



Template: Digital Product Launch Checklist

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Based on Article: "Creating and Selling Digital Products: Boosting Your Blog Income"

Website: <https://scaleblogger.com>

A comprehensive checklist to guide bloggers through the process of creating and selling digital products effectively.

Checklist Items:

- ☐ **1. Assemble Your Platform Stack**
Set up necessary tools including a payment processor, website or storefront for hosting, and a delivery mechanism for files or courses.
Reference Section: Prerequisites: What You'll Need Before You Start
- ☐ **2. Configure Measurement Systems**
Establish analytics using tools like GA4 and UTM tagging for tracking conversions and attribution.
Reference Section: Prerequisites: What You'll Need Before You Start
- ☐ **3. Build Your Audience Base**
Aim for at least 500 engaged contacts or 1–2k monthly blog visitors. Start with free offers to grow your email list.
Reference Section: Prerequisites: What You'll Need Before You Start
- ☐ **4. Validate Your Product Idea**
Create a landing page to gauge interest with a clear value proposition and a pre-order button. Measure conversion rates.
Reference Section: Step-by-step Guide: From Product Idea to Launch
- ☐ **5. Define Your Minimum Lovable Product (MLP)**
Identify the key features that address your audience's primary needs and list them according to revenue impact and implementation cost.
Reference Section: Step-by-step Guide: From Product Idea to Launch
- ☐ **6. Prototype and Conduct User Testing**
Build a prototype using tools like Figma or Notion, and run usability tests with 5–10 users to refine high-friction areas.
Reference Section: Step-by-step Guide: From Product Idea to Launch
- ☐ **7. Finalize Content and Production Workflow**
Complete your digital assets or recording, ensure all components are version controlled, and automate your publishing tasks where possible.
Reference Section: Step-by-step Guide: From Product Idea to Launch

- ☐ **8. Set Up Payment and Delivery Systems**
Integrate payment gateways like Stripe or PayPal and test the purchase-to-delivery process to ensure everything functions smoothly.
Reference Section: Step-by-step Guide: From Product Idea to Launch
- ☐ **9. Launch Your Product**
Execute your launch plan while continuing to gather feedback from early customers for ongoing product improvement.
Reference Section: Step-by-step Guide: From Product Idea to Launch
- ☐ **10. Post-Launch Optimization**
Analyze launch performance metrics, gather user feedback, and make necessary adjustments for future iterations.
Reference Section: Launch, Growth & Post-Launch Optimization