



Alternative Health **Digital**
Marketing for the *Health and Wellness* **Industry**

Pre-Launch[Checklist]

10 Action steps for Product Launch Preparedness

Do each of these action steps daily. You can jump ahead, or skip around, but sequentially is best.

You can table some choices and catch up the next day, but don't get too many steps behind!

1. Choose TOPICS for magnets. Decide formatting [video, pdf download, livestream], not the product.
2. Prepare your CRM and create a Landing Page with an Email capture to begin growing your email list.
3. UPDATE your website, Landing Page & Ecommerce to show ONE PRODUCT, your current product promotion.

4. TITLE your Magnets - The TITLE means everything!
5. Draft your scripts for POSTS and emails for an 8 day promotion.
6. Shoot videos, work on content creation.
7. Edit your content by FORMATTING, BRANDING and adding your MAGNET title.
8. Contact your Virtual Assistant, and team members. Prepare them for incoming edits and content creation. USE your team!
9. Start split testing your headlines and taglines.
10. Monitor your accounting, back-end structure and pay funnels.



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