

NEW PRODUCT LAUNCH CHECKLIST

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TASK TITLE	TASK DESCRIPTION	ASSIGNED OWNER	DUE DATE	TASK STATUS
MARKET ANALYSIS				
AUDIENCE PERSONAS				
PRODUCT PRICING				

MARKET POSITIONING				
GO-TO-MARKET STRATEGY				
SALES ENABLEMENT				

INTERNAL COMMUNICATIONS				
EXTERNAL LAUNCH				
METRICS				

POST-LAUNCH FEEDBACK				

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