

CONCLUSION

Taking a product to market isn't easy. Richard T. James, the celebrated inventor of the Slinky, ended up living out his days in Bolivia while his extraordinarily talented wife ran the company as CEO.

And yet, products are launched every day. Teams are assembled, plans are made, audiences identified and ads are bought. At the heart of this process is a fundamental belief that whatever new product you're launching or new feature you're selling is going to make life easier for your target audience.

Going to market is just the process of convincing people that your new way is better than the status quo.

Whether it's because they get to spend less time at work thanks to your solution that makes them 10x more efficient, or it's just a better light bulb, it doesn't matter. As you go to market, your mission is to make your audience believe in what you're saying, and to convince them to change from doing nothing to doing something.

And to do that, you need to go through the seven steps to get to market:

1. Identify your target audience
2. Outline the value you bring them
3. Figure out how to tell that story
4. Build your go to market team
5. Define the demand and brand marketing channels that best reach your target audience
6. Calculate your marketing mix

7. Settle on a product price

Once you've gone through these steps, and can cross off each one, then congratulations! You're ready to go to market. You're ready to catapult your product into the waiting hands of your future customers.

You'll move your audience to action—from doing nothing to doing something. You'll move your audience from not knowing, to not caring, to not buying, to—finally—not even being able to comprehend living without your product.

Once you make their life better, and you'll know that you've gotten your product to market.