Product Hunt Launch Checklist

Before Launch [1 Month Earlier, at least]

- ☐ Create a Product Hunt account with your personal name

- ☐ Sign up for the Product Hunt Newsletter to gain instant access to "posts" (otherwise takes a week)

- ☐ Engage in discussions, regularly

- ☐ Get added as a maker of your product (by sending them an email at hello@producthunt.com)

- ☐ Understand and hack the Product Hunt ranking algorithm
  - ☐ get more upvotes
  - ☐ early votes as soon as you launch
  - ☐ make people engage in discussions/comments
  - ☐ votes from high-value or influencers
  - ☐ users going to your site from your post

- ☐ Be active in the community
  - ☐ answer ask product hunt questions
  - ☐ comment on other's posts

- ☐ Form connections with other users

- ☐ Attract more and more followers
  - ☐ leverage your existing users to follow you on Product Hunt
  - ☐ post on your social media and ask people to follow you on Product Hunt

- ☐ Create a landing page for your upcoming product

- ☐ **Have a Top Hunter post your product**
  - ☐ Reach out to the top Product Hunt hunters to post your product

☐ They will post your product and later add you as a maker

Requirements for Posting Your Product

☐ Website link

☐ Product name

☐ Tagline [60 words]

☐ Topics [3-5 topics]

☐ Status [available, or pre-launch]

☐ Media/gallery [images, thumbnail, GIF]

☐ Add makers

☐ Publish

☐ After publishing, add a precise product description

☐ Leave a detailed comment right away

Engaging Product Hunt Users

☐ Ask for feedback

☐ Connect with top hunters and influencers

☐ Answer peoples' questions

☐ After launch, you and your team should actively participate in the Product Hunt discussions

Promoting Your Product Hunt Page

☐ Post the Product Hunt page link on the social media

☐ Leverage your personal and your team's connections

☐ Reach out to the relevant communities like Reddit and Quora

☐ Reach out to your mailing list

☐ Get press from journalists

☐ You can put a popup on your main website to inform visitors about the PH page

☐ Also, drive traffic to a Product Hunt search page

- [ ] Promote on the social media

- [ ] Announce and offer exclusive discounts for the Product Hunt users