

Micro-Offer Launch Action Checklist

A practical worksheet for planning your product, page, and launch flow.

14-Day Micro-Offer Launch Challenge

Introduction

Use this checklist as you work through the challenge. Each item helps you clarify one part of your micro-offer launch path.

Move through the sections in order. Keep your answers short, useful, and connected to the product result.

Clarify The Micro-Offer Promise

- ☐ **Write one simple product idea:** Keep it focused on one useful result.
- ☐ **Name the buyer who needs it:** Use a real buyer type, not everyone.
- ☐ **Describe the problem:** Explain what slows them down now.
- ☐ **Choose the small win:** State what the product helps them prepare or create.
- ☐ **Remove broad claims:** Delete promises that sound too big or hard to prove.
- ☐ **Write the promise in plain language:** Make it easy to repeat out loud.

Quick Tip:

A clear promise protects the product from becoming too large.

Shape The Product Structure

- ☐ **Pick the product format:** Choose a guide, checklist, template, mini training, or starter kit.
- ☐ **List the core sections:** Include only what supports the promise.
- ☐ **Map the first user action:** Show what the buyer should do first.
- ☐ **Add one practical example:** Make the result easier to picture.
- ☐ **Create a delivery list:** Note every file, lesson, or page needed.
- ☐ **Move extra ideas aside:** Save nonessential ideas for later improvement.

Quick Tip:

The first version should feel complete, not overloaded.

Plan The Sales Page Message

- ☐ **Write the headline:** Lead with the product result.
- ☐ **Explain the launch friction:** Show why the old way feels slow.
- ☐ **Introduce the product simply:** Describe what it helps them do.
- ☐ **List the deliverables:** Connect each item to a benefit.
- ☐ **Add the next step:** Make the call-to-action clear and direct.
- ☐ **Check every section:** Remove anything that does not help the decision.

Quick Tip:

A good page explains the offer before it tries to persuade.

Prepare The Launch Flow

- ☐ **Choose where the HTML page will live:** Use hosting that accepts regular HTML files.
- ☐ **Plan the payment button spot:** Decide where the buyer clicks next.
- ☐ **Outline the download page:** Show how the buyer receives access.
- ☐ **Review the image plan:** Note which default images need replacing.
- ☐ **Check the support path:** Make help easy to find.
- ☐ **Save the launch checklist:** Keep the process ready for the next offer.

Quick Tip:

Every small delivery detail reduces launch friction later.

Review And Repeat The Process

- ☐ **Read the promise again:** Make sure it still matches the product.
- ☐ **Review the page bullets:** Confirm each bullet explains a real benefit.
- ☐ **Check the buyer journey:** Follow the path from page to delivery.
- ☐ **Mark improvement ideas:** Save changes that can wait until after launch.
- ☐ **Record what you learned:** Note which parts felt clear or confusing.
- ☐ **Prepare the next idea:** Reuse the same process for another micro-offer.

Quick Tip:

Your best launch process should get easier each time you use it.

Final Reminder

The challenge is the guided next step. Use it to turn this checklist into a cleaner product plan, page message, delivery flow, and repeatable launch process.