THE FAST-TRACK PRODUCT LAUNCH PLAYBOOK

What Works... and What Doesn't

Launching a product isn't about luck – it's about knowing what works. Too many brands get it wrong, burning time and money on launches that flop. But you don't have to.

This playbook walks you through the **5 key steps to a launch that sells.** Plus, what NOT to do. Let's dive in.

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Know Your People

Flops:

You assume you know what your audience wants, so you write copy that sounds right to you – but it doesn't connect. You describe your product in your own words, focusing on features instead of the problem your audience is trying to solve.

What to do instead:

Talk to at least five real users before finalizing your messaging. Ask them: What's your biggest struggle with [problem]? What have you tried?

Use their exact words in your copy so it sounds like you're reading their minds. If they say, "I waste hours sorting data," don't say, "Our tool automates processes." Say, "Save hours sorting data – our tool does it for you."

Craft a Good Offer

Flops:

You think your product will sell itself, so you launch with basic pricing and a standard value proposition. You list features but forget to answer: Why should they buy this now?

What to do instead:

Make your offer impossible to ignore. Add a strong reason to act now, like early-bird pricing, a fast-action bonus, or a limited-time bundle.

Instead of saying, “Get our tool for $99,” say, “Get our tool for $99 – plus a free strategy call (available only for the first 50 signups!).”

Stack value so buyers feel they’re getting more than they’re paying for. If you remove urgency, sales will slow.

Nail the Messaging

Flops:

You try to sound clever, but it confuses people. Your headline is vague, your description is too long, and by the time people figure out what you're offering, they've already lost interest.

What to do instead:

Write like you talk. In one sentence, explain: What it is, why it matters, and what happens if they don't buy.

Example: "Get a step-by-step product launch plan so you don't waste months on a launch that flops."

Cut unnecessary words. Instead of "Our tool utilizes cutting-edge AI to optimize your workflow," say, "Save 10+ hours a week with AI-powered automation." If people don't get it instantly, they won't buy.

Build Urgency, Not Hype

Flops:

You say “limited time only” but don’t back it up. Your deadline feels fake, and people don’t believe they need to act now. Worse, they see the same offer weeks later and lose trust.

What to do instead:

Use urgency that’s real and specific.

Instead of “Limited offer! Sign up now!”, say, “Only 20 spots left - once they’re gone, they’re gone.” If it’s a time-sensitive deal, state the exact date: “Early-bird pricing ends Friday at midnight.”

If urgency feels forced, use scarcity instead – like a limited number of coaching calls, bonuses, or seats in a live workshop.

People take action when they feel they’ll miss out.

Test, Tweak, Then Go Big

Flops:

You go all-in on a full launch without testing anything. When it flops, you scramble to figure out what went wrong - but by then, it's too late.

What to do instead:

Run a soft launch first. Before you invest in ads or a big promo push, sell to a small group – maybe an email list or a beta audience.

Watch what questions they ask, what objections come up, and what messaging gets them to buy. If people hesitate, tweak your offer and refine your messaging.

Once you know what works, then scale up. A soft launch lets you fix issues before they kill your launch.

Ready to Launch?

Here's What's Next.

A great launch isn't guesswork – it's a repeatable system. Now you've got the steps, it's time to make them work for you.

Want the full framework? Inside Part 4 of **AIPMM's Certified Product Manager** program, you'll get a complete, step-by-step plan for launching successfully – plus expert insights, templates, and real-world case studies.

Certified Product Manager

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