

# PRODUCT LAUNCH EXCELLENCE



BrainKraft™

# PRODUCT LAUNCH EXCELLENCE

BrainKraft.com  
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## STRUCTURE

A successful product launch is well planned and well executed.

The BrainKraft Product Launch Framework delivers the structure to do just that.

## KNOWLEDGE

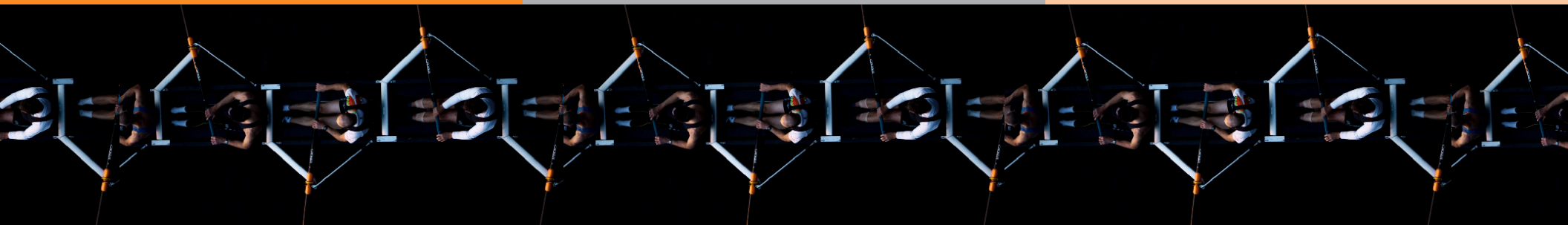
Structure is not complete without the knowledge to apply it.

The BrainKraft Product Launch Master Class delivers the knowledge to do just that.

## INSIGHT

Structure and knowledge is amplified by insight.

The BrainKraft Product Launch Advisory Services delivers the insight to do just that.



# STRUCTURE

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A product launch is not a single process. It's an organized collection of processes that work in harmony to ensure a successful product launch.

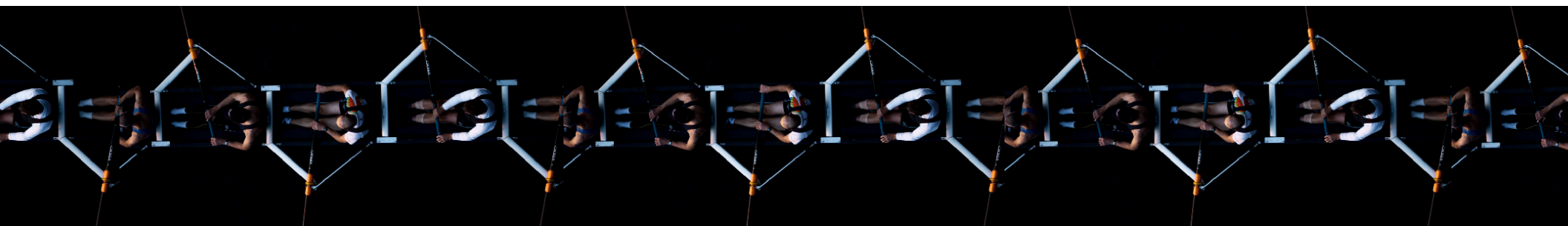
The BrainKraft Product Launch Framework delivers the structure needed to plan and execute a successful product launch. Every. Single. Time.

A product launch is more than the combination of a product and a marketing campaign. It's the most cross-functional activity a company undertakes. Doing it right takes discipline, creativity, and structure.

From organizing the launch team. Defining launch objectives. Understanding the market environment. Communicating a unique value proposition. Developing a launch strategy. Preparing the company, partners, and market. To accelerating to achieve launch objectives.

The BrainKraft Product Launch Framework covers the full life cycle of a product launch.

## BrainKraft Product Launch Framework™



# KNOWLEDGE

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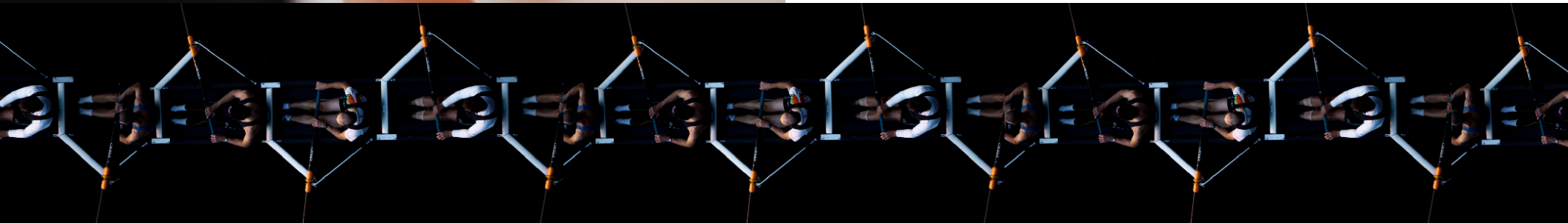


The BrainKraft Product Launch Master Class is a comprehensive training course that teaches you how to plan and execute a successful product launch using the BrainKraft Product Launch Framework. And not just for your next launch; for every launch.

The practical approach embodied in the BrainKraft Product Launch Framework is applied to your product. As you learn the BrainKraft Product Launch Framework, you're applying it to your product launch. It's not a theoretical exercise.



Live and On-Demand



# INSIGHT

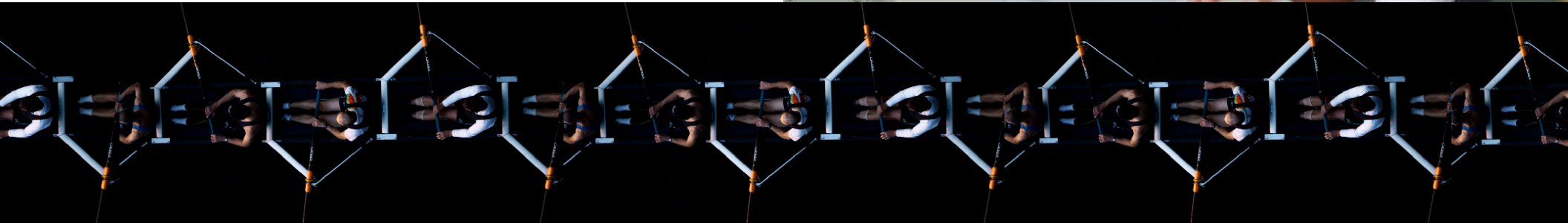
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BrainKraft Launch Advisory Services deliver the insight you need from product launch experts to help with planning a product launch.

A BrainKraft Launch Coach helps where you need help. Schedule as much coaching as you need when you need it.

Launch Advisory is great for general product launch consultation and is especially helpful when you need help adapting the BrainKraft Product Launch Framework to your organization.



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