



Launch Your First Product

Launching your product?

Launching your first product is exciting and intimidating both at the same time. Having a little bit of both is good or even rewarding. But anyone of both in excess can easily make you step towards the ill-fated direction, at least in entrepreneurship.

Entrepreneurship is like a dense and dangerous jungle where only a few can survive while finding the treasure. But many, while eyeing the treasure, forget that they are in a jungle, where each step needs to be well placed, or they may find themselves eaten alive by predators.

But don't worry. You have found an insider of this jungle who will help you not only to survive but also to thrive. Here, I have curated a step-by-step guide for product launching that will hold your hand right from idea generation to sustaining your product in the market. But before that...

Let us fix the core first

I see many websites, banners, and promotional content that force me to say, "Yuck! " Why? Because they reflect an orthodox mentality of the pre -internet era. This needs to be changed if you stand any chance of making your product a success. And this is why I have included this section here.

Before the internet shattered the world, customers were directly dependent on local sellers to make their purchase decisions. For example - earlier, people bought tour packages available at nearby travel agents. But now, you have the whole market on your phone where you can compare packages and buy the best deal.

So what has changed in these years? The balance of the market.

The information access only the sellers enjoyed before the internet provided them an upper hand over the customer. This has ingrained among them a self-centric mindset.

As the internet stepped its foot on the Earth, it provided unconditional access to information to everyone. With this, the sellers lost their sovereignty, and the sea -saw became balanced with a slight tilt towards the buyers.

In short, as a seller, your mindset needs to be customer first rather than me -first if you ever dream of launching a successful product.

But unfortunately, many entrepreneurs have failed to shift their mindset. And sooner or later, they see the doom, or at least their growth hit the ceiling.

Let me show you the difference between them.

Do you feel the difference?

1



Self-centric Mindset



We offer a cutting-edge SEO tool that is best in class in the whole industry.

2



Customer-centric Mindset

Choose the right keywords, rank higher, and grow your traffic by with our SEO tool.

Self-centric Mindset	Customer-centric Mindset
 <p data-bbox="392 375 852 465">What are the features of my product?</p>	 <p data-bbox="1049 375 1566 465">How does my product changes the life of my customers?</p>
<p data-bbox="397 598 846 637">How can I sell my product?</p>	<p data-bbox="1054 572 1561 661">What problems can I fix for people that they pay me for it?</p>
<p data-bbox="409 860 834 899">How good is my product?</p>	<p data-bbox="1083 834 1532 923">What value my product provides to my customers?</p>

Do you feel the difference?

Remember I said that the sea-saw is slightly tilted towards the customers? That was because they have many options available to buy the same product at their own convenience. That is why they will shoo your product away if you do not change your mindset to customer centric.

What does a customer-centric mindset mean?

It depends on your primary focus whether you have a **customer-centric** or **self-centric mindset**. Are you looking to genuinely solve people's problems, or do you fantasize all day about piling up bundles of bucks?

Hey, do not get me wrong. Profit is important as it pumps the air to keep a venture alive and growing. Every company is out there to make money, but there is a difference. **And it is this:-**

Is earning profit your primary concern or the side effect of value provided by you to your customers?



Do you feel the difference?

In the modern time, companies who put their target audience first get awarded with success. Now, you may be wondering, what is it like to put the customer first? For this, two criteria should be met at the end of the transaction:-

1. Your customer is so satisfied with your product that he cannot help but recommend it to others.
2. You have earned the profit you deserve for solving your customer's problem.

Equipped with a **customer-centric mindset**, you already enjoy an upper hand over many of your competitors. Now, you are ready to go into the jungle of entrepreneurship and find the treasure that lies in launching a successful product.

01

**Brainstorm
and generate a
product idea**



A product idea

Many people wrongly believe that all good ideas have already been taken by the first-movers. Saying, "Only if I had been born earlier ..." they excuse themselves out of the race before even entering it.

They forget that ideas pop out of problems. And problems will always exist in society. Thus, the world is never out of ideas. If anything, the number of opportunities for entrepreneurs like you is increasing.

They forget that ideas pop out of problems. And problems will always exist in society. Thus, the world is never out of ideas. If anything, the number of opportunities for entrepreneurs like you is increasing.



Ask yourself this questions:-

1. Is there any problem for which you or your near ones cannot find an appropriate solutions?
2. What is not somethings like it should be?
3. Is there any problem the world will face soon?

