

HOW TO LAUNCH A HEALTH AND WELLNESS PRODUCT

BOOK 1

INTRODUCTION

In a fast-paced world where everyone is trying to make the most of the time they have, good health has become so valuable that people are willing to pay a fortune to achieve it. For this reason, brands and businesses have increasingly tilted their focus to health and wellness products. These products span various areas such as skin care, hair care, fitness gear, nutrition, relaxation, recovery aids, etc. But as exciting as this sounds, you need to ask yourself three important questions before launching a health and wellness product.

First, how can you distinguish your products from many others? Why should people choose your product over the many options they have? Most importantly, how do you introduce your product to the public in a way that they'll be all over it? So, it's not only about diving into the thrill that comes with launching a health and wellness product. You also need to consider the people on the receiving end of that launch.

Launching a health and wellness product can be exciting and overwhelming at the same time. Even though your product is top-notch, you still bother about how many leads you'll be able to generate. There's also the issue of maintaining a good brand image for your product. When thinking about these things from this angle, it does seem daunting, especially because social media has raised marketing standards. But with a simple guide to break this down for you, you'll be able to navigate these issues easily, and this book provides that guide for you.

This book is the first in its 3-series collection that covers all you need to know about launching a health and wellness product. However, to fully gain from the content of this book, you need to have a solid grasp of the concept of health and wellness. While this seems inconsequential, it's one of the basic foundations you need to establish a solid health and wellness brand. So, what exactly are health and wellness?

Health is a state of being free from all forms of diseases or illness, while wellness is the practice of living a healthy lifestyle. So, your products shouldn't only focus on

improving your customers' health but also encouraging them to adopt healthy habits. Having this in mind, the road to launching your health and wellness product will be seamless and exciting. But what is the purpose of learning how to launch a product, you might ask? Isn't it just about creating a stellar product and marketing it incredibly? Of course, these factors are part of the things you'll need to consider when launching your product. However, learning how to launch a health and wellness product is important for various other reasons:

1. Learning how to launch your products the right way helps you establish a good first impression on your customers. This serves as the strong foundation upon which your brand or business will thrive in the long run.
2. As you already know, how you launch your products helps to boost sales and generate leads. This invariably increases revenue for your business.
3. An organized product launch process helps the plan to go smoothly and encourages your employees to deliver because it becomes less overwhelming.
4. Finally, learning how to launch a health and wellness product opens you up to other business opportunities that can further boost your products.

In this book, you gain all of this and more. It covers the steps to take and some of the strategies you can create to get your products where you desire them to be. However, it's not just about reading the information in this book. You also need to be practical and put them to work. Now that you're geared with the basics of launching a health and wellness product, let's dive in.

CHAPTER 1

IMBIBE THE MINDSET OF A PRODUCT MANAGER

Every action manifested in the world today is a product of the mindset imbibed by the maker of such action. In other words, the mindset you adopt when launching your product will reflect how well the product launch goes. Now don't get me wrong, this doesn't mean that all you need for an amazing product launch is a winning mindset. While that is essential, it's only the first step to realizing your goal. I've decided to start this book with this subject because many people disregard the importance of a winning mindset.

The type of mindset you adopt determines the level of confidence you exude, and what is a successful product launch without confidence? If you already think from the onset that your product launch might fail, then there's a good chance that it would. So, in the long run, it's not your competition or your lack of connections that affected that product launch, but your lack of confidence. That lack of confidence also reflects on how seriously your employees take the product launch process, which impacts their performance in the long run.

The question now is, "When launching a product, what kind of mindset are you to adopt?" Launching a product requires you to manage a lot of aspects at once. So, the best way to face it is by approaching it like a product manager. A product manager is a person in charge of the general supervision of the planning, development, and launching process regarding a product. As a product manager, you become the general overseer of that product launch. In addition to this, there are many other duties of a product manager.

Duties of A Product Manager

The role you'll have to play as a product manager ultimately depends on the particular type of product you're launching and your goals for it. However, certain duties apply to every situation. These include:

1. Conducting market research

For every product launch to be successful, market research is essential. It enables you to understand your target audience, market trends, and competitors. As a product manager, you must thoroughly analyze the market to understand your customers' needs and preferences. Additionally, you must locate any market gaps that the product can cover. This data enables you to create a product that caters to the target market's needs.

