

# New Product Launch Checklist



- TARGET IDEAL CUSTOMER PROFILE
- TARGET BUYER PERSONA PROFILES
- PRODUCT LAUNCH TEAM DIRECTORY
- BUYER PROBLEM THE NEW PRODUCT SOLVES
- BUYING PROCESS MAPS
- BUYER ACCESS PLAN
- MESSAGING TO BEAT THE STATUS QUO
- MESSAGING TO BEAT COMPETITOR(S)
- DEMO DECKS
- MARKETING CAMPAIGN SCHEDULE

