

Unlocking Financial Freedom with Passive Income Checklist



Discover Your Product

Determine the problem your product solves. Outline the key features and benefits. Research your target audience and their needs.



Market Research

Analyze competitors and similar products. Gather feedback from potential customers. Determine the best pricing strategy.



Develop Your Product

Design and build your digital product (e.g., eBook, course, app). Test for functionality and usability. Gather feedback and make necessary improvements.



Prepare Marketing Materials

Craft a compelling sales page or website. Design promotional graphics and videos. Write engaging content for social media and email campaigns.



Set Up Sales Channels

Choose a platform to sell your product (e.g., website or online marketplace like StanStore). Set up payment processing and pricing structures.



Build Your Email List

Grow your email list with potential customers. Engage with your audience through social media and content marketing. Consider pre-launch offers or lead magnets.



Launch Your Product and Monitor

Launch product to your email list. Track performance metrics and respond to customer inquiries and feedback. Adjust marketing efforts in real-time.



Reflect and Learn

Review what worked well and what didn't. Document lessons learned and best practices. Adjust your approach for future product launches.