A product idea

Beware! Many a time, a good idea will not pop up immediately. So have patience and observe your surroundings. If you need any help, you can go to Amazon and read customer reviews of popular products. Find out which issue is coming up frequently.

Upon sincerely doing this, you will have a **POTENTIALLY** good idea. Why have I written, potentially? Because a good idea is scalable. But you are yet to check whether your idea fits that requirement.

What is scalability? Say 100 people initially buy your product. Can you grow it to 1000? 100K? One million people across the world in near future?

Many ideas which you think are good may turn out to be a dud as it solves the problem for only a small number of people. Thus, I will help you test your idea to save you from flushing your money down the sinkhole in **step 4**.

02

**Know your
audience**



Know your audience

What will happen if you try to sell snow to a snowman? Soon the snow will melt without earning you a dime. Right? But still, many entrepreneurs put themselves in a similar situation by not knowing their target audience.

Remember, you cannot sell anything to everybody, but you can sell something to somebody. Your job before product creation is to find that "something and somebody." You need to know everything about that "somebody" to whom you will sell your "something."

You are never done knowing your customer, but the following questions will give you a start:-

1. Who are the people who face the same problem you are trying to solve?
2. Which class do they belong to - lower, middle, high?
3. Which age group do they belong to?
4. What are their demographics - rural or urban? Which countries do they live in?
5. Where do they spend most of their time - Facebook, Instagram, Pinterest, etc?
6. What do they like and dislike?

Know your audience

But how will you find all this data? The simplest answer is engage. There are many communities, forums, and groups out there. Go to Reddit, Quora, or any relevant Facebook group. Be among your target customer to know more about them.

Use Google Trends. Search in the term for your product, and the worldwide data of interest related to your product will pop up.

Remember, you don't need to have everything figured out beforehand. You will automatically start to get a better idea along the road. A rough idea of your target audience will do for now.

03

**Know your
competitors**



Know your competitors

Knowing your competitors is equally important as knowing your audience. Many wrongly believe that having a good product is enough to knock down the competitors. It is like saying that having good shoes is enough to win you the race.

As I said, you are entering a dangerous jungle. Not everybody is your friend in here. Everybody wants as large a share of the treasure as they can get. For doing that, they are continuously trying to get better of you. If you don't match up with them, you will soon find yourself far behind the rest. But how can you fight the enemy you don't even know about?

Another mistake budding entrepreneurs make is that they take on a huge enemy early on. For example - if you are thinking of developing a new OS for a PC that is better than Windows, you are challenging Microsoft.

Your OS may be much better than Windows. But Microsoft has many resources to overcome their shortcomings, and thus, bring you down.

So all those earth-shattering aspirations sound good in mind, but they don't work up well practically. Don't get me wrong. You can do anything. But first, you need to work your way up for being capable enough to challenge them.

Think Big Start Small



How to find your competitors?

Go to Google and search your product term. Whoever comes up in the first two pages are your competitors. Study them like you have an exam on them. Some questions to start with are: -

1. Who are their target customers?
2. What 's is the price they are selling at? Is it worth it?
3. What are the frequent issues their customers are having with their product?
4. How exactly is your product different from theirs? How is yours better?
5. What channels do they use to acquire customers social media, paid ads, SEO, etc?

Now that you know something about your competitors, you are in a place to put up a fight. But before moving on to product creation, let see some ground reality by testing your idea in the real world.

04

Test your idea



Test your idea

People see water at the horizon while walking in a desert. But often, it turns out to be a mirage. The same can be with your idea as well. Entrepreneurs believe their idea to be the next big thing.

But after doing all the hard work, they find themselves in the middle of nowhere, thirsty for profit. Often their idea is appealing to only a handful of people at best.

Many entrepreneurs find this the hard way after they have dumped a huge chunk of their capital. So let's not repeat their mistakes and learn from them.



How to test your idea?

