

Software Checklist

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- Default
 - Identify Target Audience
 - Create a Logo for your software
 - Create Website to promote the software
 - Create and required Packaging (CD Cover Design & CD Label)
 - Create Software Documentation
 - Determine your Pricing and Quantity Discounts
 - Set up Order Pages on your site
 - Launch for Beta Testers
 - Announce Release on forums
 - Write and submit Press Releases
 - Post Press Release to PR distribution sites
 - Create RSS Feeds for your software news
 - Set up Newsletter Subscription
 - Optimize Website for Search Engines (SEO)
 - Define Minimum System Requirements
 - List Software on Download Sites (many are available for free)
 - Capture Screen Shots and include on site and packaging
 - Set up an Affiliate Program to further promote
 - Set up a Reseller Program
 - Create Key Benefits List
 - Establish Discounts for Non-Profits or Educational Markets as those will give you positive PR
 - Expand this software checklist to fit your product