

# Product Launch Roadmap Template

## PHASE 1: RESEARCH & VALIDATION

- Define ideal customer
- List top 5 problems we solve
- Analyze 3–5 competitors
- Run a quick survey / interest poll
- Decision: Go / No Go

## PHASE 2: OFFER & PRICING

- Define value proposition
- Finalize features / inclusions
- Set pricing and packages
- Decide launch offer (bonus/discount)
- Draft messaging pillars

## PHASE 3: ASSETS & INFRASTRUCTURE

- Finalize product/service
- Create landing/sales page
- Set up payment/checkout
- Create email sequence (5–7 emails)
- Prepare social content (10–20 posts)
- Set up basic tracking/analytics

## PHASE 4: MARKETING & LAUNCH

- Announce to email list & social
- Run launch emails
- Go live with sales page
- Optional: live event/webinar/demo
- Daily engagement and Q&A

## PHASE 5: POST-LAUNCH REVIEW

- Review metrics vs. goals
- Collect customer feedback
- Document lessons learned
- Update assets based on feedback
- Plan next launch / evergreen strategy