There are two ways to test your idea: -

1. Google ad campaign
2. Crowdfunding platforms

Google ad campaign

1. Create a landing page for your imaginary product using a free landing page creator like Hubspot and Wix.
2. Write a copy that shows the main benefits of your product.
3. Put an early bird offer on your landing page for those who provide you their email address.
4. Create three ad campaigns using Google Ads for the keywords commonly used to search products like yours. Take care of having text on ads consistent with your landing page.
5. Each campaign should show a different angle of your product. This will help you find the features people are most interested in your product.
6. Set a budget and start running your campaigns.
7. See the response your product gets

Crowdfunding platforms

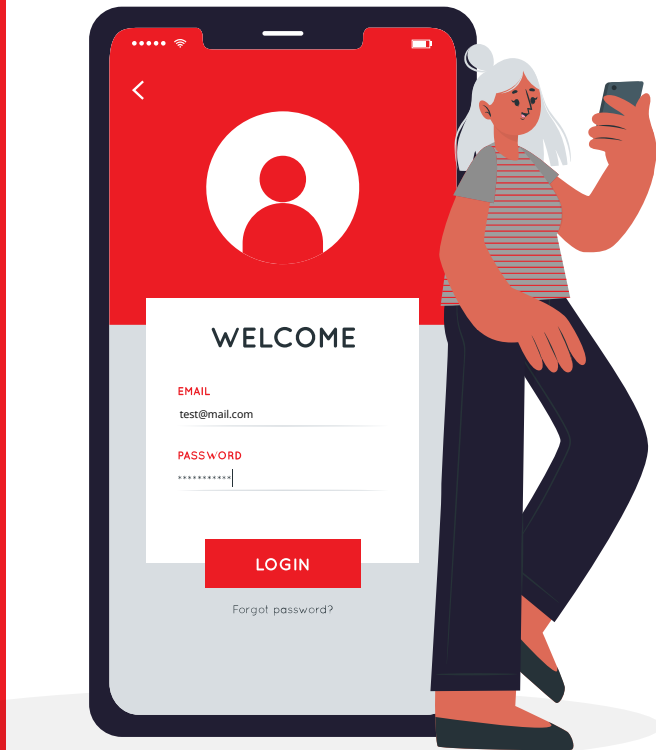
1. For many crowdfunding platforms, you will need a prototype. See step 5.
2. Go to crowdfunding platforms like Kickstarter and start a campaign.
3. Set an amount as a goal and deadline for that.
4. If people like your product, they will fund it to help you reach your funding goal.
5. Upon reaching your goal, the platform will provide you the fund collected after deducting their fees.

Don't worry if your product idea doesn't get the desired response. Look at the brighter side. See how much money and time you have saved. Take a fresh start and come up with a new idea.

Congratulations to those who have scored a gem. Let's move on to...

05

Create a
prototype of
your product



Create a prototype of your product

It's time to create the first physical version of your product. But why do you need to create a prototype instead of directly jumping into product creation?

It is important because, as of now, your product idea is just inside your imagination. It needs to get out of your head and into the real world to see whether it is practically possible and feasible.

The process of creating a prototype will sharpen your idea about your product as it will force you to give the product a better dimension and a more accurate definition.

How to create a prototype?

It depends on the type of product you are trying to create.

If it is a physical product:-

- You can use moldable plastic and make your prototype by yourself.
- You can also hire prototype designers from www.thomasnet.com and Engineering.com if you find it hard to do it yourself.

If it is a web application:-

- You can hire a remote developer(s).
- You can also code by yourself the beta version of your product. I would still recommend you to go with a remote team because coding your product yourself can distract you from other important tasks.

Are you done creating your prototype? Great. Now is the time to...

06

**Test your
prototype**



Test your prototype

This is the final step before we actually move into product creation. I promise.

You are the biggest brand ambassador of your product you can get. Hence you must know your product from every corner. For this, you need to do three things:-

1. Use your product.
2. Give it to your close ones to use it.
3. And the most important one. Give it to your target audience to use it.

Seek honest feedback and ask:-

1. Does it solve the problem it was intended to?
2. Where does it lag?
3. What can be the possible improvements?
4. Is it easy to use?

