



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.

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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