The Digital Product Launch Checklist

A step-by-step checklist to take a digital product from idea to first sale, covering the product, the platform, delivery, pricing, the sales page, traffic, and payments.

Define the Product

- [ ] Write down the buyer in one specific sentence, not a broad category like "developers" or "creators."
- [ ] List what the buyer currently does instead of buying this (a spreadsheet, a free template, manual work, nothing at all).
- [ ] Describe the outcome the product delivers in one sentence, without using the word "help."
- [ ] Match the format to the problem: a checklist or template for a repeatable process, a short course for a skill.
- [ ] Set a build deadline for the first version, no longer than one to four weeks.
- [ ] Cut the scope until the product does one job completely, rather than several jobs partially.
- [ ] Confirm the product overlaps with, but doesn't compete against, any core paid offering already planned.

Choose Where to Sell

- [ ] List every country the product will realistically be sold in during the first three months.
- [ ] Decide whether the product needs license keys, subscription billing, or recurring access.

- [ ] Rate how much checkout branding matters on a simple scale: speed over polish, or polish over speed.
- [ ] Check whether an existing website or app already has traffic that could host an embedded checkout.
- [ ] Compare at least two platform types (marketplace, merchant of record, self-hosted checkout) on setup time and who handles tax.
- [ ] Confirm the chosen platform supports the currencies and payment methods common among the target buyers.
- [ ] Register the business or confirm sole-proprietor status is enough for the country of operation.

Set Up Delivery

- [ ] Confirm the platform's file size limit before uploading anything.
- [ ] Set up external hosting for any video or large file that exceeds the platform's limit.
- [ ] Generate a test license key and confirm it activates correctly, if the product is software.
- [ ] Decide the update policy (free updates, paid upgrades, or no updates) before the first sale.
- [ ] Check that the delivery email sends from a recognizable domain, not a generic no-reply address.
- [ ] Confirm the delivery email includes a direct download link, not only a login prompt.
- [ ] Set up a backup access method for a buyer who loses their download link.
- [ ] Run one full test purchase, using a real card or a $0 discount code, and confirm the file arrives.

Price the Product

- [ ] Identify what the buyer currently pays, in time or money, to solve this problem without the product.
- [ ] Set the launch price at roughly one-tenth to one-third of that alternative cost.
- [ ] Choose one pricing model (one-time, tiered, or subscription) that matches how the product is used.
- [ ] Write out exactly what's included in the price before publishing the sales page.
- [ ] Add the price and what's included directly on the checkout page, not only on the sales page.
- [ ] Set a review date, two to four weeks out, to check conversion rate against the 1–2% baseline.

Build the Sales Page

- [ ] Write a headline that states what the product is and who it's for, without requiring a scroll.
- [ ] List everything included: file formats, number of templates, lesson count, or license terms.
- [ ] Add at least one real screenshot, sample page, or short clip of the actual product.
- [ ] Add the refund policy and any compatibility requirements directly on the page.
- [ ] Place a single, clear call-to-action button with the price visible next to it.
- [ ] Read the page as a stranger would and confirm the offer is clear within the first ten seconds.

Drive Traffic

- [ ] List every existing channel already available: email list, community, social following, app user base.
- [ ] Pick the single channel with the warmest existing audience to launch in first.
- [ ] Draft three posts that show the product being built or used, not just posts linking to the store.
- [ ] Identify one niche community relevant to the buyer and read its self-promotion rules before posting.
- [ ] Schedule a consistent posting cadence for at least four weeks, not a single launch-day post.
- [ ] Set up a way to capture email addresses from visitors who don't buy on the first visit.

Handle Payments, Taxes, and Refunds

- [ ] Confirm whether the product will be sold to buyers outside the seller's home country.
- [ ] Check the VAT and sales tax registration thresholds for every country with meaningful sales volume.
- [ ] Write and publish a refund policy before launch, including a specific time window.
- [ ] Decide how chargebacks and failed payments will be handled before the first one happens.
- [ ] Confirm the checkout page displays local currency and at least one regional payment method for major markets.
- [ ] Set a recurring monthly reminder to review tax obligations as sales volume grows.

Pre-Launch Final Check

- [ ] Complete one full test purchase from a device the buyer would actually use.
- [ ] Confirm the confirmation email is not landing in spam.
- [ ] Confirm the refund policy is visible before checkout, not only after.
- [ ] Confirm the price is visible without requiring a click-through.
- [ ] Confirm the first traffic channel and the first three posts are scheduled and ready to publish.