Digital Product Launch Checklist

Launching a digital product involves dozens of small tasks that are easy to forget — from testing your download link to writing alt text for preview images.

This free checklist groups those tasks into six stages so you can work through them in order and launch with confidence. Print it, or use the full checklist on this page.

1. Validate the idea

- [ ] Write a one-sentence problem statement (audience + problem + situation)
- [ ] Collect 10+ phrases people use to describe the problem
- [ ] Review at least 5 competing products and note gaps
- [ ] Decide what makes your product different
- [ ] Run a small test: waitlist, pre-order or free sample
- [ ] Score the idea and record your decision

2. Create the product

- [ ] Outline the contents before designing anything
- [ ] Create the core files in the formats buyers expect
- [ ] Add a quick-start guide explaining how to use the product
- [ ] Proofread every page and test every link
- [ ] Check that template links open as copies, not your original
- [ ] Export final files with clear, descriptive file names

3. Build the sales page

- [ ] Write a clear headline: who it's for and the outcome
- [ ] List exactly what's included (files, pages, formats)
- [ ] Add real preview images with descriptive alt text
- [ ] Explain who it's for and who it isn't for
- [ ] Answer the top 5 pre-purchase questions in an FAQ
- [ ] Remove any claim you can't support with evidence
- [ ] Write a unique SEO title and meta description

4. Set up checkout and delivery

- [ ] Create the product on your checkout platform (e.g. Gumroad)
- [ ] Upload the files and write the receipt/thank-you message
- [ ] Set the price and currency
- [ ] Make a test purchase (or use the platform's test option) and download the files
- [ ] Connect the checkout link to the Buy button on your website
- [ ] Publish your refund policy and link to it

5. Launch week

- [ ] Email your list with a clear announcement
- [ ] Publish 3–5 Pinterest Pins linking to the product page
- [ ] Share on Instagram and update your link-in-bio page
- [ ] Publish one helpful blog post related to the product
- [ ] Reply to every question within 24 hours
- [ ] Track page views and checkout clicks

6. After launch

- [ ] Check actual sales in your checkout platform dashboard
- [ ] Collect customer questions and add answers to the FAQ
- [ ] Ask satisfied customers for permission to share their feedback
- [ ] Fix any issues customers report and update the files
- [ ] Review search queries in Google Search Console after a few weeks
- [ ] Plan your next improvement or product

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