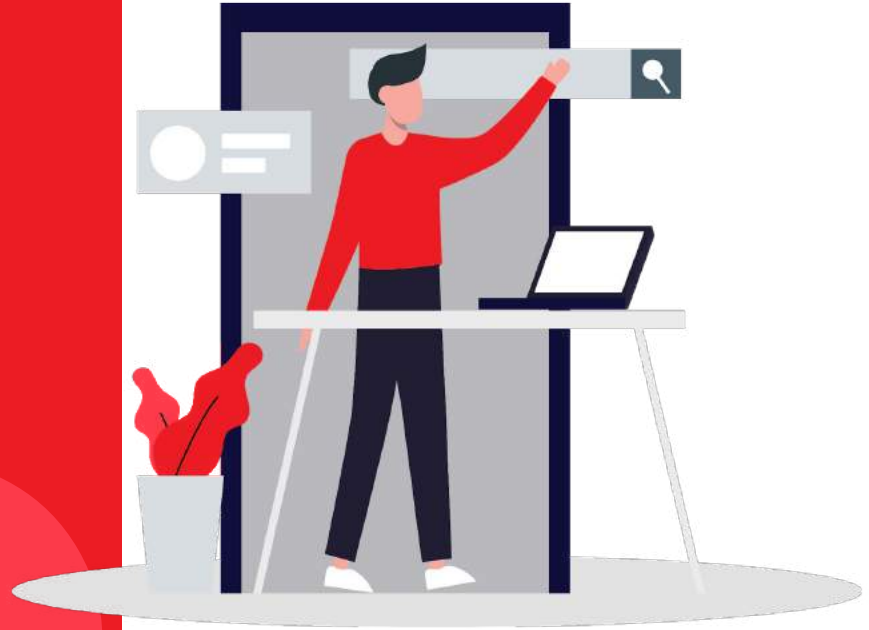
You will be amazed to know stuff about your product you haven't thought about before. This will help you from embarrassment after your product is on the market.

Make the required amendments as per the feedback you have got before you head on to...



07

**Create your
product**



Create your product

Did you notice that many entrepreneurs skip 6 steps and directly move on to create the product? It is no wonder why their fate relies on the mercy of the unforgiving market, ruthless competitors, and self-centered buyers.

If your product is physical, you need to decide on a domestic or overseas manufacturer. They both come with their pros & cons and thus, it depends on you what you can and can't ignore.

How to find manufacturers?

Domestic manufacturers vary with the country you live in. So look at the domestic directories of your country. Following are for the USA:-

1. [Maker's Row](#)
2. [ThomasNet](#)

These are the directories of international manufacturers:-

1. [GSS](#)
2. [Kompass](#)
3. [MFG](#)



Create your product

Try contacting both the types of manufacturers and:-

1. Calculate how much per piece will cost you, including delivery.
2. See the quality of the product you get.
3. Check how smooth and fast is the communication with them?
4. See the flexibility options you get with each.

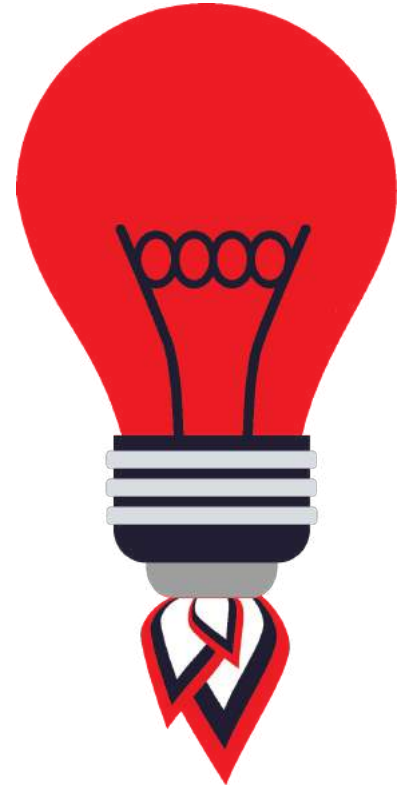
This will help you make the right decision. For those whose product is a web application, you don't need to do much. Just make the required tweaks to turn your product from beta to alpha.

This is one of the benefits of a digital product over a physical one. Once you have developed your product, you don't need to do it again and again. This reduces your cost of production and the hassle of working with manufacturers.

Now...

08

**Decide which
channels will
you target?**



Decide which channels will you target?

Where will you sell your product? Where will you interact and engage with your audience? These are the most important questions to start your product launch once it is created.

There are many channels through which your target audience can interact and buy products from you. You have to use some or all of these:-

1

Website

2

Social Media

3

E-commerce website

4

Retail stores

Decide which channels will you target?

1. Website

You cannot ignore this one. A website removes the boundaries of your physical presence and spreads your word all over the globe. It is like a 24/7 salesman who interacts with prospects and converts them into buyers.

