

How to Launch a Product with WordPress

Trent Lapinski

Founder and former CEO of CyberChimps
Current CEO and Founder of Mystic Labs

@trentlapinski

mysticlabs.com

trent@mysticlabs.com

STEP 1: COLLECT UNDERPANTS

STEP 2: ????

STEP 3: PROFIT!!

Minimum Viable Product

Commonly referred to as an “MVP”, a Minimum Viable Product is a product with the highest return on investment (ROI) versus risk. It is a business, marketing, and engineering strategy.

An MVP is a product offering that creates value or solves a problem for a potential customer.

Minimum Viable Product

Reasons for an MVP

- Testing and iteration with minimal resources.
- Collect data to make data driven decisions.
- Reduce wasted development hours.
- Provide a product early to customers.
- Creates value for your customers.
- Establishes a platform for future products, and features.

Pre-Pre-Launch

Research and test your market (Facebook, Reddit, and Quora are great for social validation).

Study competition, and differentiate your product. Do not just copy, sometimes it is better to do the exact opposite.

Build a list of potential customers, and engage them. You should have a list or method to gain customers before you build anything.

Pre-Pre-Launch

Build A List

Collect a targeted high quality list of potential customers.

Engage them in a long form sales campaign.

Try these tools:

- [MailChimp.com](https://mailchimp.com)
- [AWeber.com](https://aweber.com)
- [SendGrid.com](https://sendgrid.com)
- [GravityForms](https://gravityforms.com)
- [Bloom Opt-in \(by Elegant Themes\)](#)

Build Your Product

Solve A Problem

- Don't worry about features.
- Focus on finding the simplest solution to setting the foundation to build your vision on.
- Accept not knowing how to get there, and find a Minimum Viable Product that solves a problem for customers or creates value for them that they're willing to use in exchange for an e-mail address, reading some e-mails, and eventually pay you money for.

WordPress + eCommerce

Build Your Store

- Use eCommerce plugins such as WooCommerce and Easy Digital Download to build a WordPress website that will function as your store.
- Find an eCommerce friendly theme to customize your store.
- Setup your website on a cloud enabled scalable hosting solution.
- Keep the purchase process simple and mobile friendly.
- Setup an affiliate network (Affiliate WP).

Pre-Launch: Prepare Launch Materials

It is important to prepare all of your launch content including your website, store, videos, blog posts, press releases, images, and product pages before you launch. This will not only help ease the launch process, but provide the content to create value to your prospective customers.

Pre-Launch: Turn Launch Into An Event

While your product is nearing completion, you should be manifesting hype, and excitement for your new product.

Engage your list using a product launch formula or drip campaign to entice early adopters, not necessarily everyone.

Attract attention from potential customers by giving value before selling them on your product.

Pre-launch:
Emotional Triggers

Authority. Reciprocate. Trust.

Anticipation. Likability.

Events and rituals.

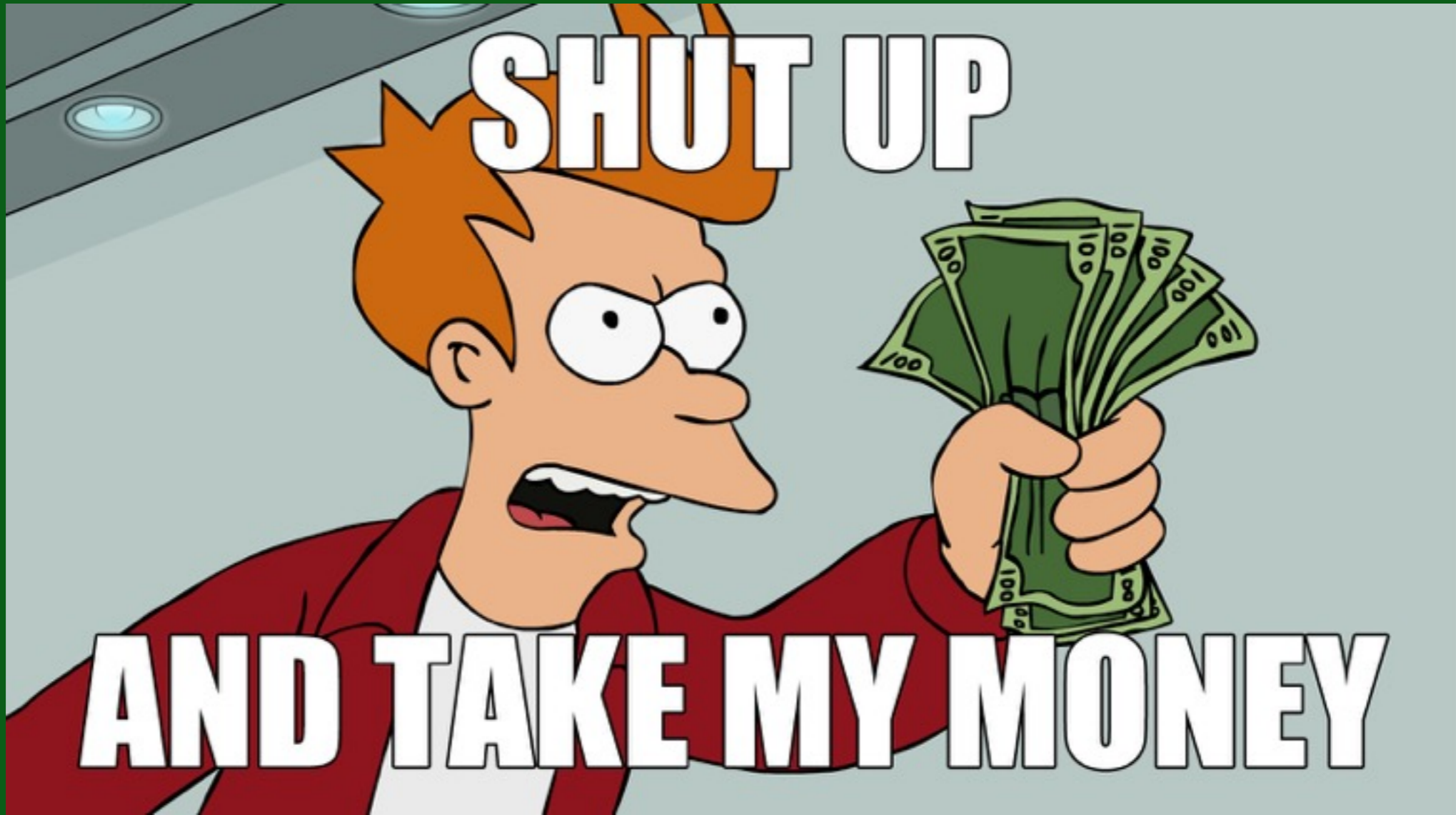
**Community. Scarcity. Social
proof.**

Build confidence with your prospective customers.

Launch

This is that magic moment you've worked for.

- Open your shopping cart to pre-orders, or to purchase your product.
- Be aware that your plans won't always work.
- Launch on the right day. Try not to launch just to launch, control what you can of the experience.
- Something out of your control will happen with every product launch. Let it go, learn from your challenges, and move on.
- Get a lot of sleep the night before.



PROFIT!!

Presentation available at:
<http://mysticlabs.com/blog/>

How to Launch a Product

with

WordPress

@trentlapinski

mysticlabs.com

trent@mysticlabs.com