



# 90 DAY LAUNCH CHECKLIST

“Done Is Better Than Perfect”

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# Introduction

Welcome to the Six Figure Inc 90 day launch checklist. I created this document to help you create and launch your digital product business and to make it much easier for you to go from zero to launch.

This checklist is based on my own experience of having created and launched several six figure digital products in different niches and should be a very good roadmap for you to model.

While the aim of this checklist is to help you create and launch your digital product from scratch within 90 days, it's entirely possible to do it in less time. It's also possible that you'll end up taking more time than 90 days, neither of which are necessarily good or bad.

Remember, this is a business that you'll hopefully be working on for multiple years, so if it takes you a few weeks or months more to get everything ready for your launch, in the grand scheme of things that's nothing to be concerned about.

To all you perfectionists out there, take this piece of advice to heart:

*"Done is better than perfect".*

The first version of your product is never going to be your best version and that's something you have to be okay with. Follow the steps as best you can and once you have it all at 75% or 80%, it's good enough for an initial launch. After that initial launch, you can keep working on the business, product and marketing to make it better.

If you try to make everything perfect before you launch, you'll probably never launch, and you'll never get the success I know you can achieve. That's why, aim to create and launch within 90 days. If at any point you're stuck or have questions, don't hesitate to reach out to the community and ask for help!

To your success,  
Dirk "Diggy" de Bruin

# Week 1: Setting Your Goals

My best advice to you to help you build a successful online business is to figure out exactly what it is that you're looking to accomplish, before you even get started on the online business part.

Everyone is different, so your answers will likely be unique to your situation. There is no cookie-cutter one-size-fits-all type of advice.

If you haven't done so already, I highly suggest spending the first week getting very clear on exactly what it is that you want from life in the 4 main areas: health, wealth, relationships and spirituality. You'll want to do this for short, medium and long term (1, 5 and 10 years).

The reason why this is so important is that if you don't know what you want, you may end up wasting a lot of time and effort to work on something that isn't going to make you happy or get you the results you're really after.

Here are several questions for you to think about and answer (remember, these answers are for you personally, nobody has to read them so be thorough and answer them in detail):

*Are you looking to build a hugely profitable, 7 figure a year online business? Or are you just looking to make \$50,000 in profit per year so you can enjoy life?*

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*Are you happy to work 10 hours per day, 6 days per week? Or do you want to work as little as possible?*

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*Are you looking to make money? Or have an impact on people? Or both?*

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*Are you willing to have a physical office and be bound to one location? Or do you want to be able to work from anywhere in the world?*

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*Are you willing to be the face of your business and put yourself out there for your students (and even the public)? Or do you prefer to stay behind the scenes or use a pen name?*

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Your answers to these questions can greatly influence the type of business that you're going to have to build to get those results (and influence the effort and resources required).

Once you know what you want, it'll be much easier to know which steps you need to take to get the success that you want, and this is why it's worth spending a week.

**Please refer to the Six Figure Inc Success Manual to help you determine your goals, it's specifically designed to help you with this matter.**



# Week 1 Checklist: Setting Your Goals

Task	Complete	Incomplete
Answered business questions above?		
Wealth goals set (1,5,10 years)?		
Health goals set (1,5,10 years)?		
Relationship goals set (1,5,10 years)?		
Spiritual goals set (1,5,10 years)?		
Completed SFI Success Manual?		

## **Week 2: Brainstorming & Niche Selection**

Now that you've set your goals and know exactly what it is that you want to achieve with your business, it's time to start brainstorming to find the niche that you want to enter.

This is a very important process and is worth spending time on as once you get started, all your time and resources are going to be allocated to your online business and it'll be difficult to pivot or change.

Once you've done your initial research and brainstorming, don't hesitate to reach out for an opinion (make sure that the person you ask feedback from has actually successfully done what you're looking to achieve).

Give it a few days to marinate in your mind once you've decided on the niche you want to go into before you commit.

