14 Day Product Challenge

Because Finishing Changes Everything

Workbook - Part 4

Day 11 Getting Ready to Sell

Already completed	Must complete before deadline	Can deliver after deadline

Day 12 Collecting Feedback

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

Day 13 Testing and Emails

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.

Day 14 – Testing and Launch

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

What did I do this time around that was exciting/fun/joyful and want to repeat again next time?

What was hard or awkward and I'd like to find a different solution before doing this again?

What do I wish I had known two weeks ago that I know now? (write a note to your future self so you'll remember next time)