

14 Day  
Product  
Challenge

Because Finishing  
Changes Everything

## Workbook - Part 3

### Day 7 Focused work time

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

### Email Drafts

1. Launch Day email I'll send to people who have promised to help spread the word

2. "Almost ready" sneak peak email to your interest list

3. "It's ready" announcement that the product is ready, to your interest list

4. Welcome or thank you email to people who have purchased

## Day 8 - digital holiday

(no checklist today)

## Day 9 - Sales Pages

I've briefly reviewed example landing pages

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

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

## Day 10 Packaging

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