracking

- ☐ Google Analytics or alternative tracking installed
- ☐ Conversion goals set up
- ☐ UTM links for campaigns created
- ☐ Email open/click tracking enabled
- ☐ Feedback form or survey ready for post-launch insights



Tools & Tech Stack

- ☐ Email marketing platform connected
- ☐ Payment processor tested
- ☐ Automation workflows activated
- ☐ Backup and support systems in place
- ☐ Mobile responsiveness checked

Ready to launch with clarity and confidence?

Use this checklist to audit your setup, avoid common mistakes, and stay focused on what matters most: delivering value and converting leads.

👉 *Download the checklist now and start building your funnel-first brand.* Or explore more resources at www.desplinia.com to keep your momentum going.

♠Best Regards, Team Desplinia♠