You can easily get a good website developed by remote developers.

2. Social media

Billions of people are active on social media to interact with brands like yours. Though it is inadvisable to sell directly over here, social media can bring you lots of potential customers to your website.

By interacting with people on social media, you can turn them into your promoters. Thus, they will spread awareness about your product to their circle.

3. E-commerce websites

Amazon, Alibaba, etc. have grown to become a go-to place for shopping. These e-commerce sites are a global platform for almost all kinds of products. You too, can list your physical product here and enjoy the following they have.

The best part is that they will take care of everything from pickup to delivery.

4. Retail stores

You can try to strike a deal with big retailers like Walmart, Reliance, etc. for your physical product. Popular retail stores have a good presence in urban areas and attract many people to buy goods for their daily needs.

These are the most popular ways to enter the market. Once have decided on them and implemented those, you need to...

09

**Promote your
product**



Promote your product

Are you thinking of making banners? Or to share your product on WhatsApp and Facebook groups? Stop right there.

You may be wasting your time and money on the wrong horse. Instead, do this:-

1

Paid ads

2

Social Media

3

Search Engine Optimization

4

Email marketing

Promote your product

1. Paid ads

Paid Ad is a great way to reach the people you are targeting. This is where the audience research will come in handy. Google and almost every social media allow you to run paid campaigns at a budget set by you.

2. Social media

An audience in social media can promote your product if you don't just promote your product! Many companies just use it to hard-sell their product and thus, underutilize this channel.

Good content that your audience will love to share is the best way to get free promotion on social media.

3. Search Engine Optimization

Ranking your website higher in search engines for your product keywords will expose your product to thousands of people actively looking for it. Thus, having a website isn't enough. SEO can take a while. But once done right, it can bring you a continuous flow of targeted people for free.

You can hire an SEO specialist or an agency for this if SEO isn't your cup of tea.

4. Email Marketing

Email marketing will help you develop a long-time relationship with the ones that land on your website. Once they give you permission to email them, you can use it to showcase your expertise via content and OCCASIONALLY promote your product.

Don't ignore the emphasis on the word "occasionally", or you may do more harm than good.

10

**Sustain your
product**



Sustain your product

All the hard work you have done till now will go in vain if your product doesn't survive in the market for long enough to provide you great returns.

As I said, this is a jungle, and everyone is looking to smack you down to get the biggest share of the treasure. In other words, your competitors are continuously trying to be better and thus, gain superiority.

So why allow them to overtake you? Why not make your product the best in the market? Why not give the best customer service?

The goal isn't to sell your product once to your target audience. The goal is to make them buy your product again and again.

Often entrepreneurs loosen the grip once they launch the product. This mistake can turn out to be costly. So let's learn from history and not be one of them.

Remember I urged you to have a customer-centric mindset? How is it possible to have a customer-centric mindset if you forget about your customers once they buy your product?

Sustain your product

People genuinely love brands who develop a long-term relationship with them and thus, prefer them over others. But, you know what pisses them the most? Declining interest in them once they buy the product. Its side effects are plenty:-

1. You lose trust and credibility.
2. They move to your competitor.
3. They will spread negative word of mouth about you to others.
4. You lose recurring business.

How to sustain your product in the market?

The process of sustaining your product is never-ending. It is a loop that you need to run again and again. Following is the least you should do:-

1. Interact with your audience via social media, forum, customer service, etc.
2. Be open and make adjustments to your product and service as per the feedback.
3. Look what your competitors are doing. Can you learn something from them and implement it in your own company?

Is that all?



A dose of motivation

Some entrepreneurs in the world right now are selling painted rock as a pet, animal-shaped rubber bands, and goggles for dogs. And they are making millions!

The point is that they tried despite how dumb their ideas sound. So are you going to take the leap and try?

I can help you more

At Acquaint Softtech, we help small companies and startups with a remote team of developers that cost up to 60% lesser than in-house developers. But wait, there is more:-

1. You can immediately start your project instead of hiring a team.
2. No office space is required to accommodate your team.
3. We manage your remote team for you.
4. We take the responsibility of completing your project on time.
5. You just have to pay for what you get. No overhead cost.

Write us your requirements on our [contact page](#).

You can also call us at [+1 773 377 6499](tel:+17733776499) or mail us at info@acquaintsoft.com.

