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WORKBOOK

Stationery Product Launch Workbook

Your Step-by-Step Guide to Launching a Successful Stationery Collection

PRINTSWELL



Launching a new stationery product is about *more than* beautiful artwork.

The most successful launches combine intentional product development, thoughtful marketing, strategic planning, and a seamless customer experience. **This workbook will guide you through every stage of the launch process**, from idea to launch day and beyond.

We break down each step so you can consider every customer and their unique needs. You'll begin thinking more strategically and, in turn, create an organized, well-thought-out plan that will help you feel prepared for launch. We hope you will use this workbook again and again.

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BEFORE YOU START

Launch Overview

Let's set your requirements and goals before starting. What would you like to achieve out of this?

Product Name:

Collection Name:

Launch Date:

Target Revenue Goal:

Units to Sell:

Average Product Price:

Projected Profit:

★ Notes

STEP 01

Before creating a marketing plan, take time to understand exactly what you're launching.

Define Your Product

PRODUCT POSITIONING

Who is this product designed for?

What problem does it solve for them?

Why will customers choose this product?

CUSTOMER PROFILE

My ideal customer is:

- | | |
|---|--|
| ☐ Bride | ☐ Retail Shopper |
| ☐ Parent | ☐ Gift Buyer |
| ☐ Small Business Owner | ☐ Stationery Enthusiast |
| ☐ Other _____ | |

Age Range:

- ☐ 18-34 ☐ 35-50 ☐ 50+

Interests:

Challenges they face:

How my product helps:

STEP 02

Market Research

Compare what others are doing in your industry to gain insight on how you can stand out.

COMPETITIVE ANALYSIS

List 3-5 businesses selling similar products and note what they do well.

Business:

Business:

Business:

Business:

Business:

MARKET OPPORTUNITY

What trends are you seeing?

What gaps exist in the market?

How can you fill that gap?

NOTES

Market Research

Take your data and highlight strengths, weaknesses, opportunities, and threats in one place, to make it easier to analyze and make strategic decisions.

STRENGTHS

THREATS

WEAKNESSES

OPPORTUNITIES

★ Notes

STEP 03

Product Development

Check all design and printing requirements to ensure high quality products.

DESIGN

- ☐ Artwork finalized
- ☐ All text proofread
- ☐ Sizing verified
- ☐ Bleeds added
- ☐ Safe zones checked
- ☐ Fonts outlined if necessary
- ☐ Images are high resolution
- ☐ Brand consistency reviewed
- ☐ Collection coordinated
- ☐ Product naming finalized

★ Notes

PRINT PLANNING

- ☐ Paper stock selected
- ☐ Foil color selected – if applicable
- ☐ Envelope color selected
- ☐ Packaging selected
- ☐ Production timeline confirmed
- ☐ Samples ordered
- ☐ Final approval completed

★ Notes

STEP 04

Brand Messaging

Give your product a clear voice and purpose to help customers understand its value and connect with it on an emotional level.

COLLECTION STORY

Why did you create this collection?

How do you want customers to feel when they receive it?

KEY MARKETING MESSAGES

This product helps customers:

- ☐ Save time
- ☐ Stay organized
- ☐ Celebrate a milestone
- ☐ Express themselves
- ☐ Create meaningful memories
- ☐ Feel more prepared
- ☐ Solve a specific problem
- ☐ Other _____

Top 3 benefits:

- 01 _____

- 02 _____

- 03 _____

STEP 05

Bring awareness, credibility, and excitement at launch.

Photography & Content

PRODUCT PHOTOGRAPHY

- ☐ Product-only photos
- ☐ Flat lay photos
- ☐ Close-up detail photos
- ☐ Packaging photos
- ☐ Product videos
- ☐ Behind-the-scenes content
- ☐ Unboxing content

★ Notes

CONTENT CREATION

- ☐ Product announcement post
- ☐ Behind-the-scenes reel
- ☐ Product teaser reel
- ☐ Product detail post
- ☐ Launch countdown graphics
- ☐ Customer-focused content
- ☐ Launch day graphics

★ Notes

PRODUCT

Launch Schedule

As you go through the rest of this workbook, keep this calendar in mind to fill in dates and track your goals.

STEP 06

Website Preparation

Ensure your product is easy to find and is positioned to capture traffic and conversions from day one.

PRODUCT PAGE

- ☐ Product title written
- ☐ Product description written
- ☐ SEO title created
- ☐ SEO meta description created
- ☐ Product photos uploaded
- ☐ Pricing entered
- ☐ Inventory entered
- ☐ Product tags added
- ☐ Mobile version reviewed
- ☐ Checkout tested

★ Notes

SEO

- ☐ Target keyword identified
- ☐ Product title optimized
- ☐ Product description optimized
- ☐ Alt text added to images
- ☐ Internal links added
- ☐ Pinterest-friendly images created
- ☐ Blog content planned

★ Notes

STEP 07

Email Marketing

Build anticipation, keep your audience informed, and drive engagement by delivering the right message at the right time throughout your product launch.