2. Mapping out the product vision and strategy

The next duty you'll need to fulfill is to define your product vision and strategy. The product vision and strategy should align with your product's overall strategy, and as the product manager, you must ensure that the product's development stays on track with your defined vision. This entails defining the goals for the product, outlining the features and benefits, and creating a roadmap for product development.

3. Creating product requirements

A product manager is also responsible for creating the product requirements. These requirements outline the specific features and functionality of the product. These requirements should also be written in a way that is clear and easy to understand for the development team. In addition, it's best to prioritize the requirements by ensuring that the most critical features are developed first.

4. Working together with a product launch team

As a product manager, you can't work alone. You'll surely have a development team that will help make the product launch easier. So, you must work closely with this team to ensure that the product is being developed according to the set requirements.

This could entail offering suggestions on the product's functionality and design, collaborating with the development team to resolve problems, and offering feedback on the product's development. Furthermore, you'll also have to serve as the middleman between your team and other stakeholders, such as marketing, sales, and management.

5. Overseeing the product launch

A product manager is also responsible for managing the product launch. A product launch isn't only about the announcement of the launch date and the introduction of the product to the public. It also involves other things like creating a product launch plan, coordinating with the sales and marketing teams, and ensuring that the product is launched on time and within budget. As a product manager, you would also have to monitor the product's performance after launch, making sure that it meets the targets set out in the product vision and strategy.

6. Analyzing the product's success

Another duty you would have to fulfill as a product manager is the analysis of the product's success after launch. This involves tracking metrics such as sales, customer satisfaction, and product reviews. In the midst of all this, it's also best to get customer feedback to identify areas for improvement and make changes to the product when necessary. By analyzing the product's success, the product manager can ensure that the product continues to meet the needs of the target audience.

How To Imbibe The Mindset of A Product Manager?

To imbibe the mindset of a product manager, here are some steps you need to take:

Understand The User

Understanding the user is the first step in adopting a product manager's mentality. You must be aware of the user's requirements, preferences, and problems. Additionally, you must comprehend their needs and how they use the product. This

involves performing user research, physical conversations with potential users, and data analysis.

Be Strategic

To imbibe the mindset of a product manager, you need to adopt a strategic thinking pattern. This means that you'll need to be able to see the big picture and understand how your product fits into it. In addition, you need to be able to set goals and develop a strategy to achieve those goals. This involves understanding the market, the competition, and the trends that are impacting the health and wellness industry.

Be Data-driven

Product managers are driven by data. To make decisions about various products, they must consider data, which involves analyzing user behavior, market trends, and product performance data. You must be able to use this information to find opportunities and make wise choices.

Be creative

To be a product manager, you also need to adopt creative thinking. You need to be creative and be able to solve issues with new ideas. This calls for creative problem-solving and an open mind. Additionally, you have to be able to convey these concepts to the team and other stakeholders.

Be Agile

Another thing you need is to be agile. This agility means the ability to be flexible and easily adapt to changes in the market and the industry. This involves being able to pivot the product when necessary and being open to feedback. You also need to be able to multitask, while still prioritizing wisely and making decisions quickly.

Be A Problem Solver

Launching a product isn't always a smooth ride. There'll surely be a few bumps along the way. That's why you need to be a problem solver that can find quick and effective

solutions to problems. This involves being able to think critically and analyze data. You also need to be able to communicate these solutions to the team and stakeholders.

Be Results-oriented

The only way to know if a product launch was successful is through the results you see. Therefore, as a product manager, you need to be results-oriented. Amid a product launch, it's easy to get swept up in all the activities involved with no results to show for it. To avoid this, it's best to track your progress to see where you're coming from and how far you've gone. You might also need to adapt your product to improve its performance.

CHAPTER 2

UNDERSTAND YOUR TARGET AUDIENCE

Whenever a person sees a new product on the market, the most common thought is, “Do I need this product now? If not, would I need it in the future?” This question is the biggest factor that determines whether or not that person will buy that product or ignore it. As you already know, there are many people making health and wellness products nowadays. If you decide to launch one, you stand the risk of getting lost in the crowd if you don’t stand out. The best way to stand out is by portraying your product in a way that truly speaks to your target audience. The goal is to create an impression that leaves a lasting imprint on their minds.

