LAZARUS™

STAGE 5 · I HAVE A PRODUCT

THE LAUNCH-READY TEST.

12 questions to answer before you order stock in volume.



BEFORE YOU START

STOCK IS THE EXPENSIVE PART.

A product needs a name, packaging and a launch plan before it needs stock. Order the wrong thing in volume and it sits in the shed, or a warehouse, while you pay for it.

Answer these before you sign off a production order. Tick **Ready** only when it's tested, sampled or agreed in writing. Otherwise tick **Not yet**.

1.

Write your answer in a sentence or two.

2.

Tick **Ready** only if it's tested, sampled or agreed. Otherwise tick **Not yet**.

3.

Count your Ready ticks and check your score on page 5.

Time: About 20 minutes, longer if you need to check samples or quotes.

"I built the prototype in my shed. Now what?"

WALT · DON'T BE WALT



THE PRODUCT

Who is it for, and why?

01 **Who is the buyer, and what problem does it solve for them?**

The person paying isn't always the person using it.

☐ READY ☐ NOT YET

02 **Have real buyers held a sample and said they'd pay your price?**

Friends and family don't count. Pre-orders do.

☐ READY ☐ NOT YET

03 **What's it called, and can you trademark it and own the domain?**

Check before you print it on 5,000 boxes.

☐ READY ☐ NOT YET

THE PACKAGING

Does it sell itself?

04 **Can a shopper tell what it is and who it's for in three seconds?**

On a shelf or a phone screen, that's all you get.

☐ READY ☐ NOT YET

05 **Does the packaging suit where you'll sell it?**

Retail, online, marketplaces and subscription boxes all need different things.

☐ READY ☐ NOT YET

06 **Have you checked the labelling rules for every market you'll sell in?**

Ingredients, warnings, barcodes and country of origin. Mistakes mean relabelling.

☐ READY ☐ NOT YET

THE SUPPLY Can you make it properly?

07 **Have you seen samples from more than one manufacturer?**

One quote is a guess. Three is a market.

☐ READY ☐ NOT YET

08 **Do you know your landed cost per unit?**

Product, packaging, freight, duty and storage, all in.

☐ READY ☐ NOT YET

09 **Is there a quality check before it ships?**

Fixing a problem at the factory is cheap. Fixing it in your warehouse isn't.

☐ READY ☐ NOT YET

THE LAUNCH How will people find it?

10 **Where will you sell first, and why there?**

Pick one channel and do it well.

☐ READY ☐ NOT YET

11 **What's your margin after every cost, including returns and ads?**

If it's thin now, it won't get better at volume.

☐ READY ☐ NOT YET

12 **What's your plan for the first 90 days after launch?**

Who hears about it, in what order, and what you'll spend.

☐ READY ☐ NOT YET

YOUR SCORE

COUNT YOUR READY TICKS.

My score: ☐ **out of 12**

Your score isn't a grade. It tells you what to do next, and what to hold off on.

10–12

Ready to launch.

You've tested the product, the price and the supply. Place the order, and put your energy into the launch.

6–9

Close. Sample again.

Use your Not yet ticks as a to-do list. Most can be fixed with one more sample round or a few buyer conversations.

0–5

Don't order stock yet.

Order small, or not at all, until the product, the packaging and the numbers are proven. It's the cheapest mistake you'll ever avoid.

Stuck on a few? That's normal, and it's exactly what our first call is for. We'll go through your answers with you, for free.

BOOK A DISCOVERY CALL · LZRUS.COM/DISCOVERY-CALL



LAZARUS™

WANT HELP GETTING IT MADE?

Book a free 20-minute discovery call. We'll review your answers, and through our sister company SYLON we can help with sourcing, samples and quality control. To go deeper first, read The Factory Sourcing Playbook and The 90-Day Product Launch Plan.

Book a free call · lzrus.com/discovery-call

GO DEEPER

The Factory Sourcing Playbook · lzrus.com/resources/factory-sourcing-playbook

The 90-Day Product Launch Plan · lzrus.com/resources/product-launch-90-days

24+
years in business

1,800+
projects delivered

5
regions: USA, Australia, China, India, Middle East & North Africa

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Psalm 2:8 · The verse our founders keep close. Faith shapes how we work; it isn't a sales pitch.

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