On the next page are various questions designed to help you figure out which niche you want to build your online business in.

*What are your qualifications and things that you've had a lot of experience doing in your life (studies, career, jobs, hobbies, sports, relationships etc.).*

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*What are things that you're passionate about (things you would do even if it didn't pay well or perhaps even things you pay to do because you love it so much)?*

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*What are your talents (things you're naturally good at according to you and according to other people)? Note: these don't necessarily have to be things you enjoy doing.*

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*What are some evergreen niches (problems) that you can think of where there's an overlap with your qualifications/experience, passions and talents? **Tip:** Start with the big 3 of health, wealth or relationships and drill down to find sub-niches with specific problems you might be able to create a solution for with your online business.*

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# Week 2 Checklist: Brainstorming & Niche Selection

Task	Complete	Incomplete
Listed qualifications/experience		
Listed passions		
Listed talents		
Brainstormed possible evergreen niches		
Brainstormed sub-niches within the above		
Market research for sub-niches complete (market size, value of problem etc.)		

## Week 3: Competitor Research

Now that you've brainstormed your qualifications/experience, passions and talents and identified possible evergreen niches where you could setup your online business in, it's important to extend your research and dig deeper to verify that the niche you're thinking does indeed have the factors that make it possible to succeed.

Personally I want to see multiple competitors within the niche I'm looking to go into that are making at least six figures per year in revenue (profit is even better) with their digital products and services. Ideally there should be at least 1 competitor who's making 7 figures per year or more.

The competition is a good thing because it proves that there is money to be made within that niche and at least allows you to avoid the trial and error of having to figure out if there are even people willing to spend money on a solution for the problem you're thinking of solving with your online business.

This research is worth doing, and it's especially worth going into detail on this research as it's not only useful for deciding on your niche, but it will be very helpful for all steps of creating and launching your business. This will give you plenty of proven ideas that you can model for your offers, headlines, content, marketing and more.





## Week 3 Checklist: Competitor Research

Task	Complete	Incomplete
Identified multiple 6 figure competitors?		
Identified at least 1x 7 figure competitor?		
Made a swipe file for each competitor?		
Signed up for competitor funnels?		
Confirmed the market potential of the problem you want to solve and decided on your niche?		

# Week 4: Planning Your Offer

Now that you've decided on an evergreen niche that overlaps with your experience/qualifications, passions and talents and you've proven that there's money to be made by identifying 6 figure and 7 figure competition, it's time to start planning your offer.

Besides using your competitor research to model what they've already spent a lot of time and resources to prove in the marketplace, here are several questions you can answer to help you create your offer:

*Describe the evergreen problem that your customers have and list the various pain points associated with that problem. E.g. lack of fresh leads is painful because there's not enough revenue being made meaning staff can't be paid.*

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*What is the solution that you're going to create for your customers who have the problem you'll be solving?*

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*How are you going to make your solution as fast, easy and effortless as possible for your customer?*

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*What is your unique selling point? (Why are you better, what do you stand for, why would people buy from you compared to your competition?)*

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*How are you going to deliver your solution (which type of digital product model are you going to choose: A newsletter, an online course, a private community etc.)?*

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## Week 4 Checklist: Planning Your Offer

Task	Complete	Incomplete
Decided on your offer (solution)?		
Decided your unique selling point (why are you better, what do you offer differently)?		
Decided on product type (newsletter, course premium community etc.)?		
Estimated how much time/resources needed to create your offer before launch?		
Presented your offer to at least 10 people for feedback to determine whether or not your offer has a chance of being successful in the marketplace? (ideally these people should not be your friends or family but rather actual prospects in the niche)		

## Week 5: Planning Your Sales Funnel

Now that you've planned out your offer, it's time to plan out your sales funnel.

Your sales funnel is what's going to help you bridge the gap between your leads and your offer. It's an essential part of the strategy to help convert leads (both warm and cold) into paying customers of your products and services (and buyers of the products and services you recommend and promote as an affiliate).

