



SYSTEMS, CULTURE & IMPACT

The
**Ultimate Cheat Sheet
for Creating a
Well Oiled Product
Launch Machine**

Launch Products Fast, Get Stuff Off Your Plate & Get Organised



Welcome Fellow Leader!

My name's Aaron O'Sullivan.

I work with 7 figure Amazon sellers (in growth mode), by removing operations like inventory management, customer service and book keeping off their plates fast.

We get them organised by giving them our 'Filing Cabinet' of SOP's (Standard Operating Procedures)...

...So they can focus on growing their income, freedom and impact.

Aaron O'sullivan

WHY YOUR AMAZON BUSINESS NEEDS THIS LAUNCH SYSTEM?

What Happens When You Have A **Poor** Launch System

If you have no **Launch System** or it's just not working then you are stuck in the middle of your business living in complete reaction and fighting fires. You maybe overworked or underpaid (sometimes both) as the bottleneck for everything which slows the business growth. There maybe even a sense of underlying uncertainty in your companies future without infrastructure in place for it to thrive.

What Happens When You Have a **Great** Launch System

When you have a **Launch System** in place that you and your team (even if its a small one) understand that fits your business, your world starts to change.

The business grows without you, as there are exact Working Instructions (SOP's) on how to execute each step of the Launch System Workflow. You get to work on the high value creative activities that energise, instead of drain you. Like creating new product ideas and testing new strategies to rank your products to Page 1.

This is the main driver of Amazon Private Label Brands. Successfully sourcing, launching and relaunching products. Having a Launch System Dialed in allows you to then systematise the next most relevant parts of your business for further growth, leverage and impact.

Overview of How You Can Get Results Fast.

STEP 1

Copy+paste the Launch System template + tweak to fit your BIZ.

STEP 2

Get Stuff Off Your Plate

STEP 3

Have Standard Operating Procedures (SOPs) created fast.

STEP 4

Have Simple, Clear & Achievable Goals

STEP 5

Bring your workflow alive in your business

STEP 6

Improve this system with weekly workshop meeting



1. MODEL THE SYSTEM, TWEAK TO FIT.

STEP 1

**CLICK TO
DOWNLOAD**

- Includes example names to highlight who is accountable for workflow processes & tasks.
- Includes columns for links to SOP's, training videos and ASANA (or any project management software).

STEP 2

**COPY + PASTE
INTO A GOOGLE
SHEET FOR YOUR
BUSINESS**

- Create a new Google sheet
- Copy + Paste the Core Workflow Process.
- Save in relevant folders.

STEP 3

**TWEAK FOR
YOUR
PRODUCTS**

- Your process will need a slight tweak to fit your business but the template should be a rough guide
- After tweaking share with partners and team for feedback.



2. UNLOCK TIME + CASH WITH LEVERAGE

Now your basic Launch System is in place, it's time to put it to work. Your goal to start with is to **REMOVE** yourself from **80%** of this workflow. **HOW? WITH MY 7 STEPS TO RAPID DELEGATION.**

STEP 1

Highlight the parts of the workflow plus any other tasks that you currently action that drains your energy. These are usually repetitive, low value tasks that can be outsourced.

STEP 2

Create training videos as you actually do the task. Use [UseLoom.com](https://useloom.com), it is a great free tool.

STEP 3

Create a way to measure the success of a process (Quality, Speed, Cost).

STEP 4

Coach a relevant team member to start doing the process and block into their calendars.

STEP 5

Block in a time to inspect and coach them more if needed.

STEP 6

Team Member to create detailed SOP's / documentation for your approval then to be stored, used and improved.

STEP 7

Celebrate and Recognise the Team member in Team Workshop Meeting, to create positive momentum and morale.



3. FROM HIGH LEVEL TO EYE LEVEL

I got this term from a great coach, Taki Moore. From High Level to Eye Level. I show you a part of the high-level workflow of a Launch System and then what it looks like as a Standard Operating Procedure or SOP.

So you record training videos for your team, then they create SOP's for you to approve. See the *7 Steps to Rapid Delegation (Page 4)*.

These are then used as a big part of the training manuals for new staff coming on board and existing staff being crossed trained. So the business doesn't stop if someone is sick or leaves.

HIGH LEVEL



EYE LEVEL

| Listing Creation | |
|------------------|---|
| | - Product Research (Amazon & External) |
| | - Customer Objection Research |
| | - Relevant KW Research |
| | - Keyword / Ingredient TOS Check |
| | - Node research & Recommendation |
| | - Research Style Guide for relevant department |
| | - Title Created |
| | - Bullets Created |
| | - Description Created |
| | - Enhanced Brand Content Created |
| | - Backend KW's Inserted |
| | - Obtain product dimensions from supplier (Weight HxLxW) |
| | - Check listing before upload |
| | - Highlight violations and make changes |
| | - Upload Listing via Flat File |
| | - Upload Listing - Manual |
| | - Brand / listing analysis to approve discount and Cross Promo Products |
| | - Relevant coupons created x 5 add both to cart |
| | - Check listings across all devices using emulator |

Example task in Workflow

Listing Creation Checklist before Upload (US & UK)

Setting Up For Listing Creation Checklist

1. Open ASANA.
2. Check for LISTING CREATION CHECKLIST task labeled usually as "Brand Name - Listing Creation Checklist Process - UKUS".
3. Make sure you have all the required details of the product you are going to be creating a listing for, which are the following:

| | From Brand Manager | From Amazon S3 Image Server | From Copywriter | From Writers' Keyword Research |
|---------------|--------------------|-----------------------------|------------------------------|--------------------------------|
| UPC code | | 4 image renders | 5 Bullets Points | Product Title |
| Brand name | | 3 stock photos | 5 Product Description Points | |
| Product Price | | | | |
| RDP | | | | |

NOTE: If one or more of these items are unavailable, be sure to follow it up with whoever is supposed to provide it (ex. follow up with BM if UPC code has not yet been provided). If images are not yet available on Amazon S3, follow it up with the graphics team or the product's BM)

1. If one or more of these items are missing, you will be unable to create a listing since these are the basic requirements for a listing.

Example SOP of the Task



4. HOW TO DRIVE EXECUTION + RESULTS

Without KPI's in place across the main business driving processes, you don't really know if you and your team are being productive. It creates clarity and confidence for everyone to see how they add value in moving the company towards the pre defined goals.

KPI's reveal ALL you need to know, the numbers don't lie. They enable you to highlight any issues with the process, areas of further training needed, new staff to be hired or let go to ultimately improve your business every week. If you improve overall by 1% per week, then over a year your momentum grows tremendously.

Install simple KPI's (time, cost, quality) to key systems that drive your business. Then measure and improve on a weekly / monthly / quarterly / yearly / basis.

The KPI Targets are set for the quarter and checked in the Weekly Workshop Meeting so the team can adjust to stay on track.

Here I show you some example KPI's and how to track them for this basic **Launch System**.

There are two types of KPI. Tangible and Intangible. To begin with only focus on the tangible KPI's as these are the easiest to quantify.

Key performance indicators (KPI) are a set of quantifiable measures that a company uses to gauge its performance over time.

[**DOWNLOAD KPI TRACKER HERE**](#)



5. HOW TO GET THINGS UP + RUNNING?

COPY + PASTE from Your Spreadsheet

ASANA (or any Project Management Software)

An Example Product Launch System - The Basics

| Process | Person Responsible For Process | Person Accountable For Task | Workflow System | S.O.P. Status | S.O.P. Link | Training Video Link | Link to Task in Asana |
|-----------------------------------|--------------------------------|-----------------------------|---------------------------------|---------------|--------------|---------------------|-----------------------|
| The Product Launch System | | | | | | | |
| Strategic Planning Start of Month | John | John | Run Monthly Sprint Team Meeting | Completed | Link to Task | Link to Task | Link to Task |
| Marketing Research | John | John | Run Monthly Sprint Team Meeting | Completed | Link to Task | Link to Task | Link to Task |
| Market Research & Analysis | John | John | Run Monthly Sprint Team Meeting | Completed | Link to Task | Link to Task | Link to Task |
| Product Opportunity Analysis | John | John | Run Monthly Sprint Team Meeting | Completed | Link to Task | Link to Task | Link to Task |
| Product Development | John | John | Run Monthly Sprint Team Meeting | Completed | Link to Task | Link to Task | Link to Task |
| Supplier Outreach & Analysis | John | John | Run Monthly Sprint Team Meeting | Completed | Link to Task | Link to Task | Link to Task |
| Product Launch | John | John | Run Monthly Sprint Team Meeting | Completed | Link to Task | Link to Task | Link to Task |



The screenshot shows the Asana interface with a task list for 'The Product Launch System'. The task list includes:

- Strategic Planning Start of Month:**
 - Run Monthly Sprint Team Meeting (Tomorrow)
 - Marketing Co-Ordination for Launches (Tomorrow)
 - Mock Flat File Creation (Today)
- Product Opportunity Research:**
 - Amazon Niche Research
 - High Selling Product Analysis
 - Competitor Analysis / BSR / Reviews / Pricing / ASIN Inspector / Junglescout
 - External Niche Specific Searches - Google / Social Media / Trends
 - External Web Search - Study Product
 - Create list of potential new products
 - Check Keywords / Ingredients Compliant with T.O.S
 - Approval
- Supplier Outreach & Analysis:**
 - Contact existing suppliers
 - Identify list of new suppliers
 - Request for Quote & Additional Information

The right-hand side of the interface shows a detailed view of the task '- Run Monthly Sprint Team Meeting'. It includes a 'LINKS' section with fields for 'SOP'S: INSERT YOUR URLS HERE', 'TRAINING VIDEOS: INSERT YOUR URLS HERE', and 'WORKFLOW: INSERT YOUR URLS HERE'. Below this is a 'TAG PEOPLE AND ADD COMMENTS IN HERE' section with a 'Comment' button.

Include links to SOP's + training videos

Easily assign tasks to Team with deadlines that are in line with the KPI's

Provide updates to team in comments box



6. “THOSE WHO PULSE FASTER GROWS FASTER” - VERNE HARNISH

HOW TO RUN KILLER WORKSHOP MEETINGS, DEDICATED TO IMPROVING YOUR BUSINESS?

It's Creates Overwhelm If You Don't

So many Amazon entrepreneurs I speak with don't hold regular, structured workshop meetings in their businesses. If this is the case, leaders have no idea on what is going on in the trenches, there is little accountability and there isn't much getting done. The main point of these meetings is to make ongoing improvements in each area of the business.

It Gives Clarity and Confidence If You Do

When we implemented this in our Amazon business, it lifted team morale, engaged the whole team and helped us drive execution and results. It Gamified the KPI's for the whole team which in turn increased productivity, as no one wanted to let their team members down. I learned a lot from the legendary Chet Holmes and it literally changed everything.

If You Only Do Only 1 Thing From This PDF...

Create regular business workshop meetings (rhythms). Then follow this agenda and use a minutes / agenda document to improve the process over time.

1. Check in on last weeks action items and progress. Highlight issues / successes and celebrate.
2. Check in with KPI's / Targets for month ahead.
3. Brainstorm / share any challenges issues (team collect notes thru the week).
4. Brainstorm plans on whats priority to improve.
5. Debate and Decide next priority single action to focus on. (Planning).
6. Any training needed to overcome impediments is recognised here.
7. Block the training and tasks in for ongoing implementation. These go into your project management software (we use Asana) and your Google calendar so it doesn't get missed.
8. Processes are updated / created in this area to become formalised after successful tested.
9. Condition the team to ALWAYS ask this question on themselves and as a team. What's the ONE Thing you can do such that by doing it everything



7. START IMPLEMENTING THE SYSTEM TO DRIVE GROWTH, FREEDOM + IMPACT

And remember, “SLOW IS SMOOTH, SMOOTH IS FAST.”

This guide shows you the basics to building a Private Label Launch Machine. It is the exact method we use to sell Millions of dollars of products on Amazon over the last few years.

This gives structure, clarity and confidence to you as the business leader and the team as you grow.

In this short guide we showed you an example and very basic Launch System that drives growth in your business. For the last 36 Months, I have been coaching successful Amazon entrepreneurs to get stuff off their plates, get organised and scale up.

If you want help to go from chaos to control to scale, then the next step is to book in a 10 minute call with me to see if we are a fit for each other.

On the quick call, we'll brainstorm some ideas and get a plan together for you, so you can go from Chaos to Control to Scale. Get a Plan.

[GET A PLAN](#)