



Which Type Of Product Are You Going To Sell First (low or high priced) and why?

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How are you going to get testimonials?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

How will you create the buzz during the prelaunch?

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How will you get people to buy your product or service during the launch?

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