Creating a high-converting sales funnel is an art and may take months or years to perfect. However, you don't need to have a perfect sales funnel to start with, but you do need a sales funnel in place (this can be as basic as having a sales page, payment processor and email autoresponder).

Once you have your funnel in place, you'll be able to improve it as time goes by and slowly but surely split-test, add, remove and tweak all the various components to help you convert as much of your leads into customers as possible.

When it comes to creating a sales funnel, I've found it a big help to use the competitor research from the previous weeks and just model the competition. (NOTE: MODEL NOT COPY VERBATIM).

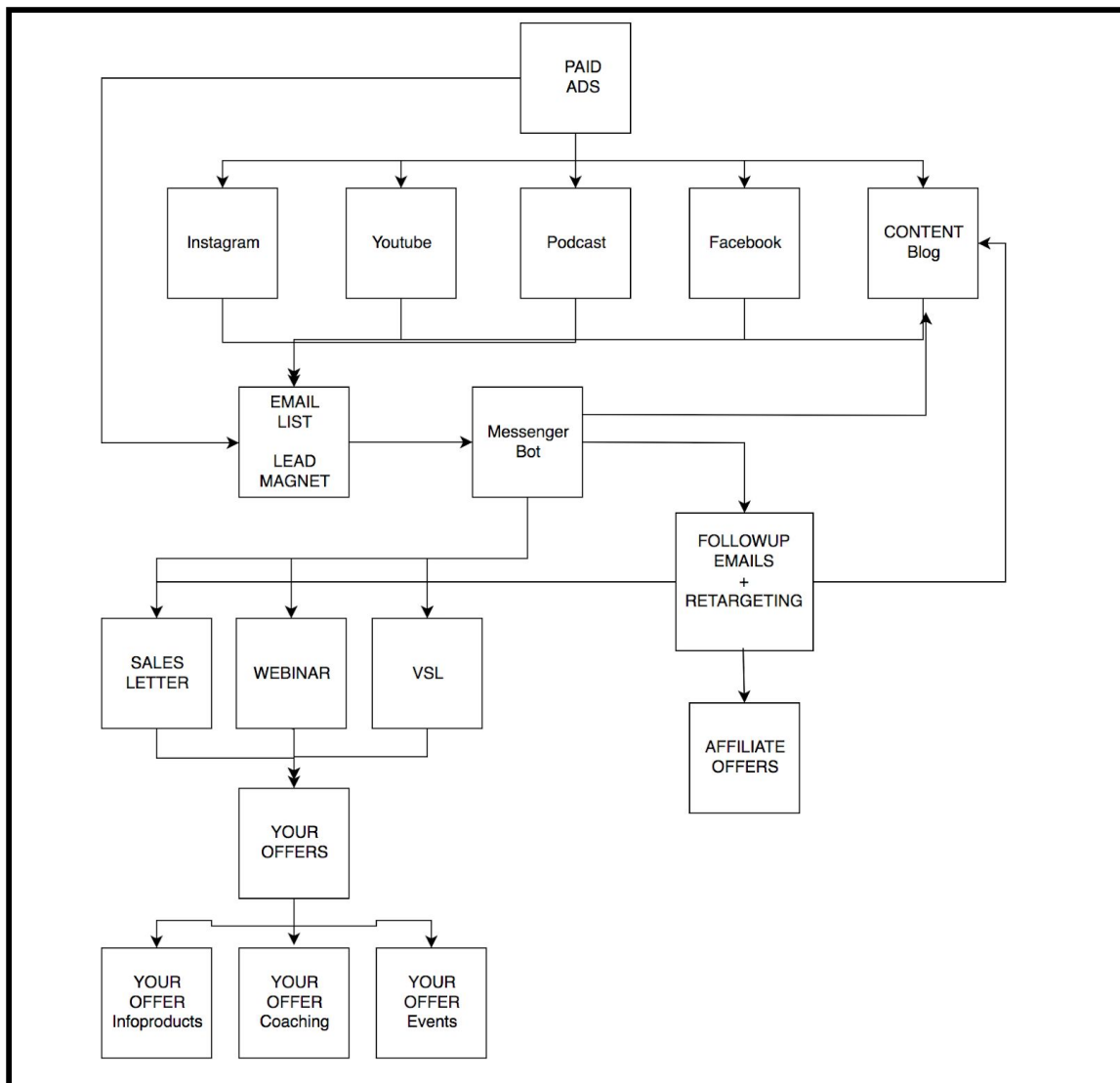
They've already spent a lot of time and resources to figure out what works, and if they're successfully making 6 figures per year or more, you can be pretty sure that their funnel converts.

