

# Product Promotion Worksheet

Use this worksheet to help plan out promotional content for your new product.

**Product Name:** \_\_\_\_\_

**Tentative Launch Date:** \_\_\_\_\_

The main problem this product solves: \_\_\_\_\_

What can you do before releasing the product to create excitement and buzz about it.

*Contests, get affiliates excited and talking about it, etc.*

_____	_____
_____	_____
_____	_____
_____	_____

Content you will need for these things:

*Report, emails, infographics, video, etc.*

_____	_____
_____	_____
_____	_____
_____	_____

What fun things can you do during the launch to draw more attention to the product:

*Webinars, sales emails, live video demo, etc.*

_____	_____
_____	_____

What content will you need for these things:

*Scripts, templates, etc.*

_____	_____
_____	_____
_____	_____
_____	_____

How you can promote it after launch to keep up the momentum:

*Create FAQ, gather testimonials and reviews, etc.*

_____	_____
_____	_____
_____	_____
_____	_____

Will you need freshly created content for these? If so, what exactly do you need?

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Top 4 social channels the target audience uses:

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Formats they react to most on these social channels:

*Livestreams (webinars or podcasts), static images, concept visualizations, user-generated content, etc.*

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Types of content they engage with most on these social channels:

*Q&A session, behind-the-scenes tour, expert interviews, infographics, quote images, stories, testimonials, etc.*

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4 issues created by the problem people have that this product will solve. (*problem - low paying job. Issue - unable to pay bills on time thus incurring late fees*)

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4 things the target audience may have tried in the past to solve the problem they are facing.

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Things they found lacking in those other products:

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Things they wish the other products or companies had offered:

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5 things they find most challenging related to either their problem or purchasing in general:

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3 things that motivate the target audience to buy.

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3 possible objections they may have to buying this product:

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When considering options and purchases, what emotions do they use to make a decision?

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What price point range do they seem to like most?

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What advertising do they find most offensive?

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Which advertising methods do they respond to best?

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Best locations for displaying advertisements (*Google, Facebook, etc.*):

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Not including content on social networks, what information do they respond to best?

*Informative pieces, humor pieces, etc.*

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Not including content on social networks, do they prefer written, audio, video, etc.?

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At what length do they like their content? 2-minute audio/video or 10 minutes? Reports or short briefs? Long form articles or short?

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When considering options and purchases, what emotions do they use to make a decision?

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Contest ideas

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Hashtag associated with the product launch: \_\_\_\_\_

## RECRUITING AFFILIATES

Who could help you promote this product?

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

What would they need in order to promote this product (discount coupons, pre-written emails, articles, graphics, etc.):

_____	_____
_____	_____
_____	_____
_____	_____

Will you be offering an affiliate contest? If so, what are the details of that contest?

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