

A dark, atmospheric photograph of a space shuttle launch. The shuttle is positioned vertically in the center, with a large plume of white smoke and fire at its base. The background is a deep, dark brown, suggesting a night or twilight setting. The overall mood is dramatic and focused on the theme of launching a product or business.

KALE PANOHO

Growth Hacking Pre-Launch Checklist

Get the 5-step checklist I used to generate \$200K in presales... in 14 days!

Growth Hacking Pre-Launch Checklist

Step 1: Create a Minimum Viable Product (MVP)

Create something people want or need. When we created our gym we targeted something that our industry wasn't offering — a 24-hour service and new equipment. **Find your point of difference and stick to it so you can capture the attention of your potential customers.**

Step 2: Know Your Audience

When we created the gym idea we needed to test how well these ideas would be received, so we asked our potential customers. We went to Facebook and got the feedback from 20 people that we thought would be potential customers. These people then tested their audience to see how well our product would be received.

Step 3: Get Feedback

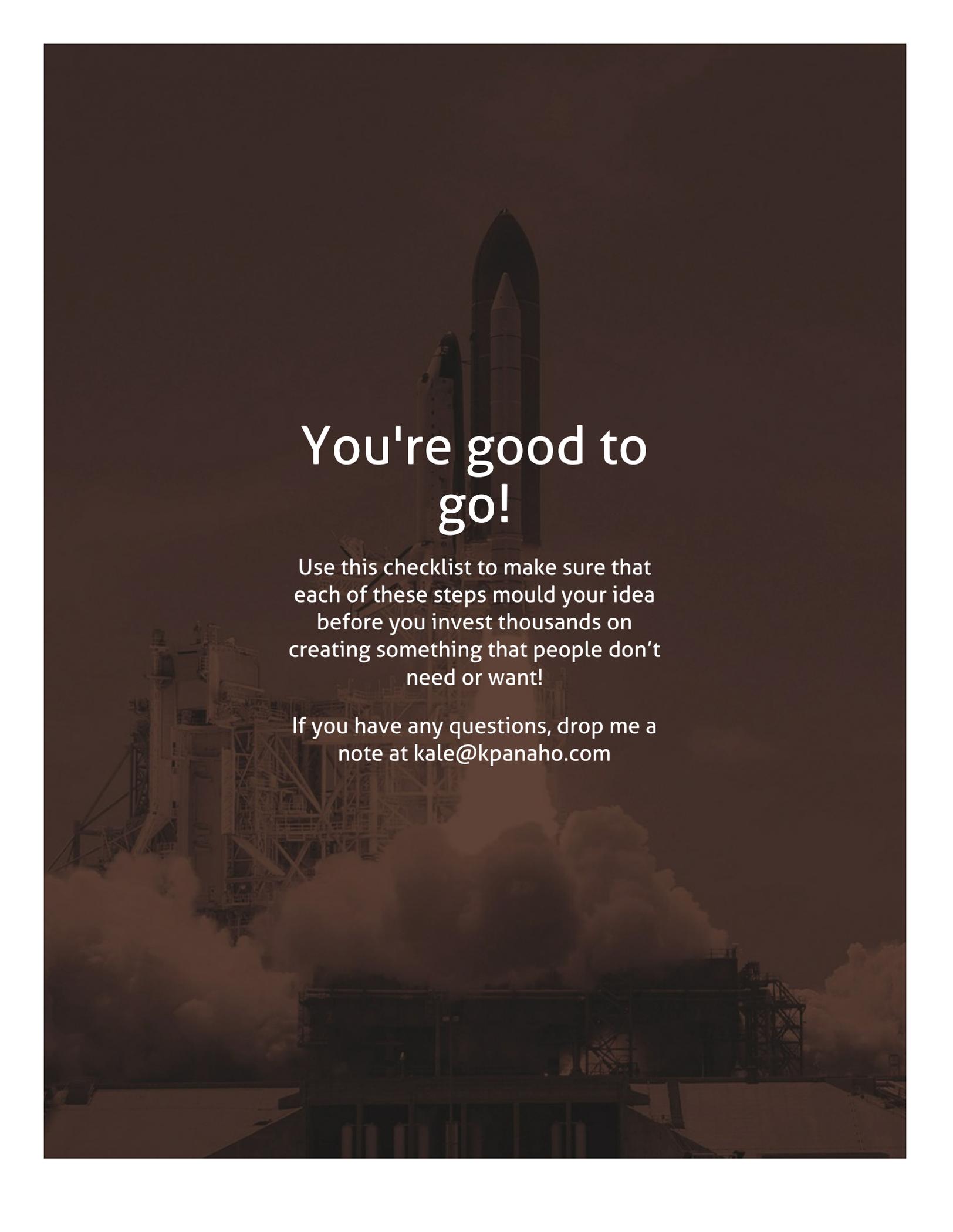
Pitch your idea to as many people in your target audience and refine your idea from there. That was how we created the concept of our gym, by surveying our potential customers. Take on all constructive feedback and keep moving forward. **You never want to invest your time and money into a product that nobody wants.**

Step 4: Go Public

If people like your idea, it will get bigger with a helping hand. Our network of friends that we sourced from the second step shared our idea, and as a result, we got a lot of hype before even having a tangible product. Give these people incentives to share your idea and be sure that you thank them for it.

Step 5: Interest BEFORE Investment

Calculate your start-up and running costs, then open a platform where people can purchase your future product. This can be via an online store, a physical venue or an event you run. Set your price point and see if people will purchase your product at the price you want. If not return to step 1 and go through this again!



You're good to go!

Use this checklist to make sure that each of these steps mould your idea before you invest thousands on creating something that people don't need or want!

If you have any questions, drop me a note at kale@kpanaho.com