Instead of trying to reinvent the wheel, get your first taste of success simply by modeling your competition and adding in your own unique twist or personality. Once you start making sales, you can continue to tweak and improve (and even try out completely new things).

In other words, if your competition is using a sales page or VSL or webinar... I'd recommend modeling that format as it's been proven to work already.

Take your time and spend this entire week to plan out the entire sales funnel from start to finish, from optin page to after-purchase thank you page.

Here's a big-picture overview of a sales funnel created with a free online drawing tool (you can access this through <https://www.sixfigureinc.com/draw>).



I recommend planning out each step of the funnel with as much detail as possible to make it easier for yourself once you get to the point of creating the funnel. At that point, the less you need to think and the more you can just implement, the easier and more efficient it'll be for you.

For example: instead of just writing “lead magnet”, decide on what you want your lead magnet to be? What is the headline, the hook, the bullet points etc.

For your follow-up emails, decide how many emails you want to have, and perhaps even write out subject headlines and brief bullet points for the content of each email.





# Week 5 Checklist: Planning Your Funnel

Task	Complete	Incomplete
Decided on funnel style (sale letter, VSL, webinar, launch funnel etc.)?		
Decided how to launch (email, social media, paid ads etc.)?		
Planned out funnel from start to end? (I recommend using a spreadsheet and/or a online drawing tool or sketchpad)		
Planned your optin page/lead magnet?		
Planned your email sequences? (Headlines & content bullets)		
Planned your sales material content? (headlines, content, benefits, features etc.)		
Estimated how much time/resources needed to create your funnel before launch?		

## Week 6: Setup Tools, Services & Accounts

Now that you've planned out your offer and your funnel, it's time to start preparing the tools, services and accounts that you'll need to build, launch and run your online business.

This is still a preparation phase, and essential to making it easy for you to actually create and launch your business.

There is not too much thinking required at this point, other than perhaps thinking of the name or brand that you'll be using for your online business. I suggest thinking carefully about the name or brand that you'll be using as once you get started with it, it'll be difficult to change or pivot in future.

While it's possible to create your online business under your personal name/brand, consider the future consequences of doing so. It will be very difficult to sell your online business if it's built around your personal name (it may even prevent you from selling in the future at all). Also consider the possible consequences of building your business around your personal name or brand should your business become very successful. This could end up putting you in the spotlight bigtime and giving you a lot of attention. If this is not something you'd want to deal with and you're more of a private person, it's likely a better option to create a non-personal brand for your business (perhaps even consider using a pen name in that case).

Once you've decided on the name for your online business, I recommend using that name to purchase the .com domain name (if available), and setting up an email address on this domain which you can then use to subscribe to all your tools, services and social media sites. This will make it easy for accessing the various tools and services, but it's also easier for people to find you across multiple sites if your brand name is all the same across social media and other platforms.

