



**THE ART OF LAUNCHING  
PRODUCTS:  
HOW TO GET THOUSANDS  
OF SALES IN THE FIRST  
TWO WEEKS WITH LUKE  
FRANCIS**

*Best Business Podcast*



## THE ART OF LAUNCHING PRODUCTS: HOW TO GET THOUSANDS OF SALES IN THE FIRST TWO WEEKS WITH LUKE FRANCIS

Products and services are more than just about the idea. It's also about whether people want and need it. As a business owner, it's your job to make sure your product will sell. As Gary Halbert said, you don't need the best place or best-looking shop to run a successful burger restaurant. All you need is a starving crowd.



**Where then can you find your starving crowd?**

**Luke Francis from AppSumo joins us in this podcast episode to discuss the fundamentals of any product launch. This activity will help you implement his insights. It will let you reflect on your product or service to ensure it's ready for launch.**



# QUOTE TO REMEMBER

***“The most important thing I tell everybody is like, it starts way before you even start designing your product. It starts with the idea and figuring out if the idea is even compelling to your target market.”***

## Podcast Links

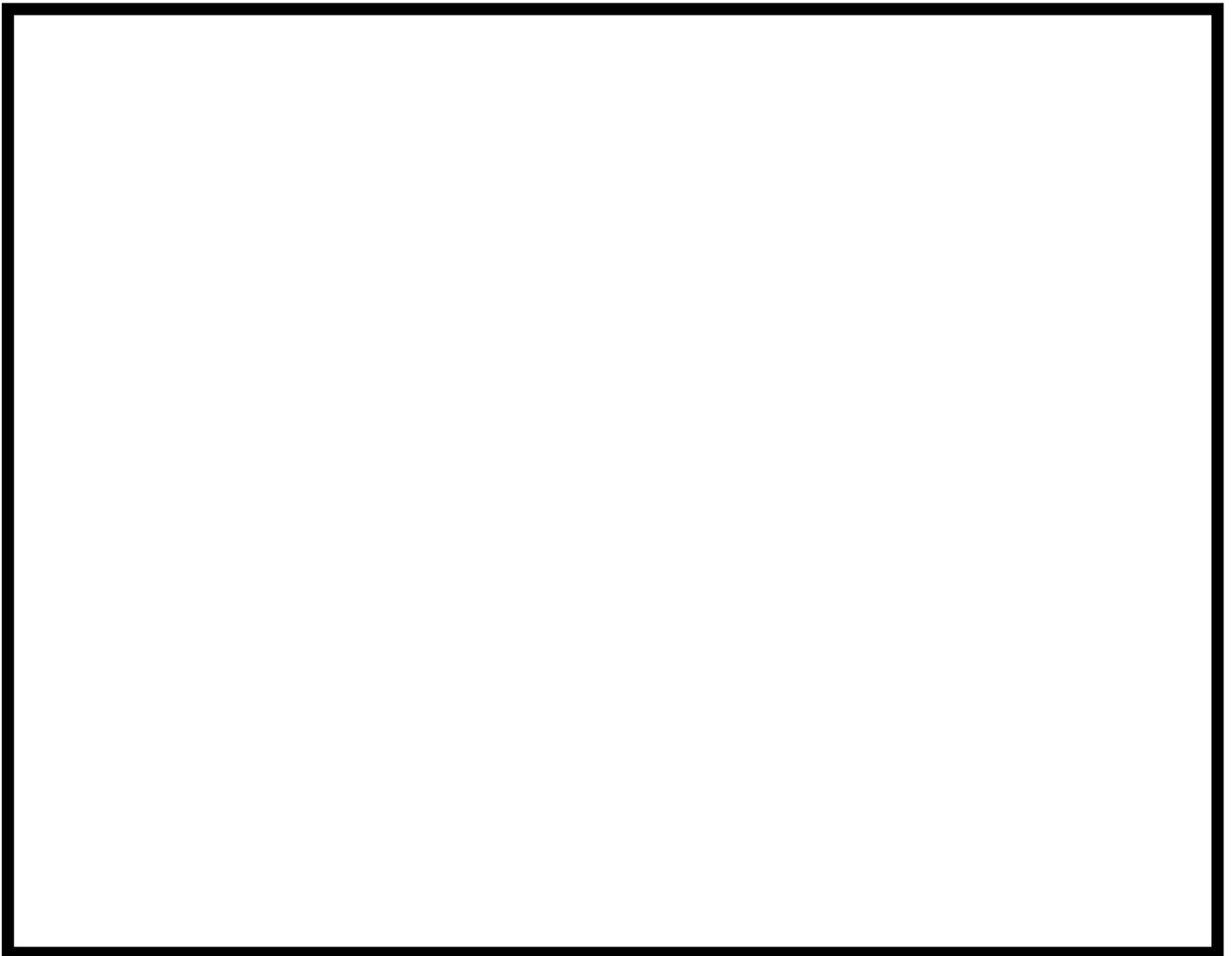
- AppSumo is currently running the Black Friday Fund. The first 400 products to launch will qualify to win \$1,000! Learn more on AppSumo!
- You may connect with Luke through his website, LinkedIn, Twitter, and email (luke@appsumo.com).
- Listen to these previous episodes:
- Why Mastering ONE Skill is Key to Business Success With Ryan Levesque
- The Ask Method: The Survey Funnel Formula Responsible for Over \$100,000,000 in Sales & Helping Hundreds of People Just Like YOU Launch Successfully with Ryan Levesque
- Build a successful business with BestBusinessCoach.ca.

# Activity:

## Preparation for Launch

Have you experienced launching a product or service before? Was it a success or failure?

Share your story in the space below. Reflect on your learnings and specific milestones.



What product or service are you currently preparing for launch? Try to answer the following questions:

- Who is my target market? Be as specific as possible.

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- What problem am I solving for this target market?

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Explore how you can develop your product by knowing more about your target market. In the space below, brainstorm ways to reach out to your target market.

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- Prepare questions to ask. Remember, your goal is to improve your product or messaging. Try to find their pain points and commonalities.

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Once you have a couple of feedback and responses, what are your observations?

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In the space below, note down at least 10 commonalities you've observed.

<b>Commonalities in the Target Market</b>	
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	



Based on your observations, refine your answers to the following questions:

- Who is my target market? Be as specific as possible.

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- What problem am I solving for this target market?

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Create your action plan. What do you need to change based on your feedback and responses?

How should the product change?	
How should the messaging change?	

# What You Will Learn from the Activity

Launching a product or service is no easy feat, more so making it successful! As a business owner, there's a lot you need to balance. Make sure your initial phases are done well and you'll be sure to see results.

This activity will help you hone in on your target market and messaging. That will allow you to create a compelling product people will buy. Remember, no matter how good a product is, it won't be successful if no one wants to buy it. Start by identifying your target market, including their commonalities and pain points.

Once you understand your target market, you can adjust and improve your product and messaging to suit them better. It will take time and effort, but it will be worth it.

Keep doing the hard work and reaching out to real people! That may be just one of the crucial fundamentals of any product launch, but it is where everything starts.



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