

Digital Product Business



Launch Checklist

A step-by-step checklist to help you set up your online digital products business in the right order — organized, compliant, and ready to grow.

More startup tools and templates

This checklist is part of the Smart Start-Up resource library designed to help entrepreneurs launch their businesses the right way.

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STEP 1 — FOUNDATION & CLARITY

- Identify your skills, experience, or knowledge
- Choose the type of digital product you want to create
- Clarify the problem your product will solve
- Define your primary business goal
- Validate demand with basic research

STEP 2 — MARKET & OFFER PLANNING

- Identify your target audience
- Research competitors and similar products
- Define your core offer
- Decide on a pricing strategy
- Outline additional future products or offers

STEP 3 — BUSINESS SETUP

- Choose a business name
- Register your business entity
- Obtain an EIN
- Open a business bank account
- Begin separating your personal and business finances
- Check trademark availability for your business name

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STEP 4 — LEGAL & COMPLIANCE BASICS

- Choose the appropriate business structure
- Create a Privacy Policy
- Create Terms & Conditions
- Add required disclaimers
- Confirm age requirements (COPPA compliance, if applicable)

STEP 5 — PRODUCT & CONTENT PREP

- Outline digital product content
- Choose delivery format (PDF, course, download, etc.)
- Create or draft product materials
- Organize files and versions
- Prepare product descriptions

STEP 6 — WEBSITE & SYSTEMS

- Build core website pages (Home, About, Contact, Legal)
- Add Privacy Policy and Terms & Conditions to the footer
- Secure your domain name
- Set up email capture / lead magnet
- Connect your email delivery system
- Test forms, links, and downloads

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STEP 7 — PRE-LAUNCH REVIEW

- Review website for clarity and accuracy
- Confirm legal pages are visible and accessible
- Test the user experience (desktop and mobile)
- Finalize branding elements
- Prepare launch messaging

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