# Week 6 Checklist: Setup Tools, Services & Accounts

Task	Complete	Incomplete
Decided on the name for your online business / brand?		
Purchased your domain? (.com is preferred in most cases)		
Setup an email account on the domain?		
Signed up for a pagebuilder tool? (e.g. <a href="#">Clickfunnels</a> or <a href="#">Leadpages</a> )		
Signed up for autoresponder? (e.g. <a href="#">Drip</a> or <a href="#">Aweber</a> )		
Signed up for payment processor? (e.g. Stripe, Paypal or Clickbank)		
Created social media profiles? (e.g. Facebook, Instagram, Twitter, Youtube)		
Setup domain on web hosting (optional: depends on if you're self-hosting your members area or not)		
Udemy/Teachable (optional: depends on if you're going to use a 3rd party like this to host your digital product).		
Other services needed for your product (e.g. Photoshop, Camtasia, Audacity, Vimeo, Google Docs etc.)		



## **Weeks 7,8 & 9: Product Preparation**

Now that you've prepared your tools, services and accounts, it's time to start creating your product (and prepare it to the point where it's ready for launch).

Depending on the type of digital product model you've chosen for your online business, there may not be too much product creation happening before launch.

For example, if you're going to launch a newsletter, private community or group coaching course (teach it live), most of the product will be created after you launch and get your first paying customers.

However, there will still be several things you can prepare, and there will be several necessities to have (such as your email autoresponder for new members, a members area, a way for delivery of your product etc.).

In the next 3 weeks, this is all you should be focusing on so that your product will be ready for launch and ready to serve your first paying customers. Don't worry about anything else during this time, just do your very best to create the highest quality product and prepare your product for launch.

# Weeks 7,8 & 9 Checklist: Product Preparation

Task	Complete	Incomplete
Created members only email list?		
Created members area with ability for members to have unique login access?		
<p>Created outline for product content?</p> <p><i>For a course this could be an outline of modules and lessons.</i></p> <p><i>For a newsletter this could be the template structure for each newsletter.</i></p> <p><i>For an ebook this could be an outline of the chapters and content in each chapter.</i></p> <p><i>For a private community this could be the platform and how to name/structure your channels, as well as which kind of content you're going to deliver and how often.</i></p>		
If you're going to pre-sell your product and deliver as group coaching, have you created the outline of topics and content for each of your future lessons?		
Created your initial content (or as much content as needed) so you're ready for launch and accepting paying customers?		
Setup your customer support email / helpdesk?		
Added all necessary pages, disclaimers and policies to your site, content and members area?		
Tested access on multiple devices? (always test how something looks on mobile, tablet, desktop, different browsers etc.)		

## Weeks 10, 11 & 12: Funnel Creation

Now that your product is ready for launch (it doesn't have to be 100% done, just good enough to be ready to serve initial customers and deliver on the promise of your marketing material), it's time to start putting together your sales funnel as the final piece of the puzzle before being ready to launch.

This is the time when you build everything you need to be able to promote and sell your product, ranging from optin pages to email autoresponder sequences to sales pages, webinars and checkout pages.

It's a good idea to refer back to the competitor research that you did in week 3 and the funnel prep work you did in week 5 (this will make your task much easier).

What I've found to work well with funnel building is to actually start with the sales material (VSL, webinar or sales page) and get that to a complete draft as soon as possible. After that, I'll focus my attention on the front of the funnel with the optin page, email automation and whatever integrations and connections need to be made.

This way, it gives me a week or two away from the sales material, and by the time I've finished up the front-end material, it's almost like looking at the sales material again with fresh eyes and I've found that makes it much easier to make improvements to the sales material the 2nd time round.

After the final improvements on the sales material, some more time will have passed and now it's possible to look at the front-end material with fresh eyes and make tweaks or improvements.

While your sales funnel won't be perfect the first time round, it should be enough to make initial sales and provide feedback which you can then use to continue to improve your sales funnel.

