

5 (Simple) Steps for Success!

1. CREATE PRODUCT PROFILE

- Confirm target market & customer
- Define product category
- Research product claims
- Evaluate the competition

2. DEFINE PACKAGING

- Determine package type
- Create budget perimeters
- Secure packaging & design resources
- Identify clear milestones for compatibility & stability

3. PROJECT MANAGEMENT

- Define key milestones
- Solidify accountability from all team members
- Secure manufacturing partner
- Finalize pricing & margin analysis

4. TARGET MARKET TESTING

- Define testing process
- Solicit feedback
- Manage revisions & revisit timeline (if needed)
- Schedule team approval meetings

5. DON'T FORGET TO....

- Embrace feedback & learn from it
- Have fun, discover, play & be adventurous!

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