

Digital Product Launch Planner Workbook



Everything you need to know
about successfully launching
a digital product





Your digital product launch planner

The step-by-step workbook to plan, price & launch your digital product with confidence.

HOW TO USE THIS PLANNER

- ✓ Work through it in order
- ✓ Print or use digitally
- ✓ Don't skip the reflection pages
- ✓ Give yourself 1–2 weeks

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YOUR QUICK WIN



Take this quick quiz before we dive in. Get one fast win on paper.

My product
idea in ONE
sentence:

The ONE
problem it
solves:

Who it's for:

01 Ideal Buyer

DEFINE YOUR IDEAL BUYER

Gender

Age

Location

Education

Income Level

Occupation

What are some of their biggest frustrations?

BUYER SNAPSHOT

Name:

Age / role:

Biggest frustration:

What they've tried:

What they actually want:

02 Offer Clarity

WHAT PROBLEMS WILL YOUR PRODUCT SOLVE?

What problem am I solving?

What solution am I providing?

What results will my solution give my customers?

Why should customers choose me?

My one-line offer statement:

"I help _____ achieve _____ through
_____."

03 Product Idea

CHOOSING YOUR PRODUCT FORMAT

The right format matches your skills, your time, and how your buyer likes to learn.

STEP ONE: SELF-AUDIT

Rate yourself 1–5 (1 = low, 5 = high)

Your Skill	Rating
1. Writing ability	
2. On-camera comfort	
3. Design / Canva skills	
4. Spreadsheet / Excel skills	
5. Time available per week	
6. Tech setup (mic, camera)	

Based on your self-audit, score each format 1–5 on how well it fits you.

Product Format	Fit
1. Ebook/workbook	
2. Email mini course	
3. Video course	
4. Canva templates	
5. Spreadsheet/Notion	
6. Checklist/swipe	

STEP TWO: MY DECISION

My product format is:

Because:

My second-choice format (backup):

04 Competitor Analysis

WHAT PROBLEMS WILL YOUR PRODUCT SOLVE?

Who are your top 3 competitors?

What are their main offerings?

What are their strengths and weaknesses?

Strengths:

Weaknesses:

--	--

How are they reaching their customers?

Are they reaching new customers through ads, youtube content, blog posts etc.
how did you find out about them?

--

What is your competitor pricing?

This gives you an idea how much you can/should charge.

--

05 Product Creation

WHAT FEATURES WILL YOUR PRODUCT HAVE?

Write down all your rough ideas first. You can edit later.

Brain-dump at least 5 features and ideas (up to 15)

Write down all the ideas and features your product should have.

Decide on must-have features vs nice-to-have features

Must-haves:

Nice-to-have:

Write out all the different assets you need to create

Need a video tutorial? Cheat sheets? List everything from "the offer" section that you need to create during this phase.

Build Timeline: Ideally what would you like to do each week?

Week 1

Week 2

Week 3

Week 4

Week 5

06 Product Pricing

HOW MUCH WILL YOU SELL YOUR PRODUCT?

Remember to price your product on value, not just hours.

Product pricing calculator:

Hours to create:	
Your hourly rate:	
Base cost:	
Materials / Software Cost:	
Platform fees:	
Desired profit margin:	

Product prices from my top 3 competitors

Competitor	Product name	Product price
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

My minimum product price: _____

Because: _____

What might make me lower it later?

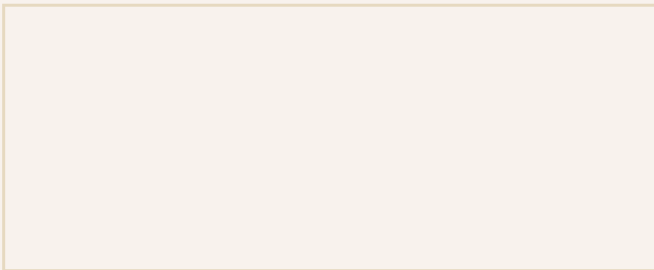
What might make me increase it later?

07 Launch Strategy

HOW WOULD YOU PROMOTE YOUR PRODUCT?

Think of platforms where your target audience are, and type of posts they consume.

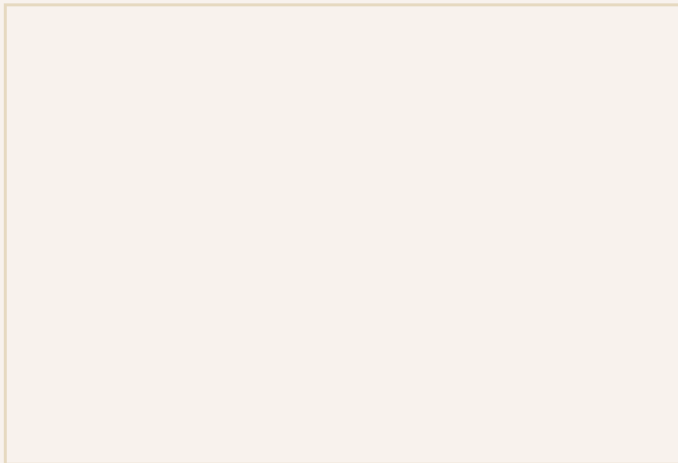
Resources & Inspiration



Launch Asset Checklist

- ☐ Create sales copy & social media posts
- ☐ Write call to actions & captions
- ☐ Create product graphics
- ☐ Check spellings and test links
- ☐ Schedule and publish

Main content / Caption



Key points

1

2

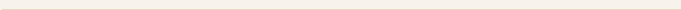
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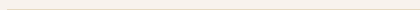
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☐ Sponsored ☐ Ad ☐ Collab

Platform:



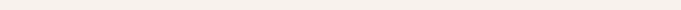
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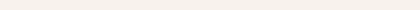
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Platform:



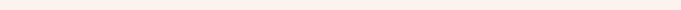
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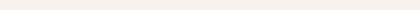
Published



Platform:



Publish date



Published



14-Day Launch Calendar

MAKE A STEP-BY-STEP ACTION PLAN TO FOLLOW

Write down your action plan for launching and promoting your product. And make sure you actually follow through.

Day 1:

Day 2:

Day 3:

Day 4:

Day 5:

Day 6:

Day 7:

Day 8:

Day 9:

Day 10:

Day 11:

Day 12:

Day 13:

Day 14:

08 Post-launch Review

REFLECTION AND REVIEW AFTER LAUNCH

Reflect on what strategies worked for you, what needs improvement, and what you learned from this experience.

SOCIAL POSTS RESULTS & STATISTICS

Was my post popular? Audience comments, thoughts & suggestions.

Likes

Comments

Link clicks

New followers

PRODUCT STATISTICS

Did my product get impressions, clicks, purchases and reviews?

Impressions

Clicks

Purchases

Reviews

What worked: _____

What would I do differently?

What I'll do next next time/ lessons learned:

You did it!

You've just done what most people never do, you took your digital product from a vague idea to a clear, actionable launch plan.

That's not a small thing.

You now have:

- ✓ A clear offer
- ✓ A product format that fits you
- ✓ A price you can stand behind
- ✓ A launch strategy and timeline

Wishing you a wildly successful launch — you've earned it.

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BLOG](#)

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Need Custom Design Help?

If you'd rather hand it off, I offer custom digital product design and build services on Fiverr.

[LET'S
CREATE](#)