**Tip: Aim to make as much of what you do evergreen so you can re-use it. Keep copies of templates and make backups so that in future it's easy to repurpose and save yourself a ton of time.**



# Weeks 10, 11 & 12 Checklist: Funnel Creation

Task	Complete	Incomplete
Funnel landing pages created? (any and all pages required for your funnel, including optin pages, sales pages, content pages, testimonial pages etc.)		
Added the necessary disclaimers and links on all pages of your funnel?		
Checkout/payment page created?		
Launch emails written? (any and all emails required for your funnel)  <i>These can be evergreen &amp; automated or one-time emails you send manually for your launch.</i>		
Created product item(s) on your payment processor?		
Payment integration with checkout page?		
Setup after-purchase redirect to access product automatically?		
Setup after-purchase welcome email? (unique to the members-only email list)		
Retargeting pixels (Google & Facebook) added to your various funnel pages?		
Tested your entire funnel, logins and automations?		
Tested access on multiple devices? (always test how something looks on mobile, tablet, desktop, different browsers etc.)		
Did you do a test purchase to see that everything works correctly before launching? (Tip: lower the price to \$1 for this)		

## Week 13: Launch

By this point, your product should be created to the point where it's good enough to accept initial paying customers and your sales funnel should be created and completely ready to make sales.

If you're not yet at this point, take some more time to get to this point. It's not a "gun-to-your-head" type situation where you must launch in 90 days. If you need more time, absolutely do that. However, I do recommend that if you need time, at least set a new deadline for yourself. If you don't set a deadline for your launch, it's likely that you won't launch (look up [Parkinson's Law](#) which states that "work expands as to fill the time available for its completion").

Make sure to do a final test of your entire funnel. Preview your material on different browsers and devices, and be sure to do a test purchase. If you want, you can ask a friend to do this for you to make sure everything is working smoothly.

Once you're confident that you're ready to launch, it's a matter of scheduling your emails and posts (if you already have an existing audience that you're launching to) or quite simply creating and starting your ad campaign to start driving traffic and leads to your online sales funnel.

Especially in the beginning, I highly recommend you give as much personal attention to new members as possible. This will likely get you the best testimonials that'll greatly help your future sales efforts, as well as lower the potential refunds you may end up getting.

In terms of expectations, I recommend not having any. One of the most disappointing things is setting sales goals for yourself for a launch and imagining what you're going to do with all the profits, and then not coming close to the number you imagined. Instead, have a mindset to do everything to the highest level you can, execute everything as well as you possibly can, and let the results speak for themselves. Then... take those results and any feedback you received, and use it to make your funnel and your offer better.

This is how you build a successful and profitable online business over time!

# Week 13 Checklist: Launch

Task	Complete	Incomplete
Final check of sales funnel, automations, content access etc.?		
<p>Prepare launch material? (this will depend on your style of launch, but could include scheduling of emails, scheduling of ads etc.)</p> <p><i>If you're not doing a launch to an existing audience or email list, this may be far less of an actual "launch" and more of a "turning on the ads and getting leads" kind of event, but either way at this point your funnel and offer is ready to start making sales!</i></p> <p><i>Congratulations!</i></p>		
<p>Personally welcome all new members?</p> <p>(A personal email or voice message can make a big difference and lower refunds)</p>		

## Closing Words

Congratulations! You've made it to the end of the 90 day launch checklist.

Hopefully this launch checklist has made it a lot easier for you to create and launch your digital product online business.

Remember, Rome wasn't built in a day. Even if it takes you 6 months or a year to create and launch your online business, that's still perfectly okay.

The most important thing is to keep taking massive action, stay consistent and reach out for help or feedback whenever you're facing obstacles or don't know how to move forward.

Cheers to your success!

*Dirk "Diggy" de Bruin.*

As always if you have any questions, if you're a member of my Six Figure Inc course and private community you can reach me in the members-only Facebook group or via email: [support@sixfigureinc.com](mailto:support@sixfigureinc.com).

If you're not yet a member of the Six Figure Inc course and private community, you can learn more about it and join here:

<https://www.sixfigureinc.com/special-offer>