

# EXPLORE YOUR ENTHUSIASM

## EP 162: HOW TO CREATE A PRODUCT LAUNCH

1. Write out all your platforms
2. Pick your best one
3. Make it better - engage with your customers consistently in that format
4. Decide what subscribers get, early bird bonuses, deadlines
5. Take a lot of pictures of your product
6. Decide on a hashtag, if appropriate (ex, #mapyourbusiness), invite buyers to use it in your packaging or thank-you email.

### 2 weeks before:

- ★ Teasers on social media with CTA: join newsletter to get X
- ★ Incentivize sharing

### 1 week before:

- ★ Email list what they'll get on launch day
- ★ Ask them to invite their friends and share it - [clicktotweet.com](http://clicktotweet.com)

### Day of launch

Email subscribers - sales page with direct link to buy  
Announce in all the places, with a link to buy it

### Week after:

Follow it up with more pictures, more details  
Re-share your customer's posts (Repost App)

### Best results:

Incentivize early sales (discount for subscribers)  
Have an end date (or do a bonus that ends)

### Links mentioned:

[How to Launch anything](#)

[What Works for Knitwear Designers](#)

[Click to Tweet](#)

[Repost App](#)

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