But to do this, you need to first understand who a target audience is. A target audience refers to people who are more likely to be interested in your product. They fit into specific demographics or display certain behaviors that are in line with the people who are typically interested in a particular product. Several factors determine the people that could make up your target audience. Understanding how these factors relate to your product is essential in understanding your target audience. These factors include:

1. Age

Although people say, “Age is nothing but a number,” your age still influences how you’ll see the world. For example, a seven-year-old cannot think as maturely as a twenty-seven-years old person. The difference in their thought patterns will be clear, which ultimately affects how they’ll view your product. With regards to health and wellness products, a seven-year-old might not need or value skin care products as much as a twenty-seven-years old. In the end, age is a demographic that helps you determine your target audience for each health and wellness product.

2. Gender

Another determining factor is a person's gender. Naturally, a person's gender determines the things they find important and otherwise. A man wouldn't buy tampons or sanitary pads because he most likely won't need them, except he's buying for a woman. So, you'll have to present the product in a way that'll seem more appealing to women. Besides this, the ingredients used for some health products differ based on the gender that'll be using them. This is based on the fact that both genders have different genetic makeups that could make some ingredients more or less effective than others.

3. Motivation and priorities

Your age also affects the things that motivate you. As a child, you'd be more motivated to do well in school if your parents told you they were going to get you a new toy or even take you to Disney Land. But as you grow older, your source of motivation changes. Another thing that is associated with age is your priorities. Throughout the different stages of your life, your priority shifts from one dynamic to the other. Some of the things that looked so important while you were younger start to seem so trivial as you grow older. This should also reflect in your products. Your target audience would most likely be people of different age groups, meaning that their motivations and priorities would be different. To understand your audience, you need to consider the things that are important to people in different sets of age groups and how you can use your products to meet those needs.

4. Career

Another target audience demographic is a career. A person's career shapes their lifestyle, their thoughts, and their priorities. Someone working long hours would be more focused on getting products that can help increase their strength and stamina. Similarly, an athlete would be focused on getting products that can boost their strength and fitness gear they can use while training. To these people getting products

like scrubs or medical equipment might never be on their list because they're not in the medical profession.

5. Location

A person's location also matters as it determines how easy it is for them to get a particular product. In addition, it determines the type of weather prevalent in a place. The weather in a place can determine the products that are regarded as essential or otherwise. It also determines the type of products you'll target towards a particular location and the issues you'll use those products to address. For example, in a country where the weather is mostly hot throughout the year, you might want to focus on products like sunscreen and other things that'll help keep your customers hydrated. That way, you'll be speaking to their needs directly.

Furthermore, your customer's location also determines how easy or difficult it is to get your products across to a particular place. This will help you to focus on ways to address these hurdles to encourage people to buy your product.

Why Does It Matter?

Many people launch products without defining their target audience because they regard them as unimportant. They've adopted the idea that anyone can be your customer and you only need to create a good product to make that happen. While that is true on some levels, you still need to create some type of roadmap to give your brand a better direction. So, if you've long regarded a target audience as inconsequential, here are some reasons for you to reconsider:

1. Understanding your target audience allows you to create a product that meets their needs. Each of the demographics explained above represents the possible needs and wants each category of person has. So, by understanding your target audience, you learn their wants and desires which helps you create a product that meets those needs and fulfills their desires. With this, your chances of

success are higher and you can maintain consumer confidence in your products.

2. Another benefit of understanding your target audience is that it can help you develop exciting and effective marketing strategies. By knowing your customer's needs, you'll understand the marketing technique or message that resonates with them. After all, people are more likely to get hooked by things they can relate to. Furthermore, this approach can help you build a stronger connection with your audience and increase the likelihood of them buying your product.
3. Finally, understanding your target audience can help you identify the right channels to reach them. For example, if your target audience is primarily active on social media, you can focus your efforts on using social media as your major marketing platform. The specific social media platform also matters. Sometimes, your target audience might be more active on Facebook than on Instagram. With this information, you'll be able to do more Facebook campaigns to promote your products.

