

Digital Product Launch Planner

Step 1: Brainstorm Your Product Idea

- What skills or interests do you have?
- What digital product category fits you best? (Planners, Templates, eBooks, etc.)
- Target audience: _____
- Product idea: _____

Step 2: Choose Your Tools

- Design (e.g., Canva, Google Docs): _____
- File format (PDF, .docx, .notion, etc.): _____
- Optional extras (editable version, instructions): _____

Step 3: Platform Comparison

List 2-3 platforms and compare fees, setup, and audience reach.

Platform | Fees | Ease of Use | Ideal For

-----|-----|-----|-----

_____ | _____ | _____ | _____

_____ | _____ | _____ | _____

_____ | _____ | _____ | _____

Step 4: Launch Plan

- Product Name: _____
- Description written? (yes/no)
- Cover image created? (yes/no)
- Listing URL: _____
- First promotion channel: _____

Step 5: First Week Goals

- Sales target: _____
- Email signups: _____
- Social shares: _____