

14 Day Product Challenge

Because Finishing
Changes Everything

Checklist

I've skimmed through the beginning of the book & know what to expect

I have the basic tools I need to get started

I have blocked time in my calendar to work on this every day for the next 2 weeks

I have an accountability partner

I've started a swipe file

I have answered "questions from day 2" – what I want to help with

I have created a list of resources I already have

I know the method my customers learn by

I have blocked off time in my calendar to focus on the challenge

I've written my "love letter"

I've saved my notes for later to use on my sales page

I have a rough idea of how my product will look (post it notes or recipe cards)

I have set up a basic landing page to collect interested email addresses.

I have shared a picture on social media

First draft of sales page is complete

Brainstorm name of new product and working title

I have rescheduled things that are interrupting my work this week – no distractions

I've begun my first draft of my sales page

I've highlighted or made notes of things I could use for quotes later

I have set aside uninterrupted work time this week

I have reached out to at least one friend who will help me spread the word about my new product

I have created email drafts for pre-launch and launch day

I've briefly reviewed example landing pages

I've chosen the platform I'll use to host my landing page

I've pretty happy with the destination my sales page is headed. It's looking good.

I have made a decision about the basic look and feel of my product (It's clean, clear and easy to read even when shrunk down to a small size)

I have captured some screenshots of my digital product

I have created the first draft of my main product image and asked for feedback

I have made a list of "already complete" and "must complete"

I am receiving feedback on my product and implementing changes

I've taken a quick screencapture of favorable feedback to share on my sales page

I have implemented changes based on feedback, or prioritized them to be added after the product launch

I have added testimonials (or social proof) to the sales page draft

I have pretested the buying sequence so that I can get feedback on it tomorrow.

Final test of “buy sequence” complete

I’ve added instructions below my “buy now” button

I’ve send my pre-launch emails

I’ve revised my launch email for tomorrow

Collect Information and Feedback for next time

Already completed	Must complete before deadline	Can deliver after deadline