How To Appeal To Your Target Audience

Adopt A Unique Value Proposition

Every brand or business has a particular thing that sets them apart from its competitors. This is known as a unique value proposition. It is the trademark you create for your product or brand that makes it outstanding. It's also the benefit that you offer that no one else does. Adopting this unique value proposition allows you to appeal to your target audience.

Use the Right Channels

Sometimes, the problem is not that there are no customers anywhere. Instead, the problem is that you aren't using the right channels. Today, people no longer use television adverts or billboards as much as they used to. Instead, the entire world is

now using social media as a marketing channel. That's why many businesses now employ influencers who have gained mastery of these social media channels to market appeal to their target audience.

Craft Compelling, But Personal Messages

To appeal to your target audience, you need to craft messages that resonate with them. You need to speak to their needs, desires, and pain points. You should use language that they can relate to and imagery that they find appealing. Your messages should also align with your unique value proposition. In addition, it's best to personalize the messages you send to your customers. You can do this by using the customer's name in the email or offering personalized recommendations based on their purchase history.

Use Social Proof

A potent method for attracting your target audience is social proof. The concept of social proof is the idea that people seek advice from others when deciding what to do. For instance, you are more likely to buy a product if you are debating whether to buy it and you notice that it has a lot of great reviews. Social media influencers, case studies, and customer testimonials are just a few examples of how you might leverage social proof.

Create a Sense of Urgency

In many cases, people are not moved to take action until there's some urgency involved. If people know that there's a tight timeline for them to get a product, they're more likely to rush it. But if they feel like they have so much time to still consider whether or not they need to buy it, they might end up not buying. So, you can create a sense of urgency by offering limited-time promotions or creating a sense of scarcity around your product.

CHAPTER 3

UNDERSTAND YOUR PRODUCT

Gaining ample knowledge about your product is a process that helps give power to your products. It's just as the popular saying goes, 'Knowledge is power.' With sufficient knowledge, you can know the position your product currently is in and how to improve it. However, gaining general knowledge about your product isn't enough. There's so much knowledge sitting in various corners of the world that it could take years to learn about it all. Frankly, I'm sure you don't exactly have that much time. So, what do you do? Focus on creating a structure for your knowledge gain. This involves focusing on certain areas that are paramount to the launch of your products.

First, you need to gain knowledge about how your product adds value. Imagine someone that sells phones but doesn't know the full extent of the phone's capabilities. Such a person won't be able to market that phone properly because it'll be difficult to address all the customer's possible needs that the phone can satisfy. Similarly, you can't launch a health and wellness product without knowing the value your products can add to your customer. This is because customers are more drawn to the benefits of a product and not its features. So, focus on gaining knowledge about the results your customers would gain from using your product.

Second, gather knowledge about the things that make your product different from others. Although many brands are making the same products, customers usually prefer buying from a particular set of people. This is because these people have set their products apart from others. Customers look through the different options they have to get value for their money. All you have to do is show them that your product is worth it. Finally, you need to get a good grasp of the fine details of your product. This covers the pricing structure and additional benefits customers can get from purchasing your products.

Once you've gained knowledge of these three aspects, you can then go on to tackle other aspects of understanding your product.

Steps To Understanding Your Product

Understanding your product requires that you take careful consideration of some steps that can lead you there. These include:

Study The Product Information

Every health and wellness product contains certain ingredients that help make them effective. In some cases, different brands might want to add some ingredients and qualities to make their products stand out from the crowd. In doing so, many brands get it wrong and end up adding ingredients and features that bring about adverse effects. To avoid this, you need to study everything there is to know about your product. This includes the product manual, product brochures, and any other product-related materials.

Use The Product Yourself

One of the best ways to improve your product knowledge is to use the product yourself. In doing this, you're doing a customer role play by putting yourself in the position of the customer. In the process, you get a firsthand experience of the product's features and benefits. In other words, you become a customer yourself, making it easier to see through a customer's lens and point out the pros and cons of using your product. By doing this, you avert any future issues that customers may face when using the product. However, this can only be possible if you use your product for a considerable amount of time and take note of any issues you face in the process. In most cases, the issues you face while using one product are the same issues that manifest in the others. So, even if you might not be able to use all the products, you can get an idea of potential problems your customers could face when using each of your products.

