

Information Product Marketing Checklist

Putting together a great product is only half the battle. You've got to back it up with great marketing to sell it and this checklist will help you do that.

Pre-Selling:

Don't wait until your product is released to start selling it. Warm up your audience now. Offer them a free report, video or email series that gets them excited about your product and ready to order when it's released.

Here's what you need to get ready:

- **Opt-in promotion page:** Create a page where people sign up to get access to your freebie. Include the following in your optin page:
 - Attention-getting, benefit driven headline
 - Identify with your readers' problems
 - Show how your freebie solves that problems
 - Bulleted feature/benefit list
 - Testimonials and case studies of people who have used your advice and information before
 - Offer summary – what's included and how to claim the freebie
- **Autoresponder set up:** Set up an autoresponder with prescheduled messages or send out broadcast messages with update.

Some things to send to your list:

- Useful advice that complements the product you will be selling
- Additional videos, reports and tools that complement the product you will be selling
- Product launch updates
- Full promotion on launch day
- Follow-up to encourage freebie sign up to buy the product

TIP: Continue to use this pre-selling process after your product is set up. Just preschedule all the emails and you're ready to go.

Product Graphics:

Have graphics designed to represent your product. It makes your digital product appear more tangible and professional – thus increasing your chances of making a sale.

Some graphics to have created:

- Ebook / PDFs book covers
- CD covers for audios
- Software covers/boxes for software
- DVD covers for video
- Screenshots of your product components and tools

Sales Page:

To sell your product, make sure the benefit of your product and your offer are appealing and clear. Here are some things to include in your sales page:

- Attention-getting, benefit driven headline
- Promotional video
- Identify with your readers' problems
- Show how your product solves that problems
- Bulleted feature/benefit list
- Bonus product/tools information
- Testimonials and case studies from successful customers who have used your information and advice in the past...or who have tried this product ahead of time
- Guarantee /money back information
- Offer summary – what's included, price, etc.

Advertising Tools:

Whether you're advertising your product yourself and/or enlisting the help of affiliates, have your advertising materials ready to go.

Advertising tools might include:

- Graphic banners in a variety of sizes
- Short ezine / newsletter ad text
- Pay-per-click short text ads
- Solo / long email ads

Customer Follow Up:

Follow up with your customer in order to increase buyer satisfaction and back end sales. Some things to do in your follow up:

- Send extra downloads and useful information
- Promote related and relevant product that enhances the use of your product
- Give them tips on using the product
- Ask for feedback on your product and what else they might need. Use the feedback as testimonials on your sales page.