STRATEGY

- ☐ Waitlist sign-up page created
- ☐ Welcome email created
- ☐ Launch Day email created
- ☐ Customer follow-up email created

★ Notes

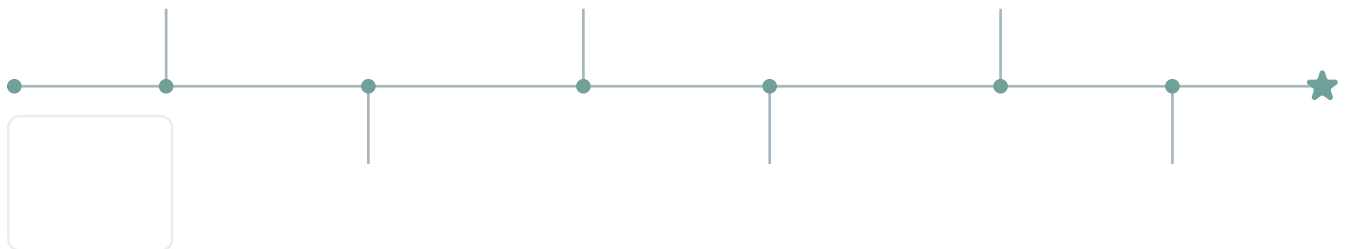
SCHEDULE

Waitlist Opens:

Launch Day Email:

Reminder Email:

Use this timeline to map out milestone dates, engagement goals, and any other details:



STEP 08

Social Media

Build awareness, generate excitement, and create meaningful engagement that amplifies your product launch and extends its reach.

PRE-LAUNCH

- ☐ Sneak peeks
- ☐ Product details
- ☐ Questions & answers
- ☐ Behind-the-scenes videos
- ☐ Countdown posts
- ☐ Waitlist promotion
- ☐ Design process
- ☐ Story polls
- ☐ Collection inspiration

LAUNCH WEEK

- ☐ Launch announcement
- ☐ Product features
- ☐ FAQ answers
- ☐ Product showcase reel
- ☐ Product videos
- ☐ Behind-the-scenes content
- ☐ Customer testimonials

SCHEDULE

Waitlist Promotion:

Sneak Peeks:

Launch Announcement:

Use this timeline to map out milestone dates, engagement goals, and any other details:



STEP 09

Partnerships & Promotion

Expand your reach, build credibility through trusted voices, and accelerate awareness and adoption even further.

INFLUENCER OUTREACH

- ☐ Influencers identified
- ☐ Contacted influencers
- ☐ Samples shipped
- ☐ Affiliate links created
- ☐ Discount codes created
- ☐ Posting schedule confirmed
- ☐ Content approved

★ Notes

PAID ADVERTISING

- ☐ Ad graphics created
- ☐ Video ads created
- ☐ Landing page prepared
- ☐ Budget established
- ☐ Tracking installed
- ☐ Campaign tested
- ☐ Launch campaign activated

★ Notes

STEP 10

Launch Week

You've made it through all the steps and are now ready to launch your product. Review this checklist to double check you're covered.

FINAL LAUNCH CHECK

- ☐ Website reviewed
- ☐ Inventory confirmed
- ☐ Emails scheduled
- ☐ Social posts scheduled
- ☐ Ads active
- ☐ Customer support prepared
- ☐ Shipping supplies stocked
- ☐ Packaging ready
- ☐ Analytics installed
- ☐ Sales tracking sheet prepared

★ Notes

LAUNCH DAY

- ☐ Website live
- ☐ Launch email sent
- ☐ Social posts published
- ☐ Stories posted
- ☐ Influencers posting
- ☐ Customer questions answered
- ☐ Orders monitored
- ☐ Celebrate your launch

★ Notes

WEEK ONE

Post-Launch Review

Ensure your strategy stays on track by making timely adjustments when performance or conditions shift.

REVIEW

- ☐ Share customer photos
- ☐ Share customer reviews
- ☐ Monitor inventory
- ☐ Answer customer questions
- ☐ Review ad performance
- ☐ Review website analytics
- ☐ Review email performance
- ☐ Gather testimonials
- ☐ Review social media analytics
- ☐ Continue promotion

★ Notes

RESULTS

Revenue:

Orders:

Best-Selling Product:

Email Subscribers Added:

Most Successful Marketing Channel:

WEEK TWO

Post-Launch Review

Ensure your strategy stays on track by making timely adjustments when performance or conditions shift.

REVIEW

- ☐ Share customer photos
- ☐ Share customer reviews
- ☐ Monitor inventory
- ☐ Answer customer questions
- ☐ Review ad performance
- ☐ Review website analytics
- ☐ Review email performance
- ☐ Gather testimonials
- ☐ Review social media analytics
- ☐ Continue promotion

★ Notes

RESULTS

Revenue:

Orders:

Best-Selling Product:

Email Subscribers Added:

Most Successful Marketing Channel:

WEEK THREE

Post-Launch Review

Ensure your strategy stays on track by making timely adjustments when performance or conditions shift.

REVIEW

- ☐ Share customer photos
- ☐ Share customer reviews
- ☐ Monitor inventory
- ☐ Answer customer questions
- ☐ Review ad performance
- ☐ Review website analytics
- ☐ Review email performance
- ☐ Gather testimonials
- ☐ Review social media analytics
- ☐ Continue promotion

★ Notes

RESULTS

Revenue:

Orders:

Best-Selling Product:

Email Subscribers Added:

Most Successful Marketing Channel:

WEEK FOUR

Final Results

You now have enough data to evaluate performance, identify patterns, and make informed decisions for future growth.

ACCUMULATED FINAL RESULTS

Revenue:

Orders:

Best-Selling Product:

Email Subscribers Added:

Most Successful Marketing Channel:

LESSONS LEARNED

What worked well?

What would you improve next time?

What should be repeated for future launches?

WORKBOOK

Stationery Product Launch Workbook

Thank you for downloading our workbook. Want to learn more? As your printing partner, we offer expert guidance to help you succeed. Reach out to us to discuss your next stationery project, product launch, or printing needs.

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