THE QUICKIE GUIDE TO LAUNCHING YOUR NEW PRODUCT OR SERVICE.

Because everyone needs a starting point.

Things I categorize as "The Worst."

- A severe lack of chocolate in the house
- Bad haircuts
- Forgetting to take my allergy meds
- Snow in May
- Long lines
- Rude customer service reps
- Micromanagers
- A lack of sales

I'm going to start this relationship out honest by informing you that there is only once thing on that list I know exactly how to change. Yes. Yes. You guessed it. It's refilling the chocolate supply.

One thing I don't know EXACTLY how to change (but experiment with often) is: A lack of sales. Because nothing sucks more than uploading your product or service into the digital realm for the world to see...and having your sales fall painfully shy of expectation.

Now to start, you're going to have to lower your expectations a smidge. Because no one, not even business owners making 10k a month today, started out taking that much to the bank every month. They experimented, they worked, and yes, maybe they had a little luck.

And solid sales begin nowhere other than at launch.

But how do you launch a new product or service? When should promotion begin? And what tools should you be

using? Below is the quickie guide to launching your new product or service.

7–12 months prior to going live

- Time to build your e-mail list. Ask people to submit an email in exchange for a sneak peek of you working on things behind the scenes.
- Talk to your fans. Get them involved in the launch process. Post photos of the steps you're taking, blog about roadblocks, and so forth.
- Not sure about what you'll name your product or service? Ask friends, family, or fans (if you have them) for feedback. You could even run a contest to get submissions!

6 months prior to going live

- Got a pre-order link? If not, look into one!
- Read through your content. What are some inspiring or funny or helpful lines of text you can share through social to get the conversation going about your product or service?
- Start a list of people you want to share your product or service with for free in exchange for a fair and honest testimonial once you launch.

3 months prior to going live

- Cross-promote. Utilize your platforms including social media to spread the word far and wide.
- Set up your product/service for "pre-order" on your website.
- Announce any contest winners.
- Create a list of bloggers, reviewers, and influencers who would test your product/service before it's released and share it with their followers.

1 month prior to going live

- Continue all you've been doing but post multiple times during the week.
- Announce any events you'll be doing in relation to your release.
- Talk about how excited you are.
- Send your product/service to your list of reviewers for feedback.
- Begin a countdown on your social media channels using fun graphics.

Go Live Week!

- Ask friends and family to talk about the product/service on their social media outlets. Send them example tweets or Facebook posts and link to where the product/service can be purchased.
- Post multiple times a day on social channels.
- Use live video to promote your release or your event.
- Send out an "It's here" notification through your eNewsletter.
- Share any fantastic coverage your product/service is receiving.
- Did you give your product/service away for free in exchange for testimonials? Follow up with your list!