SID **USA AI DIGITAL PRODUCTS SELLING**
DIGITAL OPERATOR LIVE WORKSHOP

Launch Checklist

Everything to complete before selling

Use this checklist to make sure your digital product, systems and launch setup are 100% ready.

My Launch Details

Product Name:
Target Audience:
Selling Price: $
Platform:
Launch Date:

Goal

Tick all boxes and be ready to launch your digital product.

- [x] Product is fully created and ready
- [x] Sales page is live and tested
- [x] Payment and delivery working
- [x] Marketing content prepared
- [x] I'm ready to start getting sales!

1 Niche & Offer Validation

Make sure there is demand

- [ ] Researched 3–5 potential niches
- [ ] Validated demand (Reddit, Google Trends, Etsy, Gumroad)
- [ ] Checked competitor products and pricing
- [ ] Finalized one niche and product idea
- [ ] Clearly defined target audience (USA)
- [ ] Defined main problem and solution
- [ ] Decided final product format (eBook, Template, etc.)

My Chosen Niche & Offer

Niche: _____
Product Name: _____
Target Audience: _____

2 Product Creation

Create a high-quality product

- [ ] Created detailed outline using AI
- [ ] Wrote and completed all content
- [ ] Added examples, templates, worksheets (if needed)
- [ ] Designed a professional cover (Canva/AI)
- [ ] Formatted the product (PDF, PPT, Notion, etc.)
- [ ] Checked for typos and improved content quality
- [ ] Added bonus materials (if any)
- [ ] Final product is ready to deliver

Product Files

Main File: _____
Bonus Files: _____

3 Sales Page Setup

Create a high-converting page

- [ ] Chose a platform (Gumroad / Stan Store / Payhip / Superprofile)
- [ ] Signed up and completed account setup
- [ ] Wrote a high-converting headline
- [ ] Added product description and benefits
- [ ] Added product images / mockups
- [ ] Included what's inside (modules, templates, etc.)
- [ ] Added FAQs
- [ ] Tested the page on mobile
- [ ] Page is live and looks professional

My Sales Page Link

4 Pricing & Offer Structure

Set the right price and offers

- [ ] Decided main product price (USD)
- [ ] Researched competitor pricing
- [ ] Created a clear value stack
- [ ] Added bump offer (if any)
- [ ] Created bundle or higher ticket option (optional)
- [ ] Wrote clear pricing section on sales page
- [ ] Tested different price points (if needed)

My Pricing Plan

Main Price: $ _____
Bump Offer: $ _____
Bundle / Upsell: $ _____

5 Payment, Delivery & Automation

Make it smooth and secure

- [ ] Connected payment method (Stripe / PayPal / etc.)
- [ ] Uploaded product files
- [ ] Set up instant delivery (auto-delivery)
- [ ] Tested the full purchase flow (from buying to receiving file)
- [ ] Added thank you page (optional)
- [ ] Set up email receipt / confirmation
- [ ] Made sure everything works on mobile

Platform I'm Using

- [ ] Gumroad
- [ ] Stan Store
- [ ] Payhip
- [ ] Superprofile
- [ ] Whop
- [ ] Other: _____

6 Marketing & Traffic Setup

Prepare to get traffic

- [ ] Created 10–20 Threads/Instagram posts (value + promo)
- [ ] Prepared Reddit posting plan (subreddits list + post templates)
- [ ] Created content calendar for next 30 days
- [ ] Wrote product promotion captions
- [ ] Designed social media graphics (Canva/AI)
- [ ] Prepared email/newsletter (if using)
- [ ] Joined relevant communities (Reddit, Discord, etc.)
- [ ] Set up link in bio page (if needed)

Platforms I'll Use

- [ ] Threads
- [ ] Instagram
- [ ] Reddit
- [ ] Pinterest
- [ ] YouTube
- [ ] Email Newsletter
- [ ] Other: _____

7 Legal, Trust & Final Review

Look professional and trustworthy

- [ ] Added Terms & Conditions
- [ ] Added Privacy Policy
- [ ] Added Refund Policy
- [ ] Used professional branding and product mockups
- [ ] Checked all links and buttons
- [ ] Reviewed entire sales page (typos, clarity, mobile view)
- [ ] Made final improvements based on feedback

8 Pre-Launch Test

Do a final test before going live

- [ ] Did a test purchase (using a different device)
- [ ] Checked if payment is successful
- [ ] Verified if the file is delivered instantly
- [ ] Checked email receipt (if any)
- [ ] Tested on mobile and desktop
- [ ] Fixed any issues found
- [ ] Now everything is working perfectly

9 Launch Day Checklist

Go live and start getting sales

- [ ] Sales page is live
- [ ] Product files and delivery working
- [ ] First round of posts published
- [ ] Sharing in communities (Reddit, etc.)
- [ ] Engaging and replying to comments
- [ ] Tracking results (visitors, clicks, sales)
- [ ] Staying consistent with daily posts

Launch Time: _____

First Day Goals:

- [ ] Visitors: _____
- [ ] Sales: _____
- [ ] Revenue: $ _____

I'M READY TO LAUNCH!

I have completed all the steps in this checklist and my digital product is ready to sell.