Take Online Courses

Another way to learn from others is by taking online courses. Generally, reading books and attending training sessions seems like sufficient work done regarding product knowledge gain. However, a stellar product launch requires a stellar approach to gaining knowledge, and this includes taking online courses. Online courses help to give you a new perspective on your product and the best way to launch it into the market. It's more or less like attending a mini-school that is focused on understanding health and wellness products.

With the advancement of technology and the education field, there are now many online courses available that can help you improve your product knowledge. These courses cover a wide range of topics related to product knowledge, including product features, benefits, and sales techniques. While choosing a course, ensure you pick one that is specific to your industry and product. This will help you learn more about the product and how to sell it effectively.

Shadow Experienced People In The Industry

In every learning experience, there are two major aspects: theory and practical. Reading books, and taking online courses fall under the category of theory. Therefore, you still need some practice to complete your learning journey, and an excellent way to do that is by shadowing experienced people in the industry. This could include taking up an internship or personal mentoring program of distinguished people in the health and wellness industry. Through this, you're no longer learning from only theoretical knowledge, but from knowledge gained from these people's experiences.

While shadowing these people, you get to watch how they interact with customers and pitch their products. This can help you learn new techniques and approaches. It could also help you identify mistakes you'd want to avoid in the future. Of course, shadowing sessions become more effective when you take notes as you go through each experience. This is because you could easily get swept up in the excitement of it all that all the information gets jumbled in your head. Taking notes will help you remember the techniques and approaches that worked well with each customer and how you can apply it when the time comes.

Attend Related Events

Technology is advancing at a drastic pace and this has permeated almost every industry, including the health and wellness industry. This implies that some of the dynamics that applied in the past no longer apply or have been modified in certain areas. This has led to the establishment of trends that change almost in the blink of an eye. For you to avoid getting left behind in this revolution, you need to be able to keep track of these trends. One of the best ways to do this is by attending events bordering on health and wellness and the products in that industry.

Besides this, attending industry events is a great way to learn more about your product, In addition, it allows you to meet experts in your industry and ask them questions about your product. They could give you a few pointers and you can learn from their experience. It's also an excellent way to build connections in the industry. These experts will know people that can make your product launch more seamless and as hitch-free as possible. Finally, through these events, you can also get wind of other seminars and workshops that focus on your product.

Communicate With Customers

So far, we've gone through the various ways to gain knowledge about your product from experts, books, and training sessions. However, there's still one more important person in this chain of knowledge gain and that's your customers. Although your customers might not know the nitty-gritty of how to make health and wellness products, they understand the benefits expected from each product.

So, you might never truly know what customers expect from you until you ask them. Since trends in the industry change from time to time, it's easy to go on assuming that customers' expectations are still the same as before. But when you check in with customers periodically, you get to understand what they expect from your product at each point in time. An excellent channel to achieve this is by conducting surveys, asking your friends who use the related products, and reading customer reviews of your competitors.

Put The Knowledge To Work

Finally, the best way to improve your product knowledge is to practice. Gathering knowledge without putting it to work is like creating an information storehouse you never visit. The information becomes stale and begins to rot, which adds no value to your brand. The more you practice, the better you'll become at pitching the product and answering customer questions.

The information you get might seem daunting and it can be scary to throw yourself into real-world situations, especially when you're susceptible to mistakes. However, that's the only way you'll learn. Make sure to practice in a variety of settings, including in-person meetings

and phone calls. This will help you become more confident and comfortable when the time comes to launch your product.

CONCLUSION

A health and wellness product launch is an exciting experience that has its ups and downs. It requires a lot of processes that could leave you feeling overwhelmed if you don't have a good grasp of them. The first process in this cycle is understanding all that health and wellness entails. This understanding will help give you a clear picture of what to expect and how to navigate it when the time comes. Besides this, there are many other processes involved in launching a health and wellness product. So far, we've discussed three of these processes. They include:

Imbibe the mindset of a product manager

Understand your target audience

Understand your product

In the next book series, we'll be looking at more processes involved in launching a health and wellness product, starting from budgeting strategies. Don't miss out on this!