

14 Day Product Checklist

Day 1

- ☐ Spend your time today brainstorming topics that are interesting to you and interesting to your audience (or your potential audience).
- ☐ Create a list of 3-5 possible product ideas.

Day 2

- ☐ Narrow your ideas down to 2-3 potential topics and reach out to your audience about them.
- ☐ Run a survey asking which topic they like best. Using the data you've gathered from the spreadsheet you created and the feedback from your audience, commit to working on this product idea for the next 12 days.
- ☐ Announce on social media that you're working on your product as part of the #14DayProduct. Create your outline. Start with the chapters or videos you need to consider your product done.
- ☐ Work backwards. What do you need to complete each day in the next 12 days to finish your product on time? Break each section down. If you're writing an ebook, after you've created your chapter titles, add 3-5 points you want to discuss in each chapter.
- ☐ Spend time working on your outline. The more work you do on your outline, the easier your product will be to create.
- ☐ Share your outline with your audience using the 14DayChallenge hashtag. By showing your audience what you are working on, you can start to build buzz and get more presales later in the challenge.

Day 3

- ☐ What do you have to do each day for the next 12 days to get your product done?
- ☐ Set a calendar block daily for what time you'll work on your product. Try to make it the same time every day to stay consistent.
- ☐ Write a big X on the calendar for every day that you work on your product. Building a habit chain will keep you on track and success for your product.

Day 4

- ☐ Have you made progress on your product today? Consistency is key. If you haven't yet, put a time block on your calendar today to work on your product.

Day 5

- ☐ Select your top 4-5 title ideas and share them with your friends and family. Ask which title they like the best.
- ☐ Post on Circle and ask other creators what they think. Give feedback to a few other creators on their titles as well.
- ☐ After you've gotten feedback from your friends and the Gumroad Circle community, get your potential buyers excited about your title. Share your top two title ideas and ask for their input.
- ☐ As always, remember to set aside 30 minutes today to focus on creating the product itself, whatever that means for you

Day 6

- ☐ Tweet your potential product cover ideas to your fans and see what their favorite cover is.
- ☐ Remember to set aside time today to focus on creating the product itself.

Day 7

- ☐ Set up a landing page workflow so your subscribers get an email right away.
- ☐ Tweet out your landing page and ask people to sign up for your email list.
- ☐ Remember to set time aside to work on your product today!

Day 8

- ☐ Research some competitors and competing products in your area. Find out how much they're pricing their products at.
- ☐ Start putting together a range of prices for your product.

Day 10

- ☐ Have you set aside time today to work on your product? Make sure to set aside a block of time on your calendar for your product work!

Day 11

- ☐ Share your presale page and say you're taking orders now. Your email list subscribers should be the first to see the very best offer.

Day 12

- ☐ Send out a free section of your product early. Ask for testimonials.
- ☐ Write down your launch plan and prepare to execute. Make a detailed plan for what you need to do in the next two days to ensure you have a great launch.
- ☐ Create your launch day content. Start writing the content for your emails and posts for launch day.

Day 13

- ☐ Email your audience and remind them that you'll be launching your product soon. Share the date and offer a discount exclusively to your email list. If you set up a presale earlier, open your sale to your email list first.
- ☐ Do you have any launch day resources that you've loved? Share them in the Gumroad circle under #Resources.

Day 14

- ☐ Send an email to your list that your product is now on sale.
- ☐ Share your product on social media and announce that your product is available for sale. Mention the discount is only valid during the launch sale to incentivize sales.
- ☐ Post on Circle and share the one most important lesson you learned or something exciting you discovered while completing the 14 Day Challenge.
- ☐ Share your product on Twitter and that you've completed the 14DayProduct Challenge! It's quite an accomplishment after all.