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	Complete			
		John	- Marketing Co-Ordination for Launches	Incomplete			
		John	- Mock Flat File Creation	Complete			
Product Opportunity Research	John	Jane	- Amazon Niche Research	Complete			
		Jane	- High Selling Product Analysis	Complete			
		Jane	- Competitor Analysis / BSR / Reviews / Pricing / ASINspector / Junglescout	Complete			
		Jane	- External Niche Specific Searches - Google / Social Media / Trends	Complete			
		Jane	- External Web Search - Study Product	Complete			
		Jane	- Create list of potential new products	Complete			
		Jane	- Check Keywords / Ingredients Compliant with T.O.S	Complete			
		John	- Approval	Complete			
Supplier Outreach & Analysis			- Contact existing suppliers				
			- Identify list of new suppliers				
			- Request for Quote & Additional Information				
			- Identify Packaging options				
			- Product Samples Ordered & Paid				
			- Packaging Samples Ordered & Paid				
			- Patents / Copyright Laws Researched				
			- Product & Packaging Samples Tested				
Initial Financial Analysis			- Profit Analysis / Pricing Structure				
			- Cashflow / Growth Plan				
			- Launch Analysis / Breakeven Points				
			- MOQ & Price Calculated				
			- Supplier Selected				
			- Bundle / Accessory Configuaration				
			- Packaging Inserts				
			- Order placed 50% Payment				
Packaging & Image Design			- Receive Product Specification from Supplier				
			- Image Stack Brief Created				
			- Packaging & Label Copy Complete				
			- Target Market Research for Design				
			- Competitors Research				
			- Packaging & Label Design Creation				
			- Full Image Stack Creation				
			- Images Uploaded to Amazon Web Server for Flat File Upload				
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				
Initial Feedback & Value Set up			- Write 3 x email sequence for product				
			- Write copy and design PDF Gift attachment				
			- Branded PDF with links to website created				
			- Set up personalised 3 x templates per listing				
			- Create alerts for negative feedback				
Inventory Management			- Pay final 50% of order				
			- FBA Label Creation				
			- Customs Prep Documents				
			- Supplier shipping				
			- Pallet Booking System				
			- Monitor Shipping Tracking / Resolve Issues Daily				
Pre-Launch			- Keyword Tracking Software Setup				
			- Set up Auto Campaign - Amazon PPC				
			- Set up Manual Campaign - Amazon PPC				
			- Set up AMS Ads				
			- Prepare and Schedule Facebook Ads Funnel Launch Campaign				
			- Prepare and Schedule Launch Sequence to Email List				
			- Blogger Giveaway Scheduled over 7-10 Days of Launch				
			- Coupons created and sent to giveaway organiser				
			- Create and schedule Social Media Posts				
			- Create and Schedule Blog Posts				
			- Website Shopify Store Creation / Update				
			- Lead page creation (free gift)				
			- Aweber Set Up (free gift)				
			- Write Press Release and Schedule				
Launch Goes Live			- Launch Manager checks listings daily				
			- Mid-Launch Analysis on day 7				
Launch Evaluation			- 14th Day Tracking / Analysis of the Metrics				
Relaunch Setup			- Team Workshop Meeting				
			- Marketing Co-Ordination for Re-Launch				
			- Run the relaunch				
Weekly Workshop Meetings - IMPORTANT			- Every week run 1 x workshop meeting with stakeholders of this process				
Research & Development			- Actions for improvements get turned in to projects				

Maybe it makes sense for us to brainstorm some ideas, then get a plan together for you, so you can go from Chaos to Control to Scale. Book a quick call here.

GET A PLAN