



PRODUCT NAME

Version # (SKU or another identifier)

File Type

Text Document		Spreadsheet		Design		Image	
<input type="checkbox"/>	pdf	<input checked="" type="checkbox"/>	MS Excel	<input type="checkbox"/>	Canva	<input type="checkbox"/>	pdf
<input type="checkbox"/>	MS Word	<input type="checkbox"/>	Google Sheets	<input type="checkbox"/>	Crello	<input type="checkbox"/>	SVG
<input type="checkbox"/>	Google Docs	<input type="checkbox"/>	apple	<input type="checkbox"/>	Visme	<input type="checkbox"/>	PNG
<input type="checkbox"/>	Apple Pages	<input type="checkbox"/>		<input type="checkbox"/>	Inkscape	<input type="checkbox"/>	JPEG
<input type="checkbox"/>	Pdf fillable	<input type="checkbox"/>		<input type="checkbox"/>	PowerPoint	<input type="checkbox"/>	
<input type="checkbox"/>	Goodnotes	<input type="checkbox"/>		<input type="checkbox"/>	Google Slides	<input type="checkbox"/>	

Themes / Variations

Theme name		Currency		Printable Sizes		Other Variant	
<input type="checkbox"/>		<input type="checkbox"/>	\$	<input type="checkbox"/>	A4	<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>	£	<input type="checkbox"/>	Letter	<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>	Euro	<input type="checkbox"/>	A5	<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>	N/A	<input type="checkbox"/>	A6	<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	A1	<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	A0	<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	



Variation Notes



Competitors

Link to Product	Comments	£



Notes on the Competition

Q	A
<p>What do they do well overall?</p>	<p><i>Pretty, really good product images, lots of sheets in each download. Also, current listings are mainly printable – not so many sheets with functionality.</i></p>



Main Competitors & Barriers to Entry

What else didn't I cover?

What would stop me from being number 1 in this space?



Key Product Attributes

Basic functions	Value Add
<i>Workbook that has all the usual sections (at least the same as competition)</i>	<i>Separate pdf guide to how to complete the sheet</i>



Bundle Options



Upsells / On-sells

On site web offers (Link from product & thankyou page)	On page
eBook funnel – give away for free	This product works well with..... (link to another in my shop)



Affiliate Links

Product Description	Raw link	Short link
Craft Inspector		
D7 lead generator		

How will my recommendations support the customers journey?



Platforms

Where is the product listed?	Live?
Etsy	
eBay	
Redbubble	
GumRoad	
My website	
Notes:	



Final Checks

Q	A
Does it look good against competition?	
Does it have a USP to make it stand out?	
Does it look simple?	
Does it solve the problem?	
Is it missing anything that the competition provides?	
What will the customer need next?	
Is the upsell link to the web sign up enticing enough?	
Is it priced appropriately?	
Can it be part of a bundle offer?	
Is there a retargeting campaign in place?	
Does the product require a marketing campaign?	
Is there an affiliate offer in place for marketers to sell it for you?	
LINK TO FINAL PRODUCT FILE LOCATION HERE	



Notes

What else didn't I cover?