

Product Creation Planner

It's easy to get overwhelmed if you think all of the steps involved in creating and launching your own product. This product creation planner was designed to turn the creation process into small, management steps.

Product Name: _____

Launch Day: _____

Things You Must Do

There may be parts of the new product that require you to see to personally. These might be training videos, audios, sales pages, etc. Make a list of the tasks that will need your personal attention.

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

Things You Can Outsource

If there are certain parts of your product that you are not qualified or dislike doing, outsource them to someone else.

Tasks to outsource

Who to outsource to:

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

Milestones

To keep your project on track, it's important to draw up a list of milestones, or due dates, that need to be met. These could be when each piece of the product is created such as when the ebook is completed & edited or the video series is fully recorded and edited. Or it could be broken down even further to show steps of creating each piece. For example, drafting an outline for the book. Creating the scripts, you'll follow when recording your videos.

