

7-Day Digital Product Launch Checklist

A calm, low-cost plan for taking one original digital product from rough idea to a measurable first test.

The rule for this week

Build the smallest useful version, show it to real people, and track behavior instead of polishing in private.

What counts as a signal

A relevant reply or follow-up question

A download or save

A request for a custom version

A call, interview, pre-order request, or order

What does not count

Your own test purchases

Fake reviews or borrowed testimonials

Generic likes from unrelated audiences

Traffic bought before the offer is understandable

My product test this week:

Days 1-3: Decide Before You Build

Day 1 - Buyer and problem

Choose one narrow buyer

Write the problem in the buyer's language

Define one practical outcome

Write a one-sentence promise

One-sentence promise:

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Day 2 - Source and rights

List original notes, docs, examples, or frameworks

Remove private client information

Confirm rights for every external element

Choose only the strongest source material

Day 3 - Minimum scope

Choose checklist, worksheet, template, guide, or mini tool

Keep only what delivers the promise

Create a simple outline

Set a hard first-version deadline

Days 4-5: Build the Useful Core

Day 4 - Create the asset

Draft the core content

Add one worked example

Make the next action obvious

Export and test the file on desktop and mobile

The one example I will include:

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Day 5 - Create the offer page

Use a literal title

Explain who it is for

List exactly what is included

Show a real preview

State file format and delivery

Use a clear download or purchase action

Page headline:

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Primary call to action:

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Days 6-7: Distribute and Learn

Day 6 - Five relevant conversations

- ☐ Share with five people who match the buyer
- ☐ Personalize each message
- ☐ Ask one neutral question
- ☐ Do not promise revenue or pressure people to buy

Where I will find five relevant people:

Day 7 - Review the evidence

- ☐ Record views, clicks, downloads, replies, calls, and orders
- ☐ Write down repeated objections
- ☐ Keep the strongest angle
- ☐ Change one variable for the next test

Results

Views	Clicks	Downloads	Replies	Requests / Orders

The next change I will test:

Use original or licensed material. Follow each platform's payment, communication, privacy, and promotion rules.