SAMPLE

Excerpt from: Digital Product Launch Checklist

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SKILLQUESTERS



Digital Product Launch Checklist

Every step from idea to first sale, nothing forgotten

2026 Edition

skillquesters.com

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Introduction

Launch with confidence, not chaos

Most digital product launches fail not because the product is bad, but because the creator forgot critical steps: no email list, no payment processing, no launch sequence, no post-launch plan.
This book is your complete checklist system: every phase from idea validation to post-launch growth, with actionable checklists you can print and follow. Nothing forgotten, nothing left to chance.

The 5 phases of a successful launch:

- **Phase 1 - Validate (Weeks 1-2):** Confirm people will pay BEFORE you build. This saves months of wasted effort.
- **Phase 2 - Create (Weeks 3-6):** Build a minimum viable product that's genuinely valuable, not perfect.
- **Phase 3 - Pre-Launch (Weeks 7-8):** Build anticipation, grow your list, prepare all assets.
- **Phase 4 - Launch (Week 9):** Execute your launch sequence day by day.
- **Phase 5 - Grow (Week 10+):** Analyze, optimize, and scale what works.

WHY IT WORKS: *The #1 rule: validate before you build. 80% of failed launches built something nobody wanted. Two weeks of validation saves six months of regret.*

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