

Digital Product Launch Checklist

30 steps from idea to first sale. Print it. Check it off. Ship it.

HOW TO USE

Work through each phase in order. Check off steps as you complete them. Don't skip Phase 2 (validation) - it saves you from building something nobody wants.

Phase 1: Ideation & Topic Selection

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- List 3-5 skills or topics you can teach others
- Research what people are actively searching for in your topic area
- Choose your digital product format (ebook, template, course, printable, etc.)
- Define the specific outcome your product delivers for the buyer
- Write a one-sentence product description that passes the clarity test

Phase 2: Validation Before Building

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- Find and analyze 3-5 competing products (price, reviews, gaps)
- Confirm demand with search data (Google Trends, keyword volume)
- Identify your unique angle or differentiator vs competitors
- Pre-sell or collect interest before building (landing page, social post)
- Set a realistic launch date 2-4 weeks out and commit to it

Phase 3: Product Creation

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- Outline the full content structure before building
- Create the core content or product files
- Design professional cover image, mockups, and preview screenshots
- Get 2-3 beta testers from your target audience to give feedback
- Prepare final delivery files and test on multiple devices

Phase 4: Platform & Store Setup

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- Choose your selling platform (Gumroad, Etsy, Shopify, Payhip, etc.)
- Write a compelling product listing that leads with the outcome
- Upload product images, mockups, and preview content
- Configure payment processing and automatic file delivery
- Set up a 3-email post-purchase sequence (thank you, delivery, review ask)

PRO TIP

Test your full purchase flow yourself before sharing with anyone. Buy your own product, check the confirmation email, download the file. If anything feels clunky, fix it now.

Phase 5: Pricing Strategy

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- Research competitor pricing across 5-10 similar products
- Set your price based on outcome value, not time spent creating
- Plan a launch discount (20-30% off) to drive early sales and reviews
- Create a tiered or bundle option to increase average order value
- Finalize price and publish (adjust based on real data in 30 days)

Phase 6: Launch Marketing

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- Write a launch announcement post for social media
- Share in 3-5 communities where your target audience is active
- Send a launch email to your list (even if it is small)
- Create one free content piece (blog/video/thread) that leads to your product
- Follow up with early buyers at day 5-7 and ask for reviews

Notes

eSellSphere

esellsphere.com

Score your niche idea before you build.

Free Niche